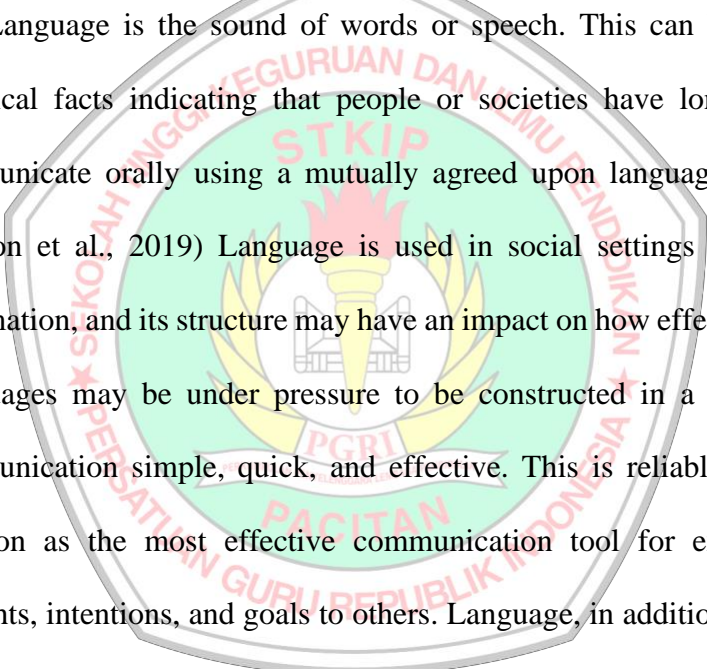


# CHAPTER I

## INTRODUCTION

This chapter explains about the background of the research, identification of the problems, limitation of the problems, statement of the problems, objectives of the research, and benefits of the research.

### **Background of the Research**



Language is the sound of words or speech. This can be explained by historical facts indicating that people or societies have long been able to communicate orally using a mutually agreed upon language. According to (Gibson et al., 2019) Language is used in social settings to communicate information, and its structure may have an impact on how effectively it is used. Languages may be under pressure to be constructed in a way that makes communication simple, quick, and effective. This is reliable with language function as the most effective communication tool for expressing ideas, thoughts, intentions, and goals to others. Language, in addition to being a tool for communication, is also a channel for formulating intentions, ideas, and opinions, eliciting emotions, and facilitating cooperation with fellow citizens. Language function as a means of communication creates it a significant influence in human life. Communication will be less than ideal if the language used is not accepted or understood by others.

Meanwhile, Dereh in (2019) said that Media means a communication tool that used as an intermediary in connecting something to something.

Furthermore, in National Education Association (NEA) the media defined as forms of communication, both printed and audio and their equipment (Dereh, 2019). So, it can be concluded that media is a forms of communication that used to connecting one to another.

Furthermore, people can easily share their opinions on social media as communication tools. Because of the rapid growth of social media, they can easily express their criticisms and concerns. The use of social media to share their thoughts, ideas, and stories make they build the social network. This is in line with (Akram, 2017) Social media is a platform that allows people to create social networks and allow them to expand people's knowledge in a specific field. In other words, social media not only helps users deliver their messages, but it also helps users expand their knowledge by referring to other people's ideas.

Nowadays People can also express their feelings or concerns by using songs. It can be heard throughout the ages. It also lasts indefinitely because the access is unlimited in music media online platform. In definition, song is a short rhymed piece of music that contains the songwriter's imagination, feelings, ideas, illusions, and messages to others through the words or song lyrics. Song lyrics communicate messages to listeners. It is made up of a series of words that are written and performed by a selected singer. A songwriter will typically have a target for his or her listeners Tikkanen (2018) (in Dewi et al., 2020). It provides a means by which people can share emotions, intentions, and meanings through songs lyrics. The lyrics in the song contain the meaning that

the songwriter wants to convey, and can be analyzed through Critical Discourse Analysis.

According by Jorgensen & J.Phillips (2002) Critical Discourse Analysis is ‘critical’ in the sense that it aims to reveal the role of discursive practice in the maintenance of the social world, including those social relations that involve unequal relations of power. It’s aim to contribute to social change along the lines of more equal power relations in communication processes and society in general. In critical discourse analysis, it is claimed that discursive practice contribute to the creation and reproduction of unequal power relations between social groups. Such as between social classes, women and men, ethnic minorities and the majority. These effects are understood as ideological effects. Cap (2018) stated, Critical Discourse Analysis (CDA) brings the critical tradition of social analysis into language studies and contributes to critical social analysis a particular focus on discourse and on relations between discourse and other social elements (power relations, ideologies, institutions, social identities, and so forth).

One of the ideologies that is often found in critical discourse analysis on songs is about patriarchy. Ortnor (2022) described Patriarchy is more than just “sexism”. It is a social formation of male-gendered power with a particular structure that can be found with striking regularity in many different arenas of social life, from small-scale contexts like the family, kin groups, and gangs, up through larger institutional contexts like the police, the military, organized

religion, the state, and more, including Taylor Swift songs that dare to speak out against patriarchy and support women's gender equality.

Taylor Alison Swift (born December 13, 1989) is an American singer-songwriter. Born in West Reading, Pennsylvania, Swift moved to Nashville, Tennessee, at age 14 to become a country artist. She signed a songwriting deal with Sony/ATV Music Publishing in 2004 and a recording contract with Big Machine Records in 2005. Her 2006 self-titled debut album made her the first female country singer to write or co-write a US platinum-certified album entirely. In the recent five years, Swift signed with Republic Records in 2018 and released her seventh studio album, *Lover* (2019), *Folklore* and *Evermore* (2020) and her latest album *Midnights* (2022). Taylor Swift album as a phenomenal album creation. Having sold over 200 million records globally, Swift is one of the best-selling musicians of all time. She is the only act to have five albums open with over one million copies sold in the US. Among her accolades are 11 Grammy Awards, including three Album of the Year wins; an Emmy Award; 40 American Music Awards; 29 Billboard Music Awards; and 84 Guinness World Records. She has featured on rankings such as Rolling Stone's 100 Greatest Songwriters of All Time, Billboard's Greatest of All Time Artists, the Time 100 and Forbes Celebrity 100. Honored with titles such as Artist of the Decade and Woman of the Decade, Swift is an advocate for artists' rights and women's empowerment. Her music is credited with influencing a generation of singer-songwriters.

Taylor Swift is a singer and songwriter that often convey social reality from her views and personal experiences into her songs. Many of her songs discuss love and elevate women as their object. One of them is found in Taylor Swift's song *The Man*, in lyrics: "They'd say I hustled, put in the work. They wouldn't shake their heads and question how much of this I deserve. What I was wearing, if I was rude. Could all be separated from my good ideas and power moves" which contains meaning about women who are victims of sexual harassment and are marginalized in the workplace. This study focuses on the descriptive analysis of the patriarchy discourse that Taylor Swift convey in her songs. *The Man*, one of her singles, contains song lyrics with complex meanings and social codes that discuss the position of women in social life and how people think if she becomes men.

Patriarchy are always challenging to discuss. Women are treated differently simply because they are women. Not only that, but society sometimes unconsciously labels women as inferior to men. Taylor Swift has a unique way of communicating her ideology to her audience through her songs. Taylor Swift's songs dare to speak out against gender inequality and patriarchy empower her songs with the value of women's empowerment, this is a social discourse that deserves to be discussed.

Based on the explanation above, the researcher is interested to do this research with the title "**A Critical Discourse of Patriarchy in Taylor Swift's Songs**". The study's urgency is based on the fact that gender equality is a never-ending issue for women. As a result, as long as women face numerous

challenges, anti-patriarchy must be reverberated. Other audiences will become aware of this topic as a result of this study by understanding the messages behind Taylor Swift's songs.

### **Identification of the Problem**

1. Taylor Swift's songs contain patriarchy discourse.
2. Taylor Swift's songs has big influence to the listener.
3. Taylor Swift's songs emphasize woman empowerment value.
4. Taylor Swift's songs contain a moral value.
5. Taylor Swift's songs contain ideology.
6. Taylor Swift's songs has interpretation of Taylor identity.

### **Limitation of the Problem**

The researcher limits this research on three points. First, the researcher wants to analyze the discourse of Taylor Swift's songs. Second, the researcher wants to analyze the patriarchy ideology in Taylor Swift recent five years album (2018-2022). Third, the researcher wants to focus on Taylor Swift's songs which contain patriarchy ideology.

### **Formulation of the Problem**

The problem of this research can be formulated as follows:

1. What kinds of the patriarchy ideology used in Taylor Swift's songs?
2. Why is Taylor Swift's songs contain Patriarchy issue?

### **The Objective of the Research**

According to the formulation of the problem objectives of this research as follows:

1. To identify kinds of patriarchy ideology used in Taylor Swift's songs.
2. To find out the reason why Taylor Swift's songs contain Patriarchy issue.

### **The Signification of the Research**

The findings of this study are expected to have theoretical and practical implications.

1. Theoretically

It contributes provide a new understanding of patriarchal ideology in the Critical Discourse Analysis fields.

2. Practically

- a) Teacher

It can be reference for teaching about discourse ideology in Taylor Swift's songs.

- b) Students

Give information about the critical discourse analysis of patriarchy in Taylor Swift's songs.

- c) Other Researcher

To inspire and give references to do the research with similar concern.

