

**ABSTRACT**

Feminism is a movement for women struggling for gender equality in every sector, such as education, politics, and many others. Feminists aim for women's liberation in making various decisions for themselves such as expressing both characteristics of masculine and feminine confidently. Taylor Swift's *Bad Blood* music video is one of the numerous media which represents feminism performing those masculine and feminine characteristics. The aim of this study is to examine the portrayal of power feminism in Catastrophe, the main female character in *Bad Blood* music video. This study applied Fiske's codes of television culture and selected 15 scenes as the primary data. These scenes were analysed by using the theory of Power Feminism by Naomi Wolf to identify the portrayal of Catastrophe's character as a strong woman who represents power feminism. This study discovered that there is a new concept of a strong woman who embraces the feminine characteristics as strong and powerful one, nevertheless keeps her beauty. She also can be even more powerful than men in term of physical strength in handling the gun and fighting. This study also reveals the reflection of Catastrophe's character of power feminism as a criticism to the contemporary American women society.

**Keywords:** *Catastrophe, Power Feminism, Strong Woman*