

Abstract

Equality in many aspects is big issue of human life. Equality here, is not only about the relation between man and woman, but also nature. Nature is important to be discussed because environment is the important part of life. Woman that is usually portrayed as someone who struggles for same rights. Ecofeminism is the way in getting equality, not only for woman, but also for nature. Women movement in ecofeminism can be seen in music video. Music industry makes the song more interesting through the music video. Some of song themes can be illustrated in music video well. Some of music video still contains weakness of woman toward man, but there are some movements about the portrayal of woman in some music videos. In this music video, the relation of animal, plant and inert are shown. Woman takes part to keep the balancing of the environment. “Roar” music video by Katy Perry will be analyzed by Ecofeminism Theory by Rosmarie Tong because the concept of this music video was in the jungle and it showed the relation of human and nonhuman. Conceptual, symbolic, and linguistic are going to be approached on eight principal tenets of deep ecology in Rosmarie Tong’s book. By close reading to the lyrics and visualization there can be seen the obvious representation of woman and man toward nature. In conclusion, woman is represented as someone who has strong power and control the nature.

Keyword: Ecofeminism, Gender, Patriarchy, “Roar” music video