

# CHAPTER I

## INTRODUCTION

### 1.1 Research Background

This research analyzes the portrayal of woman in sweetener album by Ariana Grande. The researcher took this title because the researcher intends to examine more deeply about feminism in Ariana Grande Sweetener's album more precisely the portrayal of women in that album. What is meant about the portrayal of woman here like how Grande can achieve her own success in music industry, independence, love life, even about her sexuality and her body. The importance of this research is this research can be one of the ways to open women's minds out there about how women do not need to be trapped in the patriarchy system and also as one of the feminist movements like Ariana Grande did in this Sweetener album. This album focused on women's rights. In analyzing this album the writer used feminist theory from Helene Cixous in her book titled *The Laugh Of The Medusa*. She states the equality between man and woman and also develops an entirely new theoretical concept with the aim of giving rise to feminist voice. In the first part, a brief description of Cixous's intellectual milieu is given in order to show the actual reason that led her to come up with a new notion of liberating women from patriarchy. It is time to liberate the New Woman from the Old by coming to know her by loving her getting by, for getting beyond the old without delay, by going out ahead of what the new woman will be as an arrow quits the bow with a movement that gathers and separates the vibrations musically in order to be more than herself (Cixous, 878:2009).

Same as Helene Cixous, after much anticipation and excitement, Ariana Grande's Sweetener album is officially here for everyone to enjoy. Her new music dropped on Friday, Aug. 17, the 15 tracks they finally get to listen to. There's definitely a lot to take in with the songs, but one thing that should pay attention to are the feminist lyrics on '*Sweetener*'. No surprise whatsoever, Grande inspires women of all ages through her new musical creations.

Through it all, there are moments of feminism spread throughout in this Sweetener album by Ariana Grande. Whether she's preaching about her own success, empowering others to fight their way to the top, or encouraging women to embrace their sexuality and also this album has mention so many girl power.

She's also revealed "I've never been this vulnerable to myself. I feel like I graduated almost. I feel like for a long time the songs were great, but they weren't songs that made me feel something the way these songs do." (Ariana Grande, Fader's Summer cover 2018)

Based on Grande's statement we can draw the conclusion that she speaks about herself into writing as a media, when she wrote a song she feel something about herself wich is valuable to herself. Like the concept of feminine writing (écriture feminine) wich means that women can express herself into writing as their own world by their own movement. Women must write herself because this is the invention of a new insurgent writing wich when the moment of women liberation has come, and it will allow women to carry out the indisepible rupturs and tranformations in woman history (Cixous,880:2009).

Based on the concept of écriture feminine we can see that women must write to bring justice to the women themselves and make them equal to men. By writing herself woman will return to the body wich has been more than confiscated from her (Cixous,880:2009). Same as Ariana Grande she heralded her about feminime through the writing she wrote into a song. Like the songs on his album entitled 'Sweetener' Ariana grande wrote many messages that were very thick about feminists, especially she wanted most of the female listeners who listened to her songs to voice themselves as though women were not just objects for men.

Since she stepped into the limelight, the former Nickelodeon star has been teaching her female fans to stand up for themselves, go after their passions, and to never let anyone get in their way. Because like Helena Cixous said that " only women who know about theirselves". Well, she continues to do just that with the following lyrics from her newest album. There's no doubt she should be proud of Sweetener.

## 1.2 Problem Statement and Research Questions

Based on the background of the problem above, the problem statements in this research is there are still many women who think that women will not be able to be in the same position as men whom are still trapped in the concept of patriarchy. In this research the researcher attempted to analyze about the way Ariana Grande presented the portrayal of woman in her Sweetener album and also to find the reflected about the kind of portrayal of woman that reflected in Ariana Grande Sweetener album. Therefore the researcher takes the research questions as follows:

1. How is the potrayal of woman presented by Ariana Grande in her Sweetener album?
2. How is the potrayal of woman reflected in Sweetener album by Ariana Grande?

## 1.3 Purpose of Research

1. The purpose of the study is to find how the songs in this album represented feminism and the values of feminism itself

## 1.4 Research Significance

This research is give many knowledge, and vision to the reader to increase the understanding about feminism, feminism here means that the portrayal of woman including how women also can be success over herself. How women tell about her sexuality and her body and also the equality between men and women in every songs that Grande has write on her album called Sweetener. Also there are some benefits from this researh:

### 1. Theoretical Benefit

- a. As an embodiment or application of the theories that have been so far obtained by researchers when attending college, especially about criticism of literature.
- b. The researcher decide to take a theory that is feminist theory to make the process of analize become easier. That theory help the researcher explain

each data from the object. All of data which described by the theory will be explained with descriptive way by using literary criticism and create new understanding about the portrayal of woman in Sweetener album by Ariana Grande and the concept of feminism itself.

## 2. Practical Benefits

- a. This research is to provide understanding for people how is feminism occur in people's lives.
- b. This research is to be a reference and description as well addition to criticism studies

### 1.5 Conceptual Framework

This research will use feminism approach this will be useful because of the object of study is about feminist lyrics in a song that included in the album Sweetener by Ariana Grande. In this album 'Sweetener' Ariana Grande tries to say that there are moments of feminism spread throughout. Whether she's preaching about her own success, empowering others to fight their way to the top, or encouraging women to embrace their sexuality, Grande's Sweetener has many girl power moments. This approach described by Storey, you can position how far women are present in popular culture area (2001: 114-115). Things that similar is also said by Strinati, he explained that the analysis was include the role of women or picture of women in the text that can be searched with feminism approach.

Feminism is mainly a western concept. In human history women's existence is observed through male point of view as a result of which are women always considered as secondary. Feminism comes into existence through the struggle of women's right against the injustice carried out in the society. Feminism involves two important aspects of intellectual commitment and political movement that lead for justice to women and ends in sexism in all forms. . Feminists have also worked to ensure access to legal abortions and social integration, and to protect women and

girls from rape, sexual harassment, and domestic violence. Changes in dress and acceptable physical activity have often been part of feminist movements.

This research is a research with popular literary study. So the song that has been chosen are popular songs in society the election of the songs are by looking popularity of the song. An indicator of its popularity is how often the songs are seen on Youtube or other platform musics. But the main work in this research is about feminism that spread in all over the songs in Sweetener album by Ariana Grande.

Literary Criticism or literary studies is the study, evaluation, and interpretation of literature. Modern literary criticism is often influenced by literary theory, which is the philosophical discussion of literature's goals and methods. Though the two activities are closely related, literary critics are not always and have not always been theorists.

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Literary criticism is dealt with literary discourse in which many discursive formations are included between other cultural practices: linguistics, pedagogy, politics, psychology, ideology, history, philosophy, and even the professional debate within literature and literary itself (Nurachman Dian 2017: 4). From that quotes literary criticism describe as a media for critics many discourse, criticism then become crucial ideological instrument for not only mediates writers and readers but also to make a value judgement.

Literary criticism is often published in essay or book form. Some critics consider literary criticism a practical application of literary theory, because criticism always deals directly with particular literary works, while theory maybe more general and abstract.

## **1.6 Previous Studies**

Based on the writer's search at Sunan Gunung Djati State Islamic University, Bandung, research with the object of study in the form of literary criticism for song lyrics in the album Sweetener by Ariana Grande has never been done. So far the

theory of literary criticism about feminism in a song indeed rarely uses it as a field of study. But the authors find almost similar research, namely:

No	Researcher and Research Title	Differences	The Use of Theory	Focus of the previous research	Focus of the research
1	Wara Amalia Ayu Wilujeng 2016. <i>Kajian Kritik Sastra Feminis Dalam Lagu-Lagu Miss A.</i>	The questions of research are focused on how the feminism in this research but not spesifict what kind of feminist	Theory and the Study using feminist theory and literary criticism	previous study Focused on how the feminist voice spread out in every songs by Miss A.	This research focused on the portrayal of woman in album Sweetener by Ariana Grande by using the feminist theory and literary criticism as the study
2	Friska Melani 2008. <i>Representasi Perempuan</i>	Study of Research. This research used popular	Theory of the research, this research	the previous study focused on how representation	This research focused on the portrayal of

	<i>Dalam Lirik Lagu Dangdut.</i>	literature study	used feminist theory	of woman in every lyrics of dangdut songs	woman in album Sweetener by Ariana Grande by using the feminist theory and literary criticism as the study
3	Frihadianti, Wenti (2013) <i>Citra perempuan dalam film 7 hati 7 cinta 7 wanita: Studi analisis Semiotika Roland Barthes terhadap film karya Robby Ertanto.</i>	Study of research: this research used semiotic study. And the problem statement is about women has been used as a material for public consumption, women in films have become victims inside global capitalism	This research used semiotic by Roland Barthes as a theory	the previous study research focused on how portrait of woman in the 7 hati 7 cinta 7 wanita movie	This research focused on the portrayal of woman in album Sweetener by Ariana Grande by using the feminist theory and literary criticism as the study

		from industrialists who have a very strong ideology of patriarchy research question are			
4	Nurbaeti, Neti (2019) Representasi perempuan dalam politik di daerah 1 Kabupaten Purwakarta.	Problem statement of the research: the extent of representation women in the legislature, how to respond to women's representation in Purwakarta Regency for the involvement of women in political positions.	This research used a feminist theory of gender equality and the method of the research: this research used descriptive qualitative methode	previous study Focused on how woman represented on politic condition in Kabupaten Purwakarta.	This research focused on the portrayal of woman in album Sweetener by Ariana Grande by using the feminist theory and literary criticism as the study
5	Maula, Ifa Farhatul	Problem statement of the research:	Theory of the research:	previous study focuse on the	This research focused on



	(2019)  Independent woman of Lisbeth Salander in The Girl with the Dragon Tattoo Movie	how the independent woman has the freedom to chooaw unlike a woman who did not want to be strange or foreign or different.	this research used feminist theory	caracter in the movie that is Lisabeth Salander how she is can be an independent woman	the portrayal of woman in album Sweetener by Ariana Grande by using the feminist theory and literary criticism as the study
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1. The first research by Wara Amalia Ayu Wilujeng 2016. With the title *Kajian Kritik Sastra Feminis Dalam Lagu-Lagu Miss A*. Skripsi. Yogyakarta Fakultas Ilmu Budaya Universitas Gadjah Mada. Focused on how the feminist voice spread out in every songs by Miss A. This research used femnist theory and literary criticism as the study of the research.
2. The second research written by Friska Melani (2008) with the tittle *Representasi Perempuan Dalam Lirik Lagu Dangdut*. Skripsi. Depok Fakultas Ilmu Pengetahuan dan Budaya Universitas Indonesia. This research focused on how representation of woman in every lyrics of dandut songs , this research also used feminist theory and popular literature as the study of the research.
3. The third research by Frihadianti, Wenti (2013) diploma thesis UIN Sunan Gunung Djati Bandung with the title of the research *Citra perempuan dalam film 7 hati 7 cinta 7 wanita: Studi analisis Semiotika Roland Barthes*

*terhadap film karya Robby Ertanto.* This research focused on how portrait of woman in the *7 hati 7 cinta 7 awanita* movie and also the researcher used semiotic by Roland Barthes as the study of the research.

4. Research number 4 by Nurbaeti, Neti (2019) diploma thesis UIN Sunan Gunung Djati Bandung with the title of the research *Representasi perempuan dalam politik di daerah 1 Kabupaten Purwakarta*. Focused on how woman represented on politic condition in Kabupaten Purwakarta. This research used descriptive qualitative as a method.
5. Research number five by Maula, Ifa Farhatul (2019) Diploma UIN Sunan Gunung Djati Bandung with the title of the research *Independent woman of Lisbeth Salander in The Girl with the Dragon Tattoo Movie*. This research focus on the character in the movie that is Lisbeth Salander how she is can be an independent woman, and this research used feminist as a theory.

## 1.7 Definition of Key Terms

### 1.7.1 Feminism

In the book *Encyclopedia of Feminism*, written by Lisa Tuttle in 1986, feminism comes from the Latin word *femina* (woman) has a literal meaning “*having the qualities of female.*” This term was originally used to refer to the theory about sexual equality and human rights movement,

For Bahsin the definition of feminism as an awareness of oppression and exploitation of women in the community, workplace, and family, and also conscious actions by women and men to change that awareness. So the essence of feminism today is the struggle to achieve equality, dignity, and freedom for women to choose in managing her life and body, both inside and outside the household.

### 1.7.2 Lyric

Lyric have two meanings, namely (1) literary works poetry containing personal story (2) the composition of a song (meoliono, 2003:678) in using the lyric of a poet or song writer it must be painful in processing the words. The word song has a variety of rhythmic sounds (Moeliono, 2003: 264). The song is the art of the relationship from the art of the sound and language, in the art of sound involving the melody sound and the colour from the singer's voice. From this opinion it can be concluded that the song is a work of art combined with the art of sound and the art of poetic language, the discussion is briefly there is a rhythm with a unified sound and the choice of words involves the melody and the voice of the singer.

Lyric is also an expression of someone about something that has been seen, heard, or experienced. In expressing their experience, the song writer plays with word and language to create the appeal of their character.

### 1.7.3 Literary Criticism

Literary criticism or literary studies is the study, evaluation and interpretation of literature. Modern literary criticism is often influenced by literary theory which is the philosophical discussion of literature's goals and methods. Though the two activities are closely related, literary criticism are not always and have not always been theoretical.

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