

Representation of Girl Power in Music Video of K-Pop Girlband ITZY

Annisa Rahman, Filosa Gita Sukmono

^a annisa.rahman.isip18@mail.umy.ac.id, filosa@umy.ac.id

^b Universitas Muhammadiyah Yogyakarta

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ABSTRACT

Music video is one form of communication media that contains audio and visual. Through music videos, creators can convey messages which are a form of self-expression of phenomena that occur around them. One phenomenon that is widely discussed today is the case of discrimination against women, this is something that is still being fought for in South Korea and throughout the world. More and more young women today are uniting to fight the views that tend to hinder women from expressing themselves. Based on this phenomenon, the South Korean entertainment industry has participated in fighting for women's rights through music videos from K-Pop with the theme Girl Power. This study aims to determine the representation of Girl Power in ITZY's music video entitled ICY and WANNABE. This research method uses an interpretive qualitative research approach, data collection through documentation, and literature study is then analyzed using Roland Barthes' semiotics. The results showed that there were depictions of scenes in two ITZY music videos entitled ICY and WANNABE which were denotative, connotative, and mystical signs as a representation of Girl Power. This study concludes that ICY and WANNABE's music videos illustrate that women must be confident and strong, and have choices in life.

1. Introduction

Music video is one form of communication media that contains audio and visual. Music videos are a means that most effective in delivering messages because it is supported by pictures and sound or sung music, plus themes adapted to song lyrics or social reality. Meanwhile, the theme and the message conveyed in the music video various, one that is often raised is a social problem and reality. Music video terms will sign. All elements in the music video can be considered as signs that are open to interpretation including clothing, gestures, and the appearance of all people in the music video as a whole (Chang, 2020). Through music video, video makers can deliver messages which are a form of self-expression of the phenomena that occur around them. One of the most widely discussed phenomena is a phenomenon related to discrimination against women.

Based on data from the United Nations Population Fund (UNPFA) reported on Wednesday, April 14, 2021 that almost half of women in 57 countries around the world are denied the freedom to decide on what to do with their own bodies. This includes issues around sex, contraception and health care. The My Body is My Own study lists attacks on women, including rape, forced sterilization, virginity tests and genital mutilation (DW, 2021). Regarding this issue, the idol group from South Korea, ITZY, released a girl power-themed song. Girl power is a term used to encourage women to become objects that are traditionally feminine, and at the same time become strong

women who have choices in their lives. Girl power itself has a close relationship with the mass media and neoliberalism (Zaslow, 2009). This study aims to determine the representation of girl power in ITZY's music video entitled ICY and WANNABE which is then studied and analyzed from Roland Barthes' semiotic theory, discusses what is the denotative meaning in an object and what is the connotative meaning in an object, then the meaning is drawn. The myth from its meaning. Academically, this research is expected to be a reference material for Communication Science students who want to study semiotics in the music video. Through the results of this study, the researcher wants to provide insight into how music video can represent girl power concept in the image. Practically, this research is expected to provide benefits in the form of insight related to the message of girl power concept from a music video to provide insight to the wider community about the concept of girl power.

2. Method

This study uses a constructivist paradigm, this study looks at the reality that appears in ITZY's music video entitled ICY and WANNABE. Constructivism research studies the reality that individuals construct and the implications of that construction for their lives with others. In the view of the constructivist paradigm, each individual has a different experience. Thus, this research strategy demonstrates that every way that individuals view the world is valid, and the need to respect these differing views (Patton, 2002).

The approach used in this research is a qualitative approach. The essence of the origin of this research is descriptive qualitative, the subject being studied, then analyzing the object becomes the object of research. Research analysis is carried out using references, or scientific references. Defines qualitative methodology as a research procedure that produces descriptions in the form of written or spoken words of people and observable behavior (Moleong, 2011).

The method used is Roland Barthes' semiotic analysis method, because Roland Barthes divides semiotics into 2 systems which are commonly called two orders of signification. Two orders of signification belonging to Roland Barthes are denotation as the first system of analysis and connotation as the second system of analysis. Screen shots of images in music video that have been considered to represent girl power will be analyzed using denotation, while the use of connotation analysis will be carried out if the data on the screen shot images have evidence in the form of myths. The myth referred to here is an important element that can change something cultural or historical to be natural and easy to understand. Myths stem from connotations that have settled in the community, so that the messages obtained from these myths are no longer questioned by the community. Roland Barthes' explanation of myth is similar to Saussure's explanation of signifiant and signifié, that expression can develop to form new signs and form similarities in meaning. The existence of expressions, relationships and content where each individual can form a second layer of meaning due to a shift in meaning from denotation to connotation.

This research is about ITZY's MV entitled ICY and WANNABE which was released by JYP Entertainment and published through its official YouTube channel. The music video tells how important it is for woman to have strength and confidence, and dare to do whatever she wants without fear, this is what is called Girl Power. The data of this study were obtained from primary data sources by observing ITZY's music video entitled ICY and WANNABE from youtube videos on a computer. Then the secondary data obtained is used to support the research process. The secondary data used was carried out through a literature study to obtain information from the literature related to the research title, such as books, journals, websites, related articles, and others. Analysis of the data using research methods or the method of semiotics Roland Barthes.

3. Literature Review

3.1 Semiotic Theory

Semiotics is a science that examines the signs contained in an object to know the meaning contained in the object. Semiotics consists of a set of theories about how signs represent objects, ideas, circumstances, situations, feelings, conditions outside the signs themselves. A semiotic analysis usually examines how certain texts work, such as words, movies, songs, pictures, advertisements, and even music videos. What types are used to construct what kind of meaning in communication. Semiotic analysis as a tool to test communication misunderstandings that often occur. Semiotics deals with all aspects of human activity. Semiotics is one of the studies that has even become a tradition in communication theory. Semiotics aims to find out the meanings contained in a sign or interpret these meanings so that it is known how communicators construct messages (Littlejohn, Stephen, W., & Foss, 2009).

Social semiotics is the deepening of semiotic theory. Social semiotics discusses language, and other ways of communication, especially visuals, work together to form meaning (Engebretsen & Kennedy, 2020). Semiotics in visual communication is based on the assumption that almost anything can be a sign or symbol, even visual phenomena that occur naturally without any communicative intent in it, can be interpreted as signs. Roland Barthes divides semiotics into 2 systems which are commonly referred to as two orders of signification. Two orders of signification belonging to Roland Barthes are denotation as the first system of analysis and connotation as the second system of analysis. The denotation of an image is simply the content of the image. Connotation, on the other hand, includes all the values and emotions that an image might trigger in the viewer (Littlejohn, Stephen, W., & Foss, 2009).

3.2 Music Video

Music videos are the most effective means of conveying messages because they are supported by images and sounds or sung music, plus themes that are adapted to song lyrics or social reality. The themes and messages conveyed in the music videos are often raised based on social problems and realities. Music video is an important and culturally interesting contemporary popular form, which is widely circulated, complex and important. Music videos are one of the innovations that have resulted in a major structural change in the music-related industry. Music videos can be called as one of the strong and superior elements in promotion (Railton, Diane & Watson, 2011).

The music video describes the meaning of the song and there are also signs in the song, the sign can be called semiotics. As we know that semiotics is the study of the analysis of signs. Music videos were created as something that can tell the complaints of the songwriter or musician. This is what makes music videos inseparable from the roots of the social environment in society.

Music videos have many advantages in displaying images and information that can change the way a person thinks and sees what he sees. This motivates many parties to persuade the audience to participate in the ideas depicted in the music video. The same thing happens with some music videos that show things about girl power. Talking about the benefits of music videos at this level, music videos can be used as a means to communicate certain messages or ideologies to the public, including messages of girl power concept.

3.3 Girl Power

Girl power is a term used to encourage women to become objects that are traditionally feminine, and at the same time become strong women who have choices in their lives. Girl power itself has a close relationship with the mass media and neoliberalism (Zaslow, 2009). Neoliberalism is a political-economic flow characterized by heavy pressure on the free market economy, accompanied by efforts to suppress government interference, and the concentration of private power on the economy (CNN Indonesia, 2018). Girl power focuses on style as a sign of one's autonomy, on sexual expression as a symbol of one's relationship with oneself, on independence from the male figure by not embracing the system and power of relationships in patriarchy, and on individuals who fight independently, not part of the group. collective social change movement (Zaslow, 2009).

The term girl power was introduced by the Spice Girls in the era of 1996. The Spice Girls raised the theme of recognizing women's independence through the slogan girl power. The Spice Girls on their 1996 breakthrough single Wannabe, summed up the band's self-styled 'Girl Power' mantra - a brand of female empowerment that made them a global pop culture phenomenon (BBC News, 2019). Through their slogan, the Spice Girls succeeded in inspiring women to appear with their own character. The discourse of girl power has united girls' visions of today's injustice, by placing the blame for all problems on their own shoulders, however Girl power is a form of anti-feminism referring to the negative portrayal of feminism which indirectly prevents women from taking part in feminist politics. In her book *Girl Power*, the Spice Girls state that "Feminism has become a dirty word. Girl Power is just a nineties way of saying it. We can give feminism a kick up the arse". Girl Power is not a part of feminism because girl power is softer, sexier, more passive than feminism and prioritizes beauty and appearance.

4. Finding and Discussion

ITZY is an idol group with five members, Yeji, Lia, Ryujin, Chaeryeong, and Yuna. This idol group under JYP Entertainment which was founded by J.Y.Park in 1997 from South Korea debuted on February 11, 2019. ITZY has taken off with the single "DALLA DALLA", and it's already hitting epic views for a debut group, with over 3.3 million YouTube views barely 10 hours into the release (SBS PopAsia, 2019). Since its debut, ITZY has given a new color to the Korean music industry, this can be seen in its first debut which carries the concept of "Girl Crush" and girl power that can be seen from the song lyrics and several video clips which are then packaged in a mix of Hip Hop and EDM music.

4.1. ICY

Reported by News1, ICY is a summer-themed song written by the owner and producer of JYP Entertainment, Park Jin-young. The song ICY tells the story of ITZY's charisma and charm that keeps a burning spirit behind their cold-looking image. In ICY, they spoke about the self-confidence that all women should have (CNN Indonesia, 2019).



Fig. 1. Lia (time code: 01.10)

Denotative Meaning: Lia is seen sitting casually at a fast food restaurant, Lia is seen wearing a luxurious red dress with a plate of burgers that she ordered.

Conotative Meaning: In that scene, Lia shows Lia's clothes and actions that are different from other people, it implies that a woman need not be afraid to be different from others, both in terms of appearance and in expressing an opinion even in inappropriate situations, even though she is different. able to be himself. Judging from the lyrics of "modu nal channeura bappa" which means "Everyones busy looking for me" and other visitors who turned to Lia with surprised expressions, it indicated that Lia was considered "unusual" to wear clothes like that fast food restaurants. Even so, Lia showed an unconcerned expression even though everyone turned to her with an astonished expressions.

Myth: From the clothes that Lia is wearing, one would think that Lia will attend a prom-night party, but in this scene, Lia uses the clothes to eat burgers at a fast food restaurant. Of course, Lia became the center of attention because her appearance was considered inappropriate for the place where she was, where most people would wear casual clothes when they were at a fast food restaurant. Meghan Markle has experienced the same thing, Meghan Markle is on the receiving end of immense criticism by fans who think her sartorial choice for the trip to New York trip with Prince Harry was inappropriate. Meghan donned a long black Armani wool coat, black turtleneck and long, wide-legged trousers as she and Harry met up with New York Mayor Bill de Blasio and New York Governor Kathy Hochul for a visit to One World Trade Center and the 9/11 Memorial. However, fans did not approve of how Meghan was dressed 'aggressively' for fall during NYC's blazing temperature. "Ridiculous — who wears a coat in this weather?" a fan blasted (Geo News, 2021). From the lyrics of "modu nal channeura bappa" which means "Everyones busy looking for me" and other visitors who turned to Lia with surprised expressions. Even so, Lia shows an unconcerned expression, this indicates that a woman need not be ashamed to be the center of attention and appear different from others.

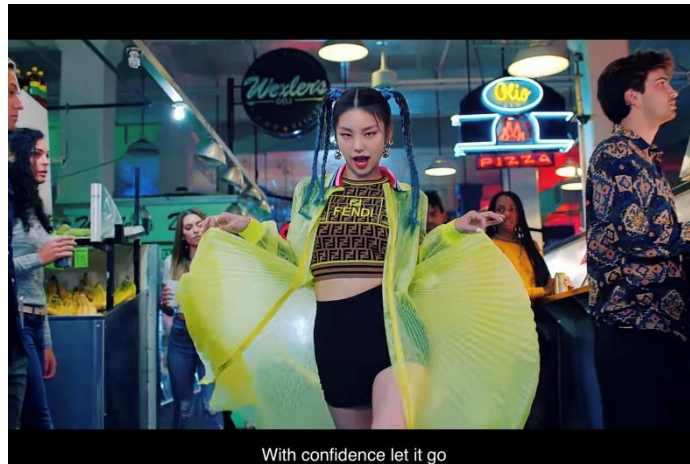


Fig. 2. Yeji (time code: 01.30)

Denotative Meaning: Yeji was seen walking confidently in a market, Yeji was seen wearing clothes with famous brands and flashy colors.

Conotative Meaning: In this scene, Yeji is wearing clothes with famous brands and flashy colors while walking like a model in a market, it indicates that a woman need not be afraid to appear confident in any situation. It can be seen from the lyrics of "dangdanghage let it go" which means "With confidence let it go" and other visitors who turned to Yeji with amazed expressions, indicating that Yeji is considered very confident in wearing such clothes in the market.

Myth: From the clothes that Yeji is wearing, one would think that Yeji is a model who is going to do a photo shoot, but in this scene, Yeji uses the clothes to walk in the middle of many people who are in the market. Of course, Yeji became the center of attention because her appearance was considered inappropriate for the place where she was, where most people would wear casual clothes when in a market. The lyrics of "dangdanghage let it go" which means "With confidence let it go" indicate that a woman need not be afraid to express her taste in dressing and appearing different from others.

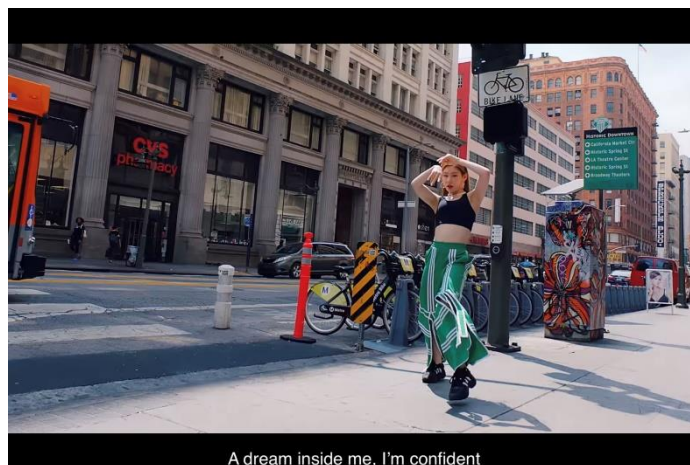


Fig. 3. Chaeryeong (time code: 01.43)

Denotative Meaning: Chaeryeong was seen dancing alone on a busy street.

Conotative Meaning: Chaeryeong is seen dancing confidently on the side of a busy street, it hints that a woman must have talent and dreams that she must achieve. It can be seen from the

lyrics "nae ane inneun Dream nan janshin isseo" which means "A dream inside me, I'm Confident".

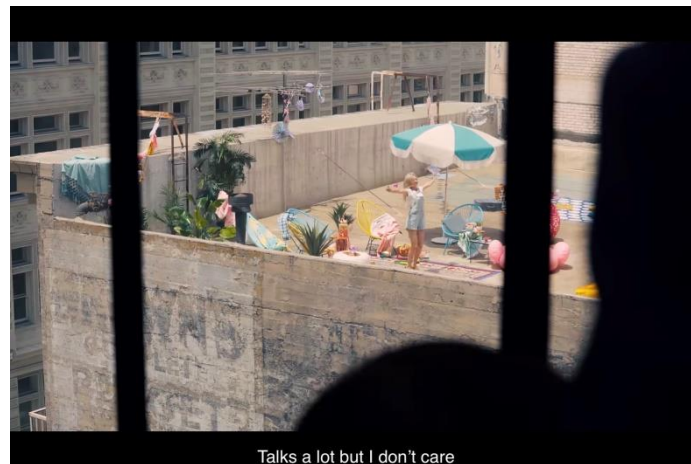


Fig. 4. Yuna (time code: 02.40)

Denotative Meaning: Yuna was seen dancing alone on a rooftop with clothes and decorations as if she was on vacation, from behind the window of the office building next to the building where Yuna was, several people in the office were seen crowding around while watching Yuna dancing.

Conotative Meaning: In that scene, Yuna is seen dancing alone on a rooftop with clothes and decorations as if she was on vacation, from behind the window of the office building next to the building where Yuna is, several people in the office were seen crowding around while watching Yuna dancing. This implies that a woman should not be ashamed to do what she wants. Judging from the lyrics of "cham mal mana nan gwaenchana" which means "Talks a lot but I don't care" it indicates that a woman does not need to think about other people's opinions about herself, as long as she is comfortable being herself.



Fig. 5. Ryujiin (time code: 02.54)

Denotative Meaning: In the interview room, Ryujiin who was wearing black tight shorts and a colorful patterned jacket, and white boots was standing in front of everyone while throwing the papers needed for the job interview.

Conotative Meaning: In the interview room, Ryujiin who wore black tight shorts and a colorful patterned jacket, and white boots stood in front of everyone throwing papers, other participants who wore neat black and white clothes were surprised and 4 HRD (Human

Resource Development) who is angry at Ryujin's actions, which are considered very brave in breaking the rules, it indicates that a woman should not be enslaved by regulations that limit her from being what she wants. The lyrics of “They keep talking, I keep walking” are to tell us that we don't need to care about other people's responses to us, keep trying to achieve what we hope for.

Myth: In a job interview, someone usually wears neat clothes with an office style, then will conduct an interview session with HRD (Human Resource Development). Whether you have an interview at a top firm in the city or if you're looking for a job in a small start-up, choosing the right clothing is important. Stay away from loud clothing choices or too many accessories, Statistics show that 55% of first impressions are determined by the way you dress and walk through the door in a job interview while 65% of hiring managers say clothes can be the deciding factor between two similar candidates (WorkPac). In this scene, Ryujin attends an office to do a job interview, but unlike other people present, Ryujin is wearing a colorful patterned jacket and sexy shorts, and white boots, besides that, in the interview room, Ryujin is seen throwing paper -paper so that it makes HRD angry. In this scene, Ryujin is likened to a woman who wants to defy the rules with courage and confidence. From Ryujin's outfit in attending a job interview, it is emphasized that a woman's performance at work cannot be measured by her appearance. The lyrics of “They keep talking, I keep walking” are to tell us that you don't need to care about other people's responses to us, keep trying to achieve what you hope for.

4.2 WANNABE

This WANNABE MV tells the story that we all have to be brave to be ourselves, it can be seen in the initial scene that all the members seem to live under control and have to be what other people want them to be. However, eventually, a change began to occur where all the members decided to live to be themselves, not to live to follow the wishes of others. In the music video, each member looks energetic and confident doing whatever they want as themselves. Starting from cutting hair shorter to walking on stage barefoot in fashion shows (CNN Indonesia, 2020).

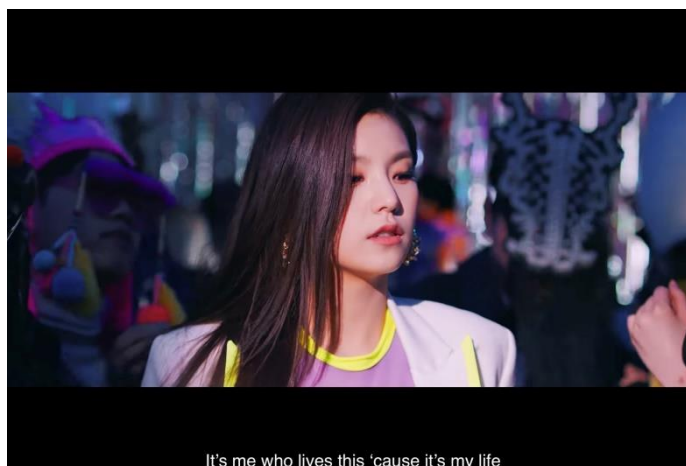


Fig. 6.Yeji (time code: 00.31)

Denotative Meaning: Yeji looks brooding alone in the crowd of people dancing at a party.

Conotative Meaning: In the scene at minute 00.31, Yeji is seen contemplating in the crowd of people dancing at a party, it is shown that Yeji is someone who is shy and doesn't dare to dance, but she tries to fight her shyness by attending a party, this is also shown in the lyrics the song “eochapi naega sara nae insaeng naecheonikka” which means “It's me who lives this 'cause it's my life”. This shows that Yeji wants to fight her weakness.



Fig. 7.Chaeryeong (*time code: 01.07*)

Denotative Meaning: Chaeryeong was seen running in a room full of school uniforms, he was chased by several drones.

Conotative Meaning: In the scene at minute 01.07, Chaeryeong is seen running in a room full of school uniforms, she is being chased by several drones while showing a frightened expression as if she is under pressure. Lyrics of "I don't wanna be somebody." as if telling that Chaeryeong wants to be free to be herself and do what she wants without any demands from anyone.

Myth: Chaeryeong was seen running in a room filled with school uniforms, it was shown that Chaeryeong was a student, he was chased by several drones that seemed to be watching him, the drones were likened to teachers, parents, and also the community. Chaeryeong in this scene is likened to a woman who feels pressured by the many demands on women, this makes many women unable to freely express themselves. Based on data from the United Nations Population Fund (UNPFA) reported on Wednesday, April 14, 2021, almost half of women in 57 countries around the world are denied the freedom to decide on what to do with their bodies. This includes issues around sex, contraception, and health care. The My Body is My study lists attacks on women, including rape, forced sterilization, virginity tests, and genital mutilation (DW, 2021).

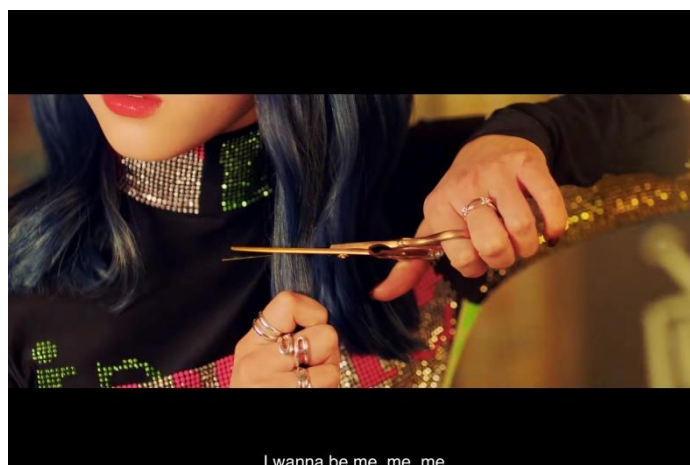


Fig. 8.Ryujin (*time code: 01.22*)

Denotative Meaning: Ryujin was seen cutting her hair short.

Conotative Meaning: In the scene at minute 01.22, Ryujin is seen cutting her hair short. This suggests that the emergence of current beauty standards prioritizes physical appearance, one of which is the view that women are more beautiful if they have long hair. In this scene, Ryujin shows that a woman can still look beautiful even with a short haircut, no matter what other people think of her. On the lyrics "I wanna be me, me, me." Affirming that Ryujin wants to be himself.

Myth: The emergence of current beauty standards that prioritize physical appearance with a proportional body shape, and one of them is the view that women are more beautiful if they have long hair has made many women today become less confident, most women always judge themselves through the eyes of others. As for beauty standards in South Korea, for example, a basic standard for a beautiful female face would be: small face with pale skin and big eyes (LTL, 2022). This makes women feel compelled to meet beauty standards to be accepted by society. However, in that scene Ryujin is seen cutting her hair short, supported by the lyrics "I wanna be me, me, me." hinting that there is no need to follow the existing beauty standards, women will still look beautiful by being themselves.

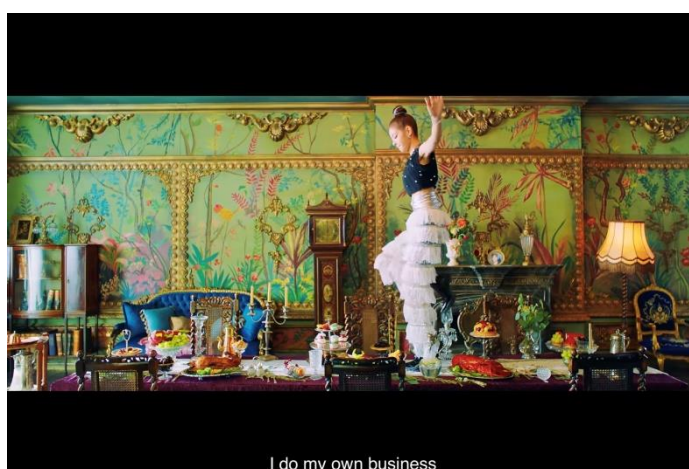
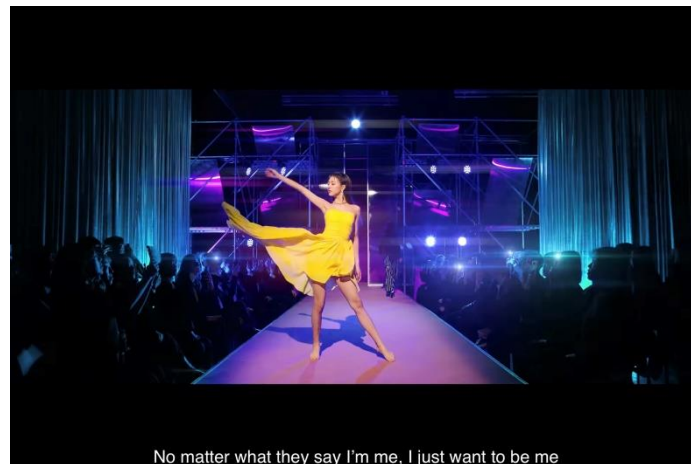


Fig. 9. Lia (time code: 01.54)

Denotative Meaning: Lia is seen standing at the dining table while kicking the food on the table.

Conotative Meaning: In the scene at 01.54 minutes, Lia is seen standing at the dining table while kicking the food on the table. It is shown that Lia is a princess in a kingdom, it can be seen from the location in the scene, and even so, Lia doesn't seem to show a character like a royal princess because of her mischief. This implies that Lia wants to be whatever she wants without caring about the standards that develop in society towards women. Lyrics of "I do my own business." Indicates that women also have interests that they must complete in their life according to what she wants to do, without any restrictions on women.

Myth: As we know that many rules exist in a kingdom, especially for members of the royal family. These rules are widely considered a form of suppression or lack of freedom in self-expression. Being a princess it's not easy. Kate Middleton's life changed entirely once she started dating the prince, and once she joined the royal family officially, there were some very strict and sometimes strange rules set in place for her. Becoming a princess of England or most any other country isn't easy. Not only do you have to have the right connections, but you've got to work hard to get to the right place at the right time (Little Things, 2016). In this scene Lia is depicted as a princess in a kingdom, Lia shows actions that she doesn't want to be under the royal rule which tends to make her not free to do what she wants. The 'Kingdom' in this scene is likened to a world/society full of rules and demands, and Lia is likened to a woman who is constrained by the world's rules and demands and views of society that tend to discriminate against women.



No matter what they say I'm me, I just want to be me

Fig. 10. Yuna (*time code: 03.01*)

Denotative Meaning: Yuna was seen moving freely on stage at a fashion show without wearing shoes.

Conotative Meaning: In the scene at minute 03.01, Yuna is seen moving freely on stage at a fashion show without wearing shoes, it is shown that Yuna is a model. Unlike the model who has to walk "Cat Walk" using beautiful heels, Yuna seems to move freely without wearing shoes. The lyrics of the song "nuga mwora haedo nan naya, nan geunyang naega doego shipeo" means "No matter what they say I'm me, I just want to be me." This indicates that Yuna wants to be herself without caring what other people think of her.

Myth: This scene suggests that currently there is a greater cultural emphasis on women's physical attributes so that many women cannot freely express themselves. In this scene, Yuna opposes the "standards" that develop in society which are filled with demands on women, such as women having to walk gracefully, wearing heels, and so on. The mobility of women is and has been restricted physically through fashion, but most of all it has been restricted legally, financially, professionally, medically, intellectually, sexually, politically. That is to say, systemically. The dominant narratives in society and media still struggle to see women as individuals. We are more often flavors, types. Public feminist intellectuals are routinely castigated for criticizing individual women with whom they disagree, even when that disagreement has not been expressed in a gendered or sexist manner. It comes up a lot when women fight about whether or not they should wear high heels (The Guardian, 2019).

5. Conclusion

This study found that out of 10 scenes in the music video titled ICY and WANNABE by ITZY, Girl Power is shown as part of individual strength. This concept is applied by showing the audience an individuality and personal responsibility which is shown as a form of 'self love' that women must do to get the freedom to be themselves. Observations on ICY and WANNABE's music videos also show that ITZY is building a new beauty standard by using the physical beauty standards used in Korea by adding aspects of female strength, self-confidence, and independence, which is what is called Girl Power.

In addition, the lyrics of the song ICY - ITZY seem to give a statement that the freedom to be yourself will be obtained with courage and a great sense of confidence. While the lyrics to the song WANNABE – ITZY seem to state that the freedom to be yourself will be obtained if you want to work hard and are willing to fight against your weaknesses, besides that you need confidence and dare to be different. But there is an overlooked fact that apart from the hard work to be done, wealth is another important supporting aspect if you want to strive to be yourself despite the norms, stereotypes and stigma in society.

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