

Pemberdayaan Perempuan Kulit Hitam dalam Lagu "Forward" dan "Freedom" dalam Album Lemonade (Oleh Beyonce) = Black Female empowerment in beyonce's "Foreward" and "Freedom" in Lemonade (2016): a Semiotic analysis

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Abstrak

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Black female empowerment merupakan sebuah bentuk pergerakan yang bersinggungan dengan permasalahan ras dan identitas gender. Beyonc ndash;artis perempuan kulit hitam yang dikenal merangkul identitas rasnya mdash;memproduksi lagu ldquo;Forward rdquo; dan ldquo;Freedom rdquo;. Dua lagu bermuatan politis dalam albumnya, Lemonade, dirilis pada tahun 2016. ldquo;Forward rdquo; berfokus pada kasus kebrutalan polisi terhadap warga negara berkulit hitam yang marak terjadi sejak tahun 2014, sedangkan ldquo;Freedom rdquo; berfokus pada pemberdayaan perempuan kulit hitam untuk bergerak melawan penindasan terhadap mereka. Dalam penelitian ini dilakukan analisis terhadap motif Black female empowerment dengan menganalisis lirik dan video musik untuk menemukan mitos di balik gerakan tersebut dengan menggunakan teori semiotik Roland Barthes. Temuan-temuan dalam analisis lagu ldquo;Forward rdquo; menunjukkan bagaimana orang kulit hitam, terutama perempuan kulit hitam, dianggap tidak berdaya. Diskusi antara semua orang dari berbagai ras untuk menemukan solusi untuk menghentikan diskriminasi ras sangat dibutuhkan. Adapun temuan-temuan dalam analisis lagu ldquo;Freedom rdquo; menunjukkan bahwa kesempatan bagi perempuan kulit hitam untuk maju berbicara merupakan hal yang dapat diperoleh sekarang, dan mereka akan didukung oleh sesama perempuan kulit hitam.

ABSTRACT

The Black female empowerment is a form of movement that is intersecting both race and gender identities. Beyonc ndash;a Black female artist known for embracing her black identity ndash;produced ldquo;Forward rdquo; and ldquo;Freedom rdquo;, two politically-charged songs in her 2016 album, Lemonade. ldquo;Forward rdquo; focuses on the police brutality against Black people that have been increasing since 2014, whereas ldquo;Freedom rdquo; focuses on empowering Black women to fight back against the oppression against them. Using Roland Barthes rsquo; semiotic theory, this thesis analyses the Black female empowerment motifs by analyzing its lyrics and music videos in order to find the myth behind the movement. The findings in ldquo;Forward rdquo; show how Black people, especially Black women, are deemed ldquo;voiceless rdquo; and a discussion between all people to find solution to end the racial discrimination is urgently needed. While the findings in ldquo;Freedom rdquo; suggest that the opportunity for Black women to speak up is now obtainable, and they will be supported by their fellow Black women.

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