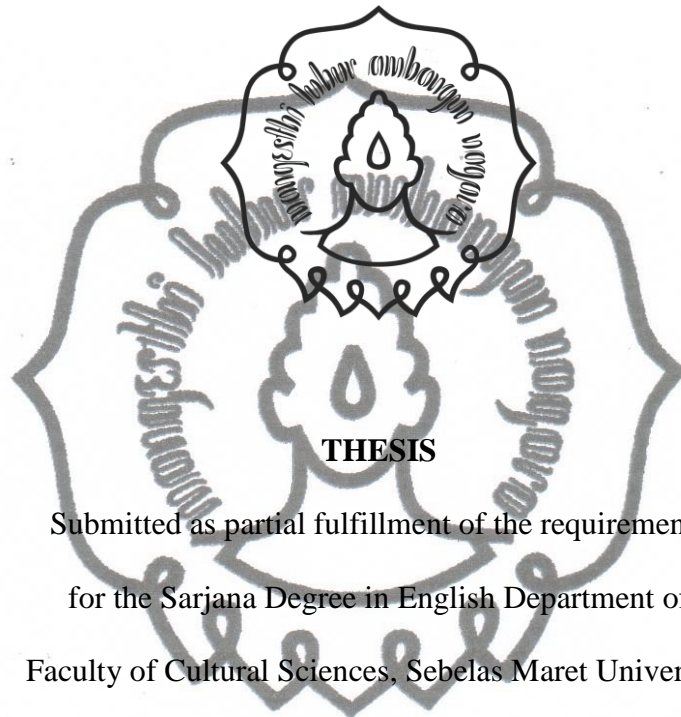


**THE CONSTRUCTIVE IMAGE OF HAYLEY WILLIAMS AS THE
WINNER OF BILLBOARD WOMEN IN MUSIC AWARD: STUDYING
THE SUPPORTIVE COMMENTS OF AUDIENCES ON TWITTER**



Submitted as partial fulfillment of the requirements
for the Sarjana Degree in English Department of
Faculty of Cultural Sciences, Sebelas Maret University

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2018

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Surakarta, 20 Juli 2018

The researcher



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The researcher

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TABLE OF CONTENTS

TITLE.....	i
APPROVAL OF THE ADVISOR.....	ii
APPROVAL OF THE BOARD OF EXAMINERS.....	iii
PRONOUNCEMENT.....	iv
MOTTO.....	v
DEDICATION.....	vi
ACKNOWLEDGEMENT.....	vii
TABLE OF CONTENTS.....	viii
ABSTRACT.....	xi
CHAPTER I: INTRODUCTION	
A. Research Background.....	1
B. Scope of Research.....	7
C. Research Question.....	7
D. The Objective of the Research.....	8
E. Benefits of the Research.....	8
F. Thesis Organization.....	9
CHAPTER II LITERATURE REVIEW	
A. The history and the characteristic of rock music.....	10
B. Women in rock music industry.....	14
C. The image of women being rockers.....	18
D. The support of fans for female rockers.....	22
E. Social media in supporting female rockers and their fans.....	25
F. Social media in relation to the award-winning.....	29

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CHAPTER III RESEARCH METHODOLOGY & THEORETICAL APPROACH

A. Research methodology.....	33
1. Types of research.....	33
2. Data and source of data.....	33
3. Technique of collecting data.....	34
4. Technique of analyzing data.....	38
B. Theoretical Approach.....	39

CHAPTER IV ANALYSIS

A. Findings.....	44
1. Trailblazer Category Award: Billboard Women- in Music Award 2014.....	44
2. Data Findings on Twitter.....	46
3. Hayley Williams and her fans in her time to accept- the Billboard Women in Music Award; Trailblazer- category award 2014.....	78
a. Supporting fans.....	78
b. Neutral fans.....	86
c. Not supporting fans.....	87
B. Discussion.....	91
1. The constructive image of Hayley Williams as a female rocker.....	91
2. Hayley Williams on winning Billboard Women in Music- Award in 2014 for Trailblazer category award.....	96

CHAPTER V ANALYSIS

A. Conclusion.....	101
B. Suggestion.....	103

REFERENCES

A. Books and journals.....	104
B. Online news article.....	113
APPENDICES.....	115



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Abstract

Monika Rindang Nur Fitriana. C0313037. **The Constructive Image of Hayley Williams as the Winner of Billboard Women in Music Award: Studying the Supportive Comments of Audiences on Twitter.** Thesis. English Department of Faculty of Cultural Sciences, Sebelas Maret University.

This research attempts to investigate the constructive image of Hayley Williams as a female rocker according to her fans' perspective on Twitter. It is assumed that the constructive image expressed by her fans which leads her to win the Trailblazer category award of *Billboard Women in Music Award* for the first time in 2014. This study applied the purposive sampling to collect data from Twitter which were in the form of tweets. Those tweets were gathered by using some limitations on the advanced search on Twitter by first logging in using my personal account. Thus, the tweets were categorized into three categories based on the fans' expressions. They were supporting, non-supporting and neutral. Based on those expressions, the image of Hayley Williams contradicts to the image of female rockers, which are often stereotyped as sexualized and non-performers. Rather, she is appraised by her fans as a good songwriter and musician, and a non-sexualized vocalist. Even, her fans consider her as a dominant female rocker. It shows the possibility of women to survive in the rock music industry. Although Billboard have never mentioned the winning reason of Hayley Williams, the popularity of Hayley Williams and the constructive image constructed by her fans could be as a consideration for Hayley to get the prestigious award in the rock music industry.

Keywords: women in rock music, female rocker, constructive image, Twitter, fans, new media