

**THE REPRESENTATION OF FEMININITY AS A
POWER IN KATY PERRY'S MUSIC VIDEO**



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The Representation of Femininity as a Power in Katy Perry's Music Video

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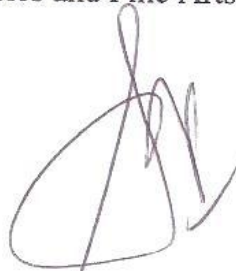


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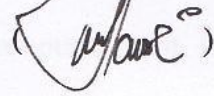
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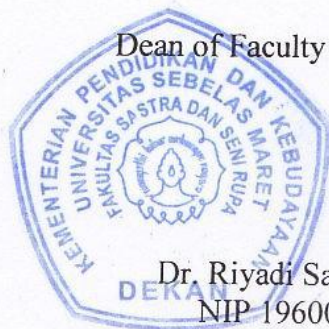
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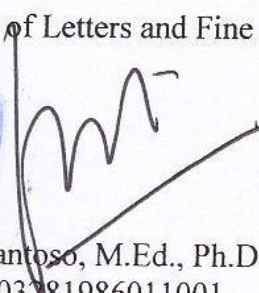
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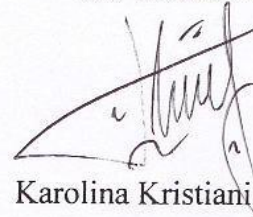
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I certify that this thesis entitled *The Representation of Femininity as a Power in Katy Perry's Music Video* is not a plagiarism nor written and made by others. Any materials and previous studies used as references are written in direct quotation or in paraphrase and cited properly. I am fully responsible for the pronouncement. If it is proven to be wrong, I am willing to take any responsible actions given by Faculty of Letters and Fine Arts, Sebelas Maret University.

Surakarta, June 23, 2014

The Researcher



Karolina Kristiani Putri

MOTTO

“The Lord will fight for you, you need only be still.”

“I can do all things through Christ who strengthen me”

(Phillipians 4:13)

**“A good life is when you assume nothing, do more, need less, smile often,
dream big, laugh lots and realise just how blessed you are”**



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DEDICATION

**For my Lord, Jesus Christ,
myself and my family
and American Studies Scholars**



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ACKNOWLEDGMENT

First, I would say thank you to my Lord, Jesus Christ, who gives me a chance to become a student in English Department, help me to finish all the study process in this study program, and bless me to accomplish this thesis.

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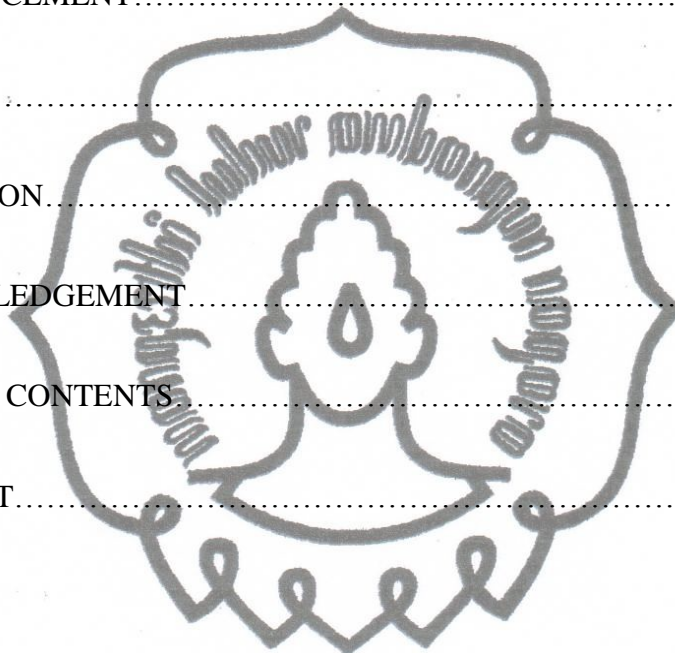
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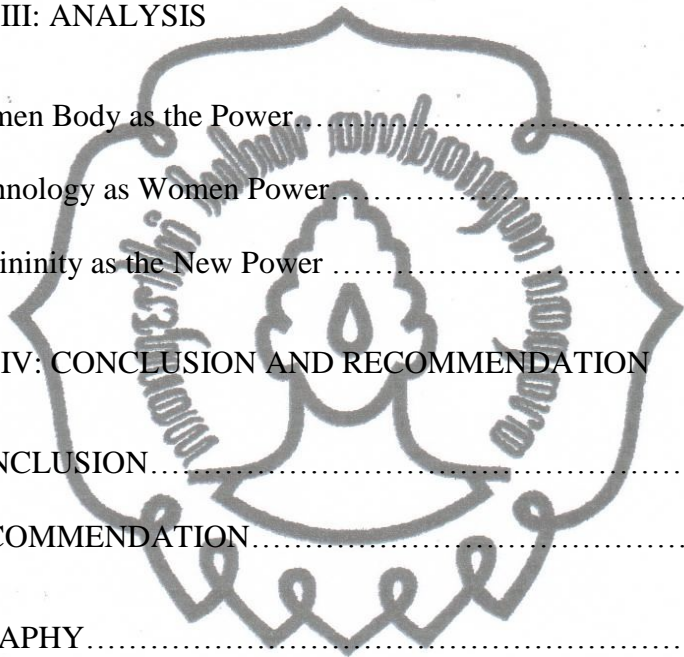
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The Representation of Femininity as a Power in Katy Perry's Music Video

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ABSTRACT

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This is a research on femininity in Katy Perry's music video. This research is conducted to explain how three Katy Perry's music videos "Firework", "E.T", and "Wide Awake" represent women's femininity as a power in this era. Those three music videos are published in <http://www.youtube.com> as the site of videos sharing.

This research is descriptive qualitative research. The primary data are images; lyrics; music; settings; make up and costume; lighting; facial expressions; gazes and colors. Secondary data consists of journal, articles and books.

This research is conducted under the framework of American Studies. It uses some theories and approaches to analyze the music videos. Semiotics theory, Post-colonial feminist theory and Music Video analysis are used to answer the research question. From the analysis, it is found that first, feminist women had found that their body is their power; not because of its form or its size, but because of its function. Second, feminist also found that technology as the new invention can be adapted by women to create a new form of feminist women power. The last, women have realized and found that the new power of feminist women is what they have inside: their inner power, personality and femininity.

Keywords: Popular Culture, Music Videos, Post-colonial Feminist, Power, Women

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