

A Critical Discourse Analysis of Women's Empowerment in Beyoncé's "Run the World (Girls)" = Analisis Wacana Kritis Pemberdayaan Perempuan dalam Lagu Beyoncé "Run the World (Girls)"

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Abstrak

Pemberdayaan perempuan adalah sebuah proses dimana perempuan mendapatkan kekuatan dan kendali atas kehidupan mereka dan memperoleh kemampuan untuk membuat pilihan strategis. Meskipun kemajuan besar dalam pemberdayaan perempuan terlihat secara bertahap, perempuan terus menghadapi diskriminasi di setiap belahan dunia. Hingga saat ini, perempuan masih memperjuangkan haknya dengan menyuarakan pemberdayaan perempuan melalui berbagai media, termasuk musik. Kajian ini menganalisis Five Women's Empowerment Components (European Institute for Gender Equality, 2016) dalam Run the World (Girls) karya Beyoncé dengan melakukan Critical Discourse Analysis, khususnya dengan menganalisisnya dengan Halliday's Metafunctions of Language (1994) yang terdapat pada liriknya. Setelah melihat pengalaman perempuan, sikap penyanyi, dan keseluruhan tema dan lirik lagu yang dianalisis dengan metafungsi bahasa, penelitian ini menyimpulkan bahwa melalui lagu Run the World (Girls), Beyoncé mencakup kelima aspek pemberdayaan perempuan, yaitu: (1) perolehan harga diri perempuan; (2) hak perempuan untuk memiliki dan menentukan pilihan; (3) hak perempuan untuk memiliki akses terhadap peluang dan sumber daya; (4) hak perempuan untuk memiliki kekuasaan dan kendali atas kehidupan domestik dan publik mereka; dan (5) meningkatnya kemampuan perempuan untuk melakukan perubahan sosial, baik secara nasional maupun internasional. Studi ini berkontribusi pada pembahasan wacana pemberdayaan perempuan.

.....Women's empowerment is a process by which women gain power and control over their lives and acquire the ability to make strategic choices. Although a great deal of progress in women's empowerment is gradually seen, women continue to face discrimination in every part of the world. Up to this day, women still fight for their rights by voicing out women's empowerment through various media, including music. This study analyzed Five Women's Empowerment Components (European Institute for Gender Equality, 2016) in Beyoncé's Run the World (Girls) by doing a Critical Discourse Analysis, specifically by analyzing it with Halliday's Metafunctions of Language (1994) that are present in the lyrics. After looking at women's experiences, the singer's attitude, and the overall theme and lyrics of the song analyzed by the metafunctions of language, this study concludes that through the song Run the World (Girls), Beyoncé is covering all five aspects of women's empowerment, which are: (1) women's gain of self-worth; (2) women's right to have and to determine choices; (3) women's right to have access to opportunities and resources; (4) women's right to have power and control over their domestic and public lives; and (5) women's gain of ability to make social change, both nationally and internationally. This study contributes to the discussion of women's empowerment discourses.