ABSTRACT

Risma Permata Sari. **CRITICAL DISCOURSE ANALYSIS OF PATRIARCHY IN TAYLOR SWIFT'S SONGS**. Thesis. English Education Study Program STKIP PGRI Pacitan, 2023.

The aims of this research were 1) to reveal patriarchy through the Discourse Analysis in Taylor Swift's songs in order to identify kinds of patriarchy ideology in the lyrics of Taylor Swift's songs; 2) to find out reason why Taylor Swift's songs contain Patriarchy issue.

This research used Descriptive Qualitative research design. This research used Fairclough's Critical Discourse Analysis approach. The subject of this research were the lyrics of Taylor Swift's songs in the latest of five years album that were released in 2019 until 2022.They are Lover, Folklore, Evermore, Fearless (Taylor's Version), Red (Taylor's Version) and Midnight. Observation and document analysis were used to collecting the data. The data were analysed through Miles & Huberman analysis by categorizing any kinds of patriarchy delivered to reveal the intended meaning of the songs, which involve three steps. They are (a) Data reduction (b) Data display, and (c) Draw conclusion.

The results showed that there 39 data of patriarchy in Taylor Swift's songs in the latest five years album. The results were categorizing the data into kinds of patriarchy by Obie and Duncan. The researcher employed 8 kinds of patriarchy. They are (a) Domination (b) Subordination (c) Marginalization (d) Discrimination (e) Violence (f) Double Burden (g) Stereotype, and (h) Objectification. It's showed the singers are trying to express the value of women's empowerment through her songs on the fact that gender equality is never ending issue for women. As a result, as long as women face numerous challenges, anti-patriarchy must be reverberated.

Keywords: Critical Discourse Analysis, Lyrics, Patriarchy, Songs