



**THE NUANCE OF POSTFEMINISM IN “GIRL ON FIRE”
SONG’S LYRICS BY ALICIA KEYS
(A Ferdinand de Saussure Semiotic Analysis)**

A Thesis Submitted in Partial Fullfillment of the Requirements for
the Bachelor Degree of Communications Science

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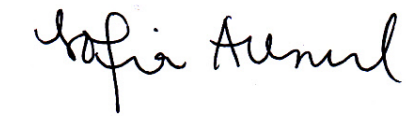
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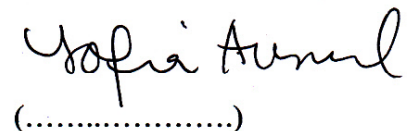
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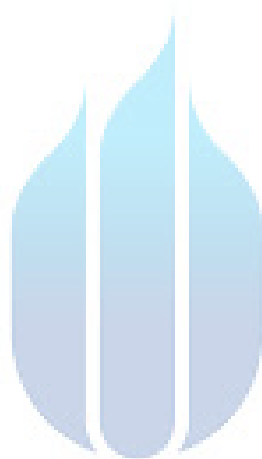
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A *“O mankind! Reverence your Gurdian-Lord, who created you from a single person, created, of like nature, his mate, and from this pair scattered (like seeds) countless men and women. Reverence Allah, through Whom you demand your mutual (rights), and reverence the wombs (that bore you); for Allah ever watches over you.”*

[Noble Quran 4:1]



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Bibliography : 136 Pages; 23 Internet Articles; 26 Books (1997-2010); 1 Journal; 3 Thesis

ABSTRACT

Since centuries ago, discourse about women's equality rights has been very thick and fierce in Europe and America. The movement was known as feminism but in this era, feminism has reached its newest form called Postfeminism that is commonly regarded as the *backlash* of feminism itself. However, Postfeminism is a kind of “new way” for a part of women to do criticism and self-criticism from inside and outside of the feminist movement that give “another voice” for the movement to improve their life, in career environment or family.

As the universal concept, Postfeminism emerges in many mass medium products, especially in the music industry. Alicia Keys with her latest song “*Girl on Fire*” shows the great spirit of woman but on the other hand this song also reflects the weakness of the woman.

This study is intended to describe the nuance of Postfeminism in “*Girl on Fire*” song’s lyrics by Alicia Keys that using Postfeminism theory. This study used the qualitative approach refers to the model of Ferdinand de Saussure's semiotics that puts a sign into the context of human communication by sorting between called *the signifier* and *the signified*. These dichotomies are put in the table and the result of that table was generally described in discussion table.

From the observation, there is a thick nuance of Postfeminism in “*Girl on Fire*” song’s lyrics by Alicia Keys. Keys inserts *Girl Power* and *Reversal* or *Backlash* as its main idea of this song. In addition, Postfeminism also becomes the product of *el’criture feminine* that initiated by French Postfeminists, Luce Irigaray and Helene Cixious.

ACKNOWLEDGMENT

First of all, I would like to say thank to the almighty God, ALLAH SWT, for giving me strength and open all the easiest way in the process of making this thesis. I am also thankful to the Prophet Muhammad Saw, for teaching me the peaceful way of life.

This thesis is the manifestation of my curiosity and admiration in *spotting* the woman. According to me, discourse about woman will never be finished because of her uniqueness. In this case, Postfeminism drives woman to know and realize more about her ownself. Thus, this ‘new’ concept is quite important to be examined and I wish it can add more knowledge and understanding about how does the woman should live her life. Honestly, I realize that this thesis has not been perfect because there is still the weakness sourced from my limitations.

I couldn’t finish this work without the existance of my loving ones. My big thank are for my dearest Ummi and Yayah, who become my greatest supporter, lover, and critic. The big thanks also for my big family: sister, brother, niece, nephew, aunty, grandmothers, and relatives. Especially for my sister Kak Mumul, Kak Dede, Abang, and Acong for being my energy to be tough and keeping on learning to fly away.

I also would like to thank my kind Advisor, Dr. Farid Hamid, M.Si and Sofia Aunul, M.Si, who helped me, guided me, and gave advices in the process of making this thesis.

Furthermore, I'd like to mention those who are also worth because of their willingness, support, and kindness during my study in this college:

1. Mrs. Feni Fasta, M.Si as the Head of Broadcasting Department, who always gives her support and inspiration to her environment, especially to me.
2. Mrs. Dr. Diah Wardani, M.Si as my academic advisor, for giving me motivation and suggestion.
3. Mr. Rahmadya Putra Nugraha, M.Si as the mogul in the final periode of my last study in this college.
4. The lecturers, Mr. Daniel Wisnu Wardana, Mr. Afdal Makkuraga, Mr. Syaiful Halim, Mr. Rizky Briandana, Mr. Dicky Andika, Mrs. Finny Basarah, Mrs. Mira, Mrs. Ira, Mrs. Ais, and all names that helped me for this time.
5. Bunga Desnia, S.S, a very best friend ever that also formed as my sister and also my tutor in facing the challenge in this thesis. Thank you so much. Yulianingsih and Nurlita Wulandari, the career woman who had inspired me. Dario, my beloved sister. Amis Eternels: David, Eko, Kd, Septi, Angga, Faris, Ant, Mr. Toto, Edo, Kurnia, for supporting me as always. Ipb No Kazoku: Panji, Ari, Qidut, Tresna, David, Yuda, Ableh, Dina, Acek, etc. Indra Pratama for his kindness and *surprise*. Uni Mega Fitrah Yohana my attractive best friend. Ranov Siska for his patience in answering my questions.

6. Big Family of UKPM Orientasi for giving me a worth lesson not only in journalism but also in life, trio cat (Novi, Ayu, Dini), Abror, Awawa, the head of APP (Kak Cenul), Mas Wahay, Jamal, Riski, Ali, Dimas, Butet, Sinta, Rusdi, Sevi, etc.
7. HMJ Broadcasting 2010-2011: Santi, Asti, Nay, Amay, Robi, etc.
8. The friends in struggle: Mysister Silvi Lona Berutarigan, my beautiful and smart friend. Simon Rudi Lalong, the loyal and nice 'partner' in studying. Hirmansyah (Acha) for giving me the ride and sweet cupcakes. Mas Bagus, who often accompanies me. Landrovina, Nafila, Eka, Liga, Hilda, Fera, Icha, Stella, Koko, Bojes, Putri, Emil, Erica, Hari, Feni, Iqbal, Lia, Sinta, Muti, Dika, Irul, Ribka, Gisel, Eki, Pesek, Nawang, Hani, Ami, Nova, etc.
9. Fahd Djibran.
10. Okezone.com

I am so thankful for their role in filling up my life with the various color. May Allah always bless you all.

Sincerely,

(Dewi Ananda)

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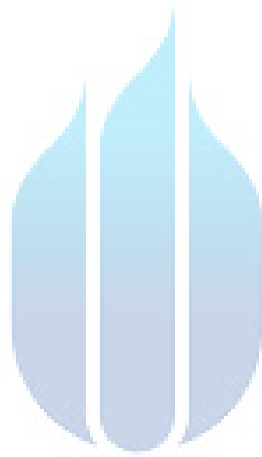
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