

Self-Orientalism dalam Video Klip Agnez Mo Long As I Get Paid = Self-Orientalism in Agnez Mo's Music Video Long As I Get Paid

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Abstrak

Although frequently dismissed as mere entertainment, popular music can be utilized as a site for constructing and representing identities. This is exemplified by Indonesian R&B/hip-hop singer Agnez Mo who aspires to, among others, represent Indonesia through her English works. This study explores the Indonesian identity Mo portrays in the lyrics and images of her music video Long As I Get Paid (2017). Carlsson's (1999) theory on music video textual analysis is utilized in this study. Results are then understood in relation to Orientalism and self-Orientalism. This study finds that Mo constructs the identity of a feminine, strange, exotic, and sexually assertive Eastern woman who willingly sells herself to a Western man for money. Moreover, she is depicted ignoring the criticisms she receives for it. Such portrayal is a reiteration of classic Orientalist stereotypes. Furthermore, Mo being the one to Orientalize herself ultimately makes her actions fall under self-Orientalism. This study's findings indicate that the concept of self-Orientalism is relevant not only to the realms of advertising and tourism— which are what a large number of previous studies on self-Orientalism focus on – but also popular culture.