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Title : The Nuance of Postfeminism in “Girl on Fire” Song’s Lyrics  
by Alicia Keys (a Ferdinand de Saussure Semiotic Analysis)  
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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 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 product, especially in 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.