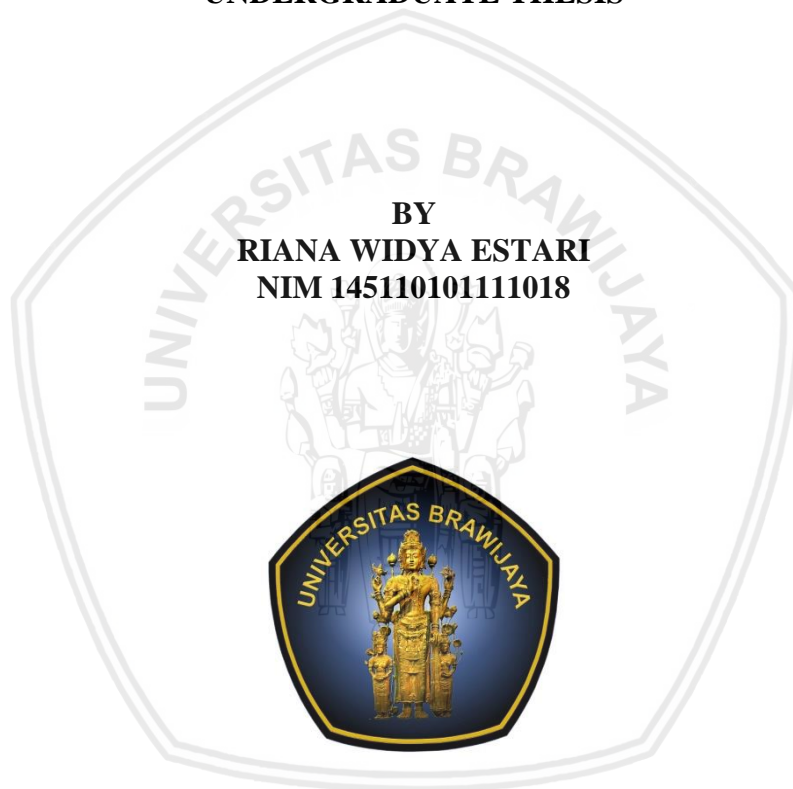


**NEGATIVE STEREOTYPES AGAINST WOMEN  
IN BRUNO MARS' 24K MAGIC ALBUM**

**UNDERGRADUATE THESIS**



**STUDY PROGRAM OF ENGLISH  
DEPARTEMENT OF LANGUAGES AND LITERATURE  
FACULTY OF CULTURAL STUDIES  
UNIVERSITAS BRAWIJAYA  
2019**

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IN BRUNO MARS' 24K MAGIC ALBUM**

**UNDERGRADUATE THESIS**

**Presented to  
Universitas Brawijaya  
in partial fulfillment of the requirements  
for the degree of *Sarjana Sastra***

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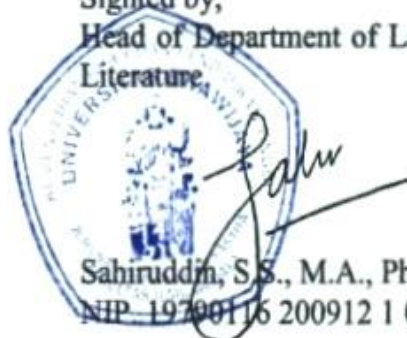
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The Writer

## ABSTRACT

Estari, Riana Widya. 2018. **Negative Stereotypes against Women in Bruno Mars's *24k Magic* Album**. Study Program of English, Department of Languages and Literature, Faculty of Cultural Studies, Universitas Brawijaya. Supervisor: Dyah Eko Hapsari.

Keywords: *24K Magic*, women's negative stereotypes, patriarchal society, popular culture.

Patriarchal society produces the negative stereotypes labeled to women through various media. The stereotypes can also be found in the song. Bruno Mars is one of the outstanding singers in the world that some of his songs still depict negative stereotypes in women. The writer conducted a study on album *24K Magic* by Bruno Mars to find the depiction of women's negative stereotypes. Feminism approach is used in this study since it deals with the depiction of negative stereotypes labeled to women to analyze the data.

The result of this research shows that popular songs that circulate and popular in the wider community still depict negative stereotypes towards women. In this study, three types of negative stereotypes were found: women are stereotyped as being materialistic, women are stereotyped as being sexual object, and women are stereotyped as having limited freedom to make choice. From the research, even though feminism has been recognized by all people, it turns out that women have still become commodity object with negative labeling in popular culture products, which in this case are songs from the album of Bruno Mars that still adapt negative stereotypes to women. Further researchers are advised to examine this album through the side of how men dominate women.

## ABSTRAK

Estari, Riana Widya. 2018. **Stereotipe Negatif terhadap Perempuan dalam Album Bruno Mars *24k Magic***. Program Studi Sastra Inggris, Jurusan Bahasa dan Sastra, Fakultas Ilmu Budaya, Universitas Brawijaya. Pembimbing: Dyah Eko Hapsari.

Kata Kunci: *24K Magic*, Stereotipe Negatif Perempuan, Masyarakat Patriarkal, Budaya Populer.

Masyarakat patriarkal melahirkan stereotipe negatif yang dilabelkan pada perempuan. Stereotipe tersebut juga dapat ditemukan dalam lagu. Bruno Mars merupakan salah satu penyanyi terkenal di dunia yang beberapa lagunya masih menggambarkan stereotipe negatif pada perempuan. Peneliti melakukan studi pada album Bruno Mars yang berjudul *24K Magic* untuk menemukan gambaran stereotipe negatif pada perempuan. Pendekatan feminisme digunakan dalam penelitian ini karena berkaitan dengan stereotipe negatif yang dilabelkan kepada perempuan untuk menganalisa data.

Hasil dari penelitian ini menunjukkan bahwa lagu populer yang beredar dan digemari oleh masyarakat luas masih menggambarkan stereotip negatif terhadap perempuan. Dalam penelitian ini ditemukan tiga jenis penggambaran stereotipe negatif yaitu: perempuan di stereotipekan sebagai sosok yang materialistik, perempuan sebagai objektifikasi seksual, dan perempuan memiliki keterbatasan kebebasan untuk memilih. Dari penelitian ini, meskipun feminisme sudah diakui oleh semua orang namun ternyata perempuan masih menjadi objek komoditi dengan pelabelan negatifnya dalam produk budaya populer, yang dalam hal ini adalah lagu-lagu dari album Bruno Mars yang masih mengadaptasi stereotipe negatif terhadap perempuan. Peneliti selanjutnya disarankan untuk meneliti album ini melalui sisi bagaimana laki-laki mendominasi perempuan.



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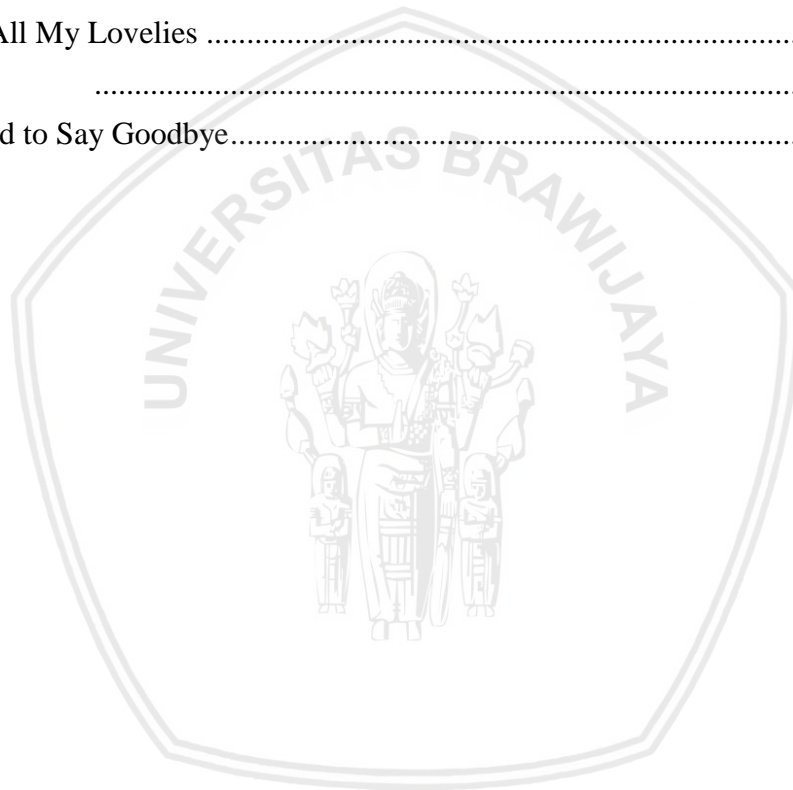


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## CHAPTER I

### INTRODUCTION

This research will discuss about negative stereotype against women depicted in the popular songs. In this chapter the writer deals with several points: background of the study, problem of the study, and objective of the study. Background of the study explains the general idea of this topic, the writer's reason for choosing the topic and the significance of the study to inform the reader the importance of doing this research.

#### 1.1 Background of the Study

Patriarchal culture places men in higher social positions and considers women to have lower positions in society. Naturally the biology and genetics between women and men are indeed different, and that is an indisputable fact but the natural difference ultimately leads to a diverse understanding of each group of people or society. The diverse understanding then leads to a kind of stereotype labeled to women that women are maternal, meek and more patient while men are considered mighty, powerful, and rational. Such a system of distinction gives birth to a power, and that power is considered absolute and irreversible.

Patriarchy treats women, whatever their role, like objects, women exist, according to patriarchy, to be used without consideration of their own perspectives, feelings, or opinions. After all, from a patriarchal standpoint, women's perspectives, feelings, and opinions don't count unless they conform to those of patriarchy (Tyson 2006, p. 91).

The culture of patriarchy that causes subordination to women and there is a vertical relationship dominated by men. The concept of patriarchy system makes the position of women cornered and the position of male superior:

The belief that men are superior to women has been used, feminists have observed, to justify and maintain the male monopoly of positions of economic, political, and social power, in other words, to keep women powerless by denying them the educational and occupational means of acquiring economic, political, and social power. That is, the inferior position long occupied by women in patriarchal society has been culturally, not biologically, produced. (Tyson 2006, p. 86).

The representation of stereotype gives the image of women being respectful and obedient to their husbands or fathers, educating children, taking care of family needs and performing captivating.

The negative stereotypes of women is depicted various media, namely through films, advertisements, magazines, and songs. The depiction of negatives stereotypes of women in the film further accentuate the characteristics of women or their attitudes for example is the female lead character depicted in the Disney movie. According to Tyson (2006) Disney films are a tangible example of stereotypical depiction in women, whereas depictions of women's stereotypes in advertising or magazines are more significant in terms of appearance or physique. Advertising about beauty products or a slim product is a truly evidence that advertisement are forming a new standard of definition of women. According to Moriarty et al (2011, page 6) "advertising is a complex form of communication that operates to pursue goals and uses strategies to influence the thoughts, feelings, and actions of consumers, so advertising is a form of communication

with a specific purpose to influence the thoughts and actions of the target audience." So, advertisement has an important role in spreading thoughts about beauty standards.

If film contain a lot of accentuate about the characteristics of women, advertisement and magazines have more highlights on the appearance, song is one of the product of culture that until now is well accepted by society. Song can be said as people's daily friends because song can function as an expressive expression based on everybody's personal experience and daily life. According to Merriam-Webster (1828), song is a rhythmic series of musical tones arranged to give a pleasing effect and also writing that uses rhythm, vivid language, and often rhyme to provoke an emotional response. In addition, song has several social functions specifically those used as a tool for protest, to criticize, and also the song is a tool for reflection. According to Wahyu (2017), Songs has five social functions, which, to entertain, to teach moral value through the lyric, to provide a way of managing the relationship between one's public and private emotional life, to express personal feeling and cultural values, and the last is to give someone to not only share their emotions with others, but also to have an emotional connection that just cannot be experienced in any other way.

Song consists of several musical genres and each genre has its own distinctive music features. Song becomes a tool in conveying ideas or criticisms of something or someone in any music genres. This can be encountered in the lyrics in some genres of music. The depiction of women's negative stereotypes in

popular songs usually describe women's physical appearance. According to Vancasme (2013, para. 2):

Almost all genres of music portray images of body types, and most are also misogynistic in some way. This creates the idea that women are objects for male's desire. Objectification is not only seen in the lyrics, but the music videos by putting women in positions where their body is often seen more than their face.

Almost the entire genre of music contains images of women, as if women are "objects", for example in pop music, country music, and rap music.

American music plays outstanding role in delivering the message to the global society. One of the American singers who makes songs to convey personal feeling is Bruno Mars. Bruno Mars has worked in the music industry since 2003 but he became known in 2010 through his duet with B.o.B in *Nothin 'on You* and *Billionaire*. Bruno Mars is a popstar, an American singer and song-writer and his real name is Peter Gene Hernandez. Bruno Mars debuted as a solo artist and won several awards for the song he released. Bruno Mars released the album *Doo-Wops & Hooligans* in which two song entitled *Just The Way You Are* and *Grenade* were worldwide number one singles and the album peaked at number three in Billboard 200. Bruno Mars scores his third million-selling album, as *24K Magic* motored past the million sales mark in the week ending July 20, according to Nielsen Music. The set, which was released last November, sold another 11,000 copies in the latest tracking frame, bringing its to-date sales sum to 1.008 million. *24K Magic* reached 1 million sold after 34 weeks, while *Unorthodox* took 13 and *Doo-Wops* did it in 32 frames (Caulfield, July 27, 2017). Bruno Mars won many awards

and many times entered the Grammy Awards nomination. In 2018, Bruno Mars wiped out the award in Grammy Awards with his latest album *24k Magic*.

Bruno Mars' popularity goes up and makes him become one of the outstanding artists in the world, known to everyone in the world. Bruno Mars' song is known for its romantic lyric and most of the song see women as an object of inspiration in the writing of the lyrics so there are some opinions about women that fit with negative stereotypes that are created by society. The writer choose 24K Magic album in 2016 as a material object of the research and the writer take 7 out of a total 9 songs of the album, namely *24K Magic*, *Chunky*, *Perm*, *That's What I Like*, *Versace On The Floor*, *Straight Up & Down*, and *Calling All My Lovelies* to analyze the negative stereotypes of women. The writer does not choose *Too Good To Say Good Bye* and *Finesse* in finding data because *Too Good To Say Good Bye* more telling the genuineness feeling of how man in deep love with a woman, so the song just express his true love feeling without stereotypical depictions of women. *Finesse* also does not choose by the writer as material object because the song does not show a stereotype of women and the song tells how a man adore his girlfriend.

In this research, the writer looked at Bruno Mars as a representation of male's perspectives on the negative stereotyped labeled to women. In analyzing the data, the writer use feminism approach furthermore the writer can conclude the result of the research. Feminism is the awareness of gender inequality that affects women in family as well as society and the awareness to change the situation. According to Turner (1996, p. 285) "Feminist frameworks as including



descriptive, explanatory, and normative elements, offering both comprehensive analyses of the nature and causes of women's subordination and correlated sets of proposals for ending it." (Cited in Jagger and Rothenberg 1993, p. xv) The writer interest to analyze the meaning of the language that contain in the song lyrics and want to know how Bruno Mars describe the negative stereotypes of women which in line with the perspective of the society through his songs.

### **1.2 Problem of the Study**

Bruno Mars is one of the most popular singer which creates a lot of songs that tell about women and his songs is well-accepted by society. However, in some of the song there are exposures about the negative stereotypes that labeled to women. Therefore, the study conducted for this research discusses what negative stereotypes of women are depicted in the lyrics of a Bruno Mars' songs in *24K Magic* Album.

### **1.3 Objective of the Study**

Based on Problem of the Study, the research is to analyze the depiction of women's negative stereotypes in Bruno Mars' songs in *24K Magic* Album.

## CHAPTER II

### THE REVIEW OF RELATED LITERATURE AND RESEARCH METHOD

This chapter covers the review of related literature and research method that are used by the writer in conducting the research. The review of related literature will discuss about previous studies that inspired the writer and the last part of this chapter is research method that are used by the writer in conducting the research.

#### 2.1 Feminism

Patriarchal system is a system that dominates the life of women. The birth of patriarchal culture gave birth to a presumption that the position of men is higher than women. Patriarchal system is a major problem in the realm of feminism. Feminism is the movement of women to gain equality in patriarchal society. According to Rivkin and Ryan (2004, page. 765) “For the women's movement of the 1960s and early 1970s the subject of feminism was women's experience under patriarchy, the long tradition of male rule in society which silenced women's voices, distorted their lives, and treated their concerns as peripheral.” Feminism is not about women hate men, or women is under oppression of men.

Feminism movement begins in the existence of unequal rights between men and women in the social realm of society. Feminism is all movement of liberation

from the shackles of male hegemony. In its history, feminism ideas were born out of women's frustration with cultural domination that placed women in a low position, lacking human rights and marginalized, even though women were given a place in public space but oppression could not be deleted. According to Tyson (2006, page. 85)

Gender roles have been used very successfully to justify inequities, which still occur today, such as excluding women from equal access to leadership and decision-making positions (in the family as well as in politics, academia, and the corporate world), paying men higher wages than women for doing the same job (if women are even able to obtain the job)

Gender is a distinction and social role formed by the community, but in its application there are many changes in the role and status both social and cultural. This leads to discriminatory attitudes toward any of the sexes. According to Basow (1992, page. 3) "Gender is constructed by people, not by biology, and this construction is shaped by historical, cultural, and psychological processes". "Patriarchal ideology exaggerates biological differences between men and women, making certain that men always have the dominant, or masculine, roles and women always have the subordinate or feminine ones." Sultana (July 2010-June 2011, page. 3) patriarchal system identic with power, dominance, and competition that causes the emergence of subordination in women. The identical of patriarchal culture is a culture where men have higher and powerful position than women.

### 2.1.1 Negative Stereotypes against Women

The word "stereotype" is very attached to the community even since the first. Stereotype is a way of looking at a group whether it is positive or negative, right or wrong, and includes the perspective of individuals and groups who will ultimately follow society's thoughts according to the information obtained. According to Sikdar and Mitra, "Gender stereotypes are generalized beliefs about the characteristic and qualities attributed to men and women in society (2008, cited in Eagly, 1987) Stereotyping is a broadly simplified assessment and not always accurate that causes unfair treatment because of one's gender.

Gender differences are one of the causes of stereotypes. Gender inequality arises because of gender differences. According to Hartanto (2007, cited in Diarsi, 2001 p.32) The root of gender inequality is related to patriarchal culture. In this case it is clear that men become subjects with strength, and women as a weak and cornered objects. The gender inequality system places women and men as victims despite all the stereotypes that exist, women are more dominant in becoming victims of the gender inequality system (Hartanto, 2007 cited in Fakih, 1996 p.12). One example of stereotypes in gender is a negative stereotype against women, which are said that women are emotional while men are rational. Many of the negative stereotypes against women and patriarchal systems play a role in the labelling process. Some of those stereotypes in general that are labelled on women are as follows:

1. Object : Valued women's physical characteristics and elaborated on women's body parts. It occurs when women are viewed as objects with no inner energy, resources, needs, or desires. (Bretthauer et al, 2014)
2. Emotional (irrational) : Having feelings that are easily excited and openly displayed, not endowed with the power of reason (Tyson, 2006)
3. Weak : Lacking the power to perform physically demanding task; having little physical strength or energy (Tyson, 2006)
4. Materialist : people who believe success can be judged by the things people own. (Ahuvia & Wong, 2002)
5. Submissive : Ready to conform to the authority or will of others: meekly obedient or passive (Tyson, 2006)
6. Flirts : Behave as though attracted to or trying to attract someone, but for amusement rather than with serious intentions. (Brewer, 2018)
7. Look pretty : Have an attractive appearance and be looked at. (Brewer, 2018)
8. Extravagant : Lacking restraint in spending money or using resources. (Peiss, 1998)

There are many labeled stereotypes and the labeling that unconsciously done by society will be difficult to remove because the stereotype is believed to be the truth in classifying a group or individual. The previous stereotypes are labeled to women in general, but not all the stereotypes are found in Bruno Mars' *24K Magic* album.

## 2.2 Pop Culture

Mass media play a major role in the spread of pop culture. Popular culture deals with everyday problems that can be enjoyed by all people and it will gain its power when mass media is used as a spreading influence in society. The mass media tends to mold and shape public opinion more than it reflects because the influence of it is so powerful (Magitot, 2019). Popular culture is a mass produced and the products must be acceptable in any groups of people or society. According to (*Popular Culture and Media*, n.d., p.2): There are usually two components to the study of any popular culture: the perspective of the culture creators (for profit mass media companies, individual auteurs, filmmakers, and artists) and the perspective of the consumers (you and me and other audiences). At first popular culture raises criticism because the concept is easy and tend to not qualified but easily accepted and followed by the wide community. According to Nachbar and Lause (1992, page. 9):

Popular culture reflects and molds beliefs and values that are so deeply embedded that their truth is assumed rather than proven. The study of popular culture brings these assumed-to-be-true beliefs and values to the surface and into the light of day- reflected in our mirrors, refracted through our lenses.

Popular culture is easy to get and it can be found anywhere. Pop culture is a culture in society's everyday life starting from the style of dressing, food and drinks that people consume and also variations of different types of music every day. Popular culture refers to the aesthetic products created and sold by profit-seeking firms operating in the global entertainment market, and from the definition that culture

itself is designed to be sold and consumed for profit globally (*Popular Culture and Media*, n.d, p.1). The examples of popular icons in the field of music known by the world is a group of music such as Coldplay and Avenged Sevenfold and also some solo singers like Taylor swift, Beyonce Knowles, Justin Bieber, and Bruno Mars, etc. People can listen to popular music anywhere like in shopping malls, restaurants, cafes, workplaces, and even in parks.

### 2.2.1 Song

Song is a work of literature created by the imagination of the author consisting of lyrics, and rhythm. The song usually tells about life like love story, friendship, social criticism or about nature, religion, and humanity. Song is a medium for expressing one's feelings because the song contains several words and messages conveyed by the author that reflects the writer's opinions, thoughts, and feelings in looking at the social context that is being faced.

With the advent of audio and audio-visual communication media make the popularity of songs in the community higher. According to Dowd (2007, p.15-16) “In the past century or so, various technologies have made possible fields that are devoted to music distribution—most notably, the established fields of recorded music and music broadcasting and the emergent field of online music.” Mass media into promotional tools and the Internet plays a major role in the distribution of the song itself. The enormous influence of music causes an impact in development in fashion and lifestyle, especially the younger generation. In the midst of the development of popular culture there are some individuals or groups



that use the song as disclosure of reality and also critical social that is happening in the community. According to Spitzer and Walters (2018 p. 8):

The richness of using songs as sources for understanding history—and the need to delve deeply into the available evidence when doing so—lies in their openness to such multiple uses and interpretations. The fact that multiple uses and interpretations exist, however, points to another important aspect of music: it serves as a forum for public debate about manners, morals, politics, and social change. Musicians and their audiences are social actors; while they reflect the world around them, they also interpret and change it.

Many songs are created to describe history, political, economic, cultural, and social conditions such as gender, social class, or race. By creating critically-themed songs or depiction of social circumstances make the audience of songs not only enjoy the work, but also can analyze the purpose and the purpose of the song in listen.

### 2.2.2 Lyric

Lyric and song are a unity that cannot be separated because the lyrics are one important element in the song other than rhythm. Lyrics is a short poem which contains the expressions of the strong feeling of thoughts of a single speaker in a meditative manner (*Lyric*, n.d.). Beside according to Storey (1996 p. 106) "Lyric are written to be performed. They only really come to life in the performance of a singer ". In its creation, the author uses the play of words to express his thoughts or feelings to be interesting and has its own pulling power. According to Ewen (1961, page. 10) "Lyric were created to comment upon the



varied problems and achievements of the infant nation” Every song lyrics have a message and it can be delivered on depending how the songwriter brings the song. In its composition, the lyrics can be created with inspiration. Inspiration usually comes from everyday experience even when people are not doing anything. Inspiration can arise from feelings, such as feelings of joy or sadness.

### 2.3 Previous Studies

There are two previous studies that become the main references of conducting the research since the research focused on how society creates a negative stereotypes to women through the lyric of the songs. The first previous study is thesis by Lidya Nur Aprilla, from Faculty of Cultural Studies, Brawijaya University, Malang. (2016) entitled *Female Images In Rob Reger's Emily The Strange: The Lost Day* and the second previous studies is thesis by Hilda Nur Ainun, from Faculty of Cultural Studies, Brawijaya University, Malang. (2015) entitled *The Spirit Of Feminism Against Women Negative Stereotypes In Veronica Roth's Divergent*. Both the previous researches focus on women.

The object of the first previous study has a similarity with this research which focuses on the female images. However, what makes different is the previous study analyzed the novel by Rob Reger entitled *Emily The Strange: The Lost Day*. Aprilla (2016), in which specifically discussed gender negative stereotypes by using Bower's and Woods' theory to analyze the negative gender stereotypes and also applying the concept of female underrepresentation image proposed by Smith. The research used the theories to show that women do not have to fulfill

societies' standard and encounters the negative stereotypes. Moreover, another differences is that Aprilla (2016) used novel by Rob Reger as material object while this research that uses some lyrics of Bruno Mars' songs as the research object. The differences between this study and Aprilla (2016) are the writer focus on how women that still behave in accordance the negative stereotypes in society while Aprilla (2016) focused on how women can create their own decision regardless the negative stereotypes in society, and the writer used a lyric of popular western songs as material object while Aprilla (2016) used novel as material object.

The second study focused the cultural construction about differences and gender roles in the novel written by Veronica Roth entitled *Divergent*. Ainun (2015) used sociological approach to analyze the data and used a novel entitled *Divergent* by Veronica Roth as material object while this study used specifically feminist approach to analyze the data. Another differences of this study and Ainun (2015) are this study focused on how women still conform with the negative stereotypes that labeled to women while Ainun (2015) focused on the struggle of women against the negative stereotypes that labeled on women, and the writer used a lyric of popular western songs as material object while Ainun (2016) used novel as material object. The similarity of this study and the two previous studies is both of study analyze the negative stereotypes that are labeled to women. The presence of these previous studies helps the writer to investigate this research.

## 2.4 Research Method

There are four main steps to gather and analyze data for this research. There are: Deciding the object of the study, data collection, data analysis and drawing the conclusion for this research. The details are explained in the subheading as follow:

### 2.4.1 Deciding the Material Object

In this research, the writer chose Bruno Mars' songs in album *24K Magic* to be the material object of the study and conclude Bruno Mars as representation of male's perspective towards women. Bruno Mars is one of outstanding singer in the world. Bruno Mars can be called outstanding singer because the copy of the song is so many. It can be considered that Bruno Mars is one of the most influential people in the world because the number of the copy of the song which genres in the songs created are included in the popular culture and a lot of people like his song, meaning that the product of popular culture can in some ways influence mindset. Product of popular culture can give influence to the way someone see things. Bruno Mars has many songs about love and women, so *24K Magic* Album by Bruno Mars is chosen because the writer wants to describe how the depiction of women written in Bruno Mars' song still conforms to the traditional way to see women, how women still labeled with negative stereotypes although many of Bruno Mars' song is romantic.

### **2.4.2 Collecting the Data**

In this step, the writer was observing the data for several times. After the writer re-reading the lyrics, the writer tried to sort the data by taking account women's negative stereotypes in the lyrics.

### **2.4.3 Analyzing and Interpreting the Data**

After collecting and sorting the data from the lyrics, the writer took the next step. The writer analyzed and interpreted the data based on negative stereotypes that the writer had chosen to analyze the data.

### **2.4.4 Drawing conclusion**

The last step of this research was drawing a conclusion from research findings. The conclusion and suggestions based on finding discussed are presented in Chapter IV.

### CHAPTER III

#### FINDINGS AND DISCUSSION

Music is a means to convey messages to the global community and also expresses one's feelings, ideas or thoughts. Song lyrics are an important element besides rhythm in a music. Social phenomenon or social problem depicted through song lyric and singer can convey criticism to listeners through the song. In the delivery, the mass media plays an important role to spread the thought. The way of delivery that is easily accepted and heard by the global community is one of the influences of popular culture. One of American singer who convey his thoughts through a song that is easily accepted by the public and known globally is Bruno Mars.

Bruno Mars' songs were conveyed in a subtle way, by using women as objects of his song leads create some impression on women. Both the songwriters and singer of the album are male was chosen by the writer as the representation of male's perspectives on the negative stereotypes labeled to women, regardless the women's social categories such as class, gender, races, etc. So that the women discussed in this song are universal representations of women. One of many albums that women use as an object of the song is his latest album entitled *24K Magic*. The *24K Magic* album in general tells of the success that Bruno Mars achieved today, which can be seen from the word "24K" which refers to the highest grade of gold, where gold can be in connotation with success, but behind

the meaning of success, in the lyrics of Bruno Mars songs using women as objects, where women have negative connotations in some of his songs. In the other side, generally the album depict about women as the ones who are interested in wealthy men, who are required to fulfill the standard of sexy, and ones who depicted as party goers.

By taking consideration of the representative album, 7 songs in the album are selected: *24K Magic*, *Chunky*, *Perm*, *That's What I Like*, *Versace On The Floor*, *Straight Up & Down*, and *Calling All My Lovelies*.

### **3.1 Women are Stereotyped as Being Materialistic**

Materialism is generally regarded as a negative value system as it involves placing possessions and their acquisition at the center of life with a belief acquiring more possessions leads to happiness (Segal and Podoshen 2012, p. 1 cited in Podoshen and Andrzejewski, 2012). Materialism is often associated with women, especially in terms of choosing a partner, women usually look for a stable partner and women are labeled with materialism because women are more consumptive. According to Segal and Podoshen (2012, p.2):

Women's consumption served as a display for the male partner's wealth and was thus tied to social class. In a male-dominated society, women are essentially the property of men, and therefore, in this situation, every act of consumption serves to increase the prestige of the possessing men. This relationship further cements female dependence on the men in patriarchal societies. (Cited in Veblen, [1899] 1994, and Gilman, 1999)

In patriarchal culture, materialistic is closely related to the negative stereotype in women. Women are more involved with purchasing than men because women traditionally been the family purchasing agents, and purchasing being associated with women's role in the family (Guha, 2013 p.37). Women naturally want to look perfect, that is why women more care about appearance compared to men.

Branded items is associated to materialism that are considered to increase confidence in women, because many women who do not have self-confidence use branded items help increase their self-confidence. Women will more look classy and more attractive if they use expensive or branded items. Because of comparison between women and men that women are highly knowledgeable about types of store and price. Television advertisements can highly influence women buying behaviors along with information received from their friends (Guha, 2013 p. 35 cited in Park and Lennon, 2004). Through social interaction, women will pay attention to everything that is used or owned by the surrounding so women will feel competitive through these items.

Women can also be said to be victims of advertising, where advertisements usually take advantage of low women's self-confidence and use other women's models as a tool to attract their interest. According to UKEssays (2016, October 3) Brand has become identity not only for representing the company but also its customers because of the change of advanced and developed market position. Brand holds a very specific position and top brands have become a sense of class amongst the top notch people today and also brand has set a platform to the people specially the elite class people as a way of differentiating themselves from others.



Middle class who have previously focused on the product quality increasingly started becoming brand conscious. Middle class refer to one of social class which refers to group of people with similar levels of status, wealth, and influence. Brand has become a favorite among the middle class population as well with the financial strength of the overall society. The higher the social status, the higher the prestige (prestige) it has. In order for them to appear different from other social classes they form certain characteristics.

Materialism is depicted in several Bruno Mars' songs in *24K Magic* album. Bruno Mars mentioned several fashion brands and other famous brands in writing song lyrics. The embedding of the outstanding brand in Bruno Mars' song lyrics always intersects with women. This raises the assumption that women are the main subject of materialism. There are several terms mentioned in Bruno Mars' songs that describe women as materialistic figures. The choice of the phrase "24K Magic" itself refers to the materialistic thing, namely 24K is the purest kind of gold, which is a symbol of luxury, success, and wealth.

Outstanding brand is mentioned in the song entitled *That's What I Like* and *24K Magic*. In the lyrical fragment in *That's What I Like* song lyric there is one of the outstanding car brands namely Cadillac, which is a flagship luxury brand of General Motors and it is one of the American car brands which this car is one of the best working cars in America. This car has a very high price and a perfect design that shows the impression of glamor. The vehicles ranged in price from \$39,920<sup>+</sup> to \$97,895<sup>+</sup> (Cadillac, n.d.). This is listed in the fragment of the song *That's what I like*:



“Jump in the **Cadillac**  
 (Girl, let’s put some miles on it)  
 (Just to put a smile on you)  
 You deserve it baby, you deserve it all)  
 And I’m gonna give it to you” (Mars, stanza 2 line 13-18)

The lyrical fragment tells about how the singer treats women by giving luxury to women. The word **Cadillac** refers to luxury so that it can be used as an indicator of materialism and Cadillac itself is a symbol of certain social status because only certain people can buy it because of the expensive price. Material wealth is the main element in the formation of social status. Luxury car ownership is seen as evidence of economic success so that ownership of luxury goods will reveal the high status of a person. Someone's social status will increase if they have something that is expensive and rare. The second stanza and third stanza refer to the singer taking the girl around by his Cadillac to make the girl happy. This shows that the singer assumes women’s happiness depends on the luxury goods. The singer assumes that women will glare with luxury items so he uses luxury to impress women.

Money also cannot be separated from materialism. Money is not just a means of exchanging trade but also a tool to assess one's status as time goes by. In the context of materialism, money is an important factor in determining happiness, money cannot buy one's happiness but happiness can be obtained by having a lot of money. Money almost regulates all aspects of the sustainability of a society, such as the lyrical fragment in 24K Magic song:

“Oh shit, I’m a dangerous man with some **money** on my pocket  
 So many pretty girls around me and they waking up the rocket

Why you mad, fix ya face, ain't my fault y'all be jocking" (Mars, line 21-23)

In the lyrical fragment on *24K Magic* explains that the singer is a rich man and surrounded by beautiful girls. In line 21 it says that "... I'm a dangerous man with some money on my pocket so many pretty girls around me" The lyrics describes as if the cause of the singer is surrounded by a beautiful girl is because he has a lot of money. The singer calls himself dangerous because he has a lot of money, so he can do whatever he wants with his money. This shows that the singer considers women as materialistic, who will draw close to the man who has a lot of money.

Besides money, there are several types of accessories used in some of the song lyrics of Bruno Mars' album *24K Magic* album. In the clothing world, accessories are used to support the appearance, in addition to supporting the appearance, accessories have their own characteristics and benefits that can substitute appearance and confidence. Accessories such as rings, earrings, or necklaces are used as decorative purposes because they add color and style to the overall appearance. According Saravanan (2015, p.1) "In the society, the individual's appearance is the ticket to transmit non-verbal communication signals such as possible cues about his / her social stature, values and lifestyle." There are branded and unbranded accessories depending on how someone choose their style, not only used to support the appearance but accessories also used to show the social class.

In the lyrics of Bruno Mars's song, *24K Magic*, there are lyrical fragments "Wearing Cuban links (ya)" (Mars, 2016 line 16). **Cuban Link** are considered to

be the typical style of rapper or reggae star. The design is prominent and weighs around 5 kg which is made of pure gold showing the luxurious impression but the fact is that not only hip hop and reggae stars are the only ones who wear it. There are some ordinary people who are interested in this Cuban link because of the elegant and fashionable appearance. The diamond cut chain available from 10K to 14K with the price range from \$549.99 to \$74,999.99 (*Shinejewelers*, n.d.). From this explanation, the Cuban link is one of the accessories that has an expensive price and has a luxurious impression. The phrase “Cuban link” can be associated with material wealth and the singer want to show that he is a rich man so he can do everything what he want including getting the girls.

The next song that lists accessories as lyrics is in the 24K Magic song, which can be seen in the lyrics:

Players only, come on  
 Put your **pinky rings** up to the moon  
 Hey girls  
 What y'all trying to do?  
**Twenty four karat** magic in the air  
 Head to toe so player (Mars, line 24-28)

In the phrase "players" in line 24 refers to the playboy. According to the Urban Dictionary (1999-2018), **Pinky rings** is a symbol of someone looking for a partner after wandering around with a few glasses of wine and it refers to the party conditions. Pinky means the littlest finger on hand, so in American society the pinky ring is meant by the singer is the ring worn on the little finger. Then line 26-28 has the intent of the singer asking the women not to be quiet because they have to have fun with the players at the moment. In this stanza again shows that

women will have fun with something related to the luxury. The phrase **twenty four karat** refers to the little finger's ring which is made from 24 karat gold which 24 karat is the purest kind of gold, in this case the singer enjoys a good time with attractive girls around him.

Jewelry and diamond is also an important aspect that exists in the context of materialism. Jewelry and diamond are the symbol of beauty, grace and wealth. In addition to being used as a measure of wealth, jewelry is also used to measure one's status or social level, both in today's society and throughout history. Jewelry is an object that cannot be separated from a woman because jewelry can support the appearance and can increase women's self-confidence. According to Raat (1995, cited in Wyke 1994, 139-140):

Jewelry is described as a badge of honor for women. Indirectly however the woman's obsession with external appearance is treated as the only area where she will be able to earn respect with in public, not capable of doing so with holding a public office for example, which is the male equivalent, because of her limited civic role.

In social life, women are associated with jewelry, which has two meanings namely in the context of roles and needs. In terms of role, construction in a patriarchal society places women under men. According to Sultana (July 2010-June 2011, p.3) "Patriarchal ideology exaggerates biological differences between men and women, making certain that men always have the dominant, or masculine, roles and women always have the subordinate or feminine ones." Women are assumed to be weak and helpless so that women do not have a role in society and only used as jewelry or as a 'display tool' in social life. In the second

sense, jewelry is assumed to be a woman's primary need. Women are considered to be dazzled by luxury and cannot find themselves so that they will look for men who can fulfill their needs. This also illustrated in lyrical fragments in Bruno Mars' song entitled *That's what I Like*,

“Cool **jewelry** shining so bright  
 Strawberry champagne on ice  
 Lucky for you, that’s what I like, that’s what I like” (Mars, 2016 line 20-22)

“Silk sheets and **diamonds** all white  
 Lucky for you, that’s what I like, that’s what I like” (Mars, 2016 line 25-26)

The words jewelry and diamonds are used to describe a good situation, and explain what is being used or in the women’s interest because in general women like to have high fashion values, and one form of increasing the value of fashion is by using jewelry because jewelry has many advantages such as having a higher value of beauty and making its appearance more attractive. This is explained in the next lyrics, the sentence in line 22 and 26 “Lucky for you, that’s what I like” means how lucky the women to have a guy like the singer which, what the singer means is that he also likes jewelry and luxury like the woman described in the lyrics. The phrase “Lucky” referred to the singer assumes that women would like luxury, which coincidentally it was also liked by the singer so the singer said that the woman was lucky to get him who have the same interests.

Beside fashion and jewelry, property has a role in materialistic discussion because property is related to ownership or wealth. Property can be said to be an

asset through ownership of land or buildings. In the Bruno Mars' song entitled *That's What I Like*, mentioned about ownership of the condo in the first stanza,

“hey hey hey  
I got a **Condo in Manhattan**  
Baby girl, what's hatnin'?” (Mars, 2016 line 1-2)

Condo is a sign of condominium, which can be said as a private apartment. Apartments and condos have a difference that if the apartment only takes a small part of a building while the condominium is a rights in certain parts of a building which is the owner of the condo has the legal rights on the property. Apartments refer more to the physical form of the building, and condominiums refer to building rights, while Manhattan is an island in New York City, which is famous for its expensive living expenses.

Besides the condo, Bruno Mars also used beach house in Miami in writing the lyric. Miami is a large city located on the Atlantic coast in southeast Florida. It is the main, central, and most populous city in the metropolitan South Florida region. Besides, Miami is also full of attractions places that can be enjoyed and has some of the most famous beautiful beaches. In *That's What I Like* lyric, there is:

“I'll rent a **beach house in Miami**” (Mars, 2016 line 8)

Beach house in Miami has a range price from \$1000+ to \$180,000 (*Zillow*, n.d.) while Condo in Manhattan have a price range from \$899,000 to \$3,425,000 (*StreetEasy*, n.d.). Both condo and beach house have a price that is quite expensive and only certain people can rent or buy it. This shows that condos and



beach houses are luxurious items that symbolize one's wealth seen from the ability to buy or rent them. After that there is the lyrics "baby girl what's hatnin'?" (Mars, 2016 line 2) in *That's What I like* lyric, hatnin' is a slang and short for "happening", has a flirty feeling to it, which shows the singer asked the girl "baby girl, what happening?" by seductive way. It shows that the singer want to tempt a woman by showing his wealth.

The last thing used by Bruno Mars to depict negative stereotypes of women that women are being materialistic is by put down the vacation in writing song lyrics. This can be seen from the lyrics of the Bruno Mars' song entitled *That's What I Like* as follows:

**"I'm takin' trips to Puerto Rico**  
Say the word and we go" (Mars, 2016 line 28-29)

**"Shopping sprees in Paris"** (Mars, 2016 line 34)

The lyrics talk about how the singer spoils a woman by taking her on a trip. In relationships, trips are a common thing, both in the city and outside the city. It can be said that vacation is a form of romanticism because at that moment the couple spends a long time together so they can get to know each other better and are considered able to strengthen relationships. But apart from that, at this time the selection of vacation spots also affects how to view or evaluate the romanticism.

With the increasingly wide spread of social media, vacation spots are one of the considerations in someone showing their social status. For example, couples who vacation abroad will be considered luxurious. This case is also illustrated in

the lyrics of Bruno Mars' song lyric. "Puerto Rico might not seem like the ideal destination for budget travelers looking for an exotic getaway" (*Tripsavvy*, n.d.) . Puerto Rico is a vacation spot in the Caribbean with world-class beaches and amenities which is a favorite destination for world celebrities.

The next is Bruno Mars put Paris in the lyric, which Paris was dubbed as the center of world fashion. Many world outstanding brands from Paris such as Louis Vuitton, Dior, Chanel, Hermes, and so on. Paris is also famous for shopping paradise so Paris offers many shopping places such as department stores or boutiques. The lyric shows that the singer said shopping in Paris for the purpose of luring women because the singer assume that women really love shopping.

Both trip to Puerto Rico and Shopping in Paris is the singer's effort to take the heart of a woman he likes by luring something he can do. Then the next lyric say "Say the word and we go" (Mars, 2016 line 29) show the singer's ability to obey the women's wishes even though it was an unusual wish, for example the girl wanted to go abroad and of all the lures, everything is about money. With a lot of money he can do anything, obeying the girl's wishes so the singer considers that with a lot of money, he can get a woman he wants by giving trip offers or shopping abroad.

In vacation, luxury food that complement vacation can also be used as a benchmark in portraying women as being materialistic. In the song *That's What I Like*, Bruno Mars invites a woman on vacation and he will rent a beach house in



Miami for fun, and he also orders lobster for dinner as illustrated in the lyrical fragments:

“I’ll rent house in Miami  
 Wake up with no jammies (nope)  
**Lobster tail for dinner**  
 Julio, serve the **scampi**  
 You got it if you want it, got, got it if you want it  
 Said you got it if you want it, take my wallet if you want it, now” (Mars, 2016 line 8-13)

In line 10 say “lobster tail for dinner” and this shows that the singer ordered a lobster for dinner with the girl. Lobster is a luxury dish that most people cannot consume every day because the price is expensive. According to Sullivan (July 17, 2015) “A “reasonable” lobster dinner in a big city is one of the most expensive menu items, ranging from \$30 to \$45 for a lobster weighing 1 to 1 1/2 pounds. The price can run even higher depending on where someone dines and when.” This shows that the price of lobster depends on where and when someone eats. According Sullivan (July 17, 2015 cited in James Surowiecki in The New Yorker):

In the process, high prices became an important part of lobster's image. And, as with many luxury goods, expense is closely linked to enjoyment. Studies have shown that people prefer inexpensive wines in blind taste tests, but that they actually get more pleasure from drinking wine they are told is expensive. If lobster were priced like chicken, we might enjoy it less.

Then the line “Julio, serve the scampi” (Mars 2016, line 11) describe how the singer told someone named Julio to served his order while the word “scampi” refers to the name of the dish. From the explanation, the song’s lyrics explain how

the singer treats a woman by giving her fancy food, and the singer can give her whatever she wants which is shown in the last 2 lines “You got it if you want it, got, got it if you want it, Said you got it if you want it, take my wallet if you want it, now” (Mars, 2016 line 12-13).

If talk about materialism then it will be associated with women and their negative views. This negative stereotype of society that has been ingrained will look down on women who are considered materialistic. With a high level of consumption, women are often seen as crazy assets and thrones, in this case, the throne refers to social status, which prioritizes happiness with money alone. The society's negative perception of materialism is based on the causes of materialism based on negative feelings as well like jealousy, lust, selfishness, sense of hopelessness, etc. so materialism can change a person's attitude, including their attitude towards social, such as morally and responsibly.

The women's position in a generalized system of society, which gives the image of women as a person who is patient, sweet, graceful, weak, and dependent on other people so do not rule out the possibility that the woman will expect help from others in overcoming all the problems that arise and are faced in her life. Such habits for women seem to have become a tradition which will ultimately create an attitude of women who are not independent. This makes women in a weak position in society so that the community labels that women are easily tempted by the lure of wealth as Bruno Mars did in depicting women in his songs.

The explanation shows the fact that in society's life there is a culture that shows which functions are appropriate for men and women. Women are portrayed as weak while men are described as strong, reliable, intelligent, etc. besides that men are required to be able to face all the problems and challenges of their own lives.

### **3.2 Women are Stereotyped as Being Sexual Object**

Mass media has become a common thing to expose popular culture. Popular culture and mass media have fused with society and have become the latest reflection on what is produced by culture and consumed by the community. Nowadays, mass media is more open which is mass media today tends to expose more on sexual things. The mass media as a source of information and recreation has become a part of the life of the technological era and is considered to play a role in the process of making and disseminating elements of sexuality so that its existence can be ascertained to be always present in human life. Now there is a lot of sexuality exposure and it is considered not a taboo thing especially in western, it even became an industry. For example, porn films have become open industries and it shows how sexuality is used as a commodity in the media.

In relation to human social life, influence of the mass media is also felt in women's social life. Stigma and stereotypes that are formed in society regarding women are more or less influenced by the media. The image of women through the mass media is still thick with patriarchal culture that media is a subject that constructs reality complete with bias, views and its partiality. The mass media

with its jargon of freedom cannot be separated from the spirit of patriarchy which results in the emergence of a society's perspective on women because one of the functions of the media itself is to instill values and trust in individuals, intentionally or unintentionally. In the mass media, the image of women feels "glorious", starting from magazine covers, television advertisements, video clip models, and also subjects in songs. The media is a powerful source for communicating ideas about the role of women and men in society.

Vast media's range makes the media able to spread the same image of women to many places and ultimately lead to a common view of society regarding women's identity. The identity of women and men in the content presented by the media is described as very different. Men are portrayed as controlling the women, as determinants of women's behavior, as aggressive and dominant individuals, while women are described as individuals who are under control, easy to dominate, submissive, and objects of vent male sexual desire. According to Fredickson and Roberts (1997 p. 177) "...Women exist in a culture in which their bodies are -for whatever reasons- looked at, evaluated, and always potentially objectified." Unconsciously, the media accommodates the opinion of some people that women are a satisfying tool for men's needs, women's beauty should be dedicated to men through touch, skinship, kiss, and so on. Mass media managers see women only limited to merchandise, sexual objects and satisfying men.

Song lyrics are one of the verbal communication media that has meaning in it because through a song, the creator tries to convey what he wants to express.

Delivering a message that is expressing himself against phenomena that occur in the environment, where he interacts in it. Most of the song lyrics that circulating in the public are about the theme of love relationships and describe women as objects, passive, dependent on men, and dominated in sexuality. In the industry, women have a unique role, where women are used as "selling goods" in earning income.

In the relationship between popular culture and women, it seems that the meaning that can reveal significantly is how women are represented in popular culture which in this case is in the song by Bruno Mars in the album *24K Magic*. The representation of women in Bruno Mars's lyrics can be seen as a representation of women's identity which is viewed from a stereotypical point of view. There is no doubt that there are gender issues and patriarchal ideologies that are thick in them. Regarding how men and women are placed and what attitudes are expected from each party, about how women are victims or objects of male pleasure, weak and easily deceived figures.

In a patriarchal society women are still placed in a subordinate position with a feminine role to take care of private needs including the fulfillment of male sexuality needs. As written in the lyrical fragment of Bruno Mars song entitled *Versace On The Floor*:

“So baby let’s just turn down the lights  
 And close the door  
 Ooh I love that dress  
 But you don’t need it anymore  
 No you don’t need it no more  
 Let’s just **kiss ‘til we’re naked**, baby” (Mars, 2106 line 10-15)

I unzip the back to watch it fall  
 While **I kiss your neck and shoulders** (Mars, 2106 line 20-21)

In the lyrics it is described how a man told a woman to turn off the lights and close the door, then the singer said that he liked what the woman was wearing but it was useless because what the singer needed was the woman's body which continued with the singer invited the women to kiss until they are naked, then the next lyrical fragment at lines 20 and 21 explains how the singer takes off the woman's dress and then goes on to kiss her neck and shoulders. This shows how men have a superior position and they use their power to give orders to women. In the fragment of the lyrics, men are portrayed as active figures while women are described as submissive figures. Men are positioned as 'boss' and told the woman what to do. The motivation behind this attitude is to get sexual pleasure from women.

Another example that makes woman a sexual object lies in the fragment of Bruno Mars's lyrics entitled *Perm*. Bruno Mars conveyed this song to the young generation to relax by forgetting the gadget, because as we all know that in the present era society cannot be separated from technology, especially gadgets that almost all people can easily have. But despite his moral message, Bruno Mars used women to become objects in his song. Like the fragment of the lyrics:

“You need to **activate your sexy** (activate your sexy)  
**Silky, smooth, and snap** (Silky, smooth, and snap)  
 Now lean with it (lean), throw a lil' sheen in it (sheen)  
 Then pat, pat, pat 'til it's flat  
 One more time, you need to activate your sexy (activate your sexy)”  
 (Mars, 2106 line 58-62)

In the lyrical fragments, it tells how the singer told the woman to show her sexiness, by giving sexy criteria details. Sexy has a variable definitions, one of the definition is a woman who is considered sexy portrayed physically. Even though times have changed but the assessment of women's body shape is still used as the main measure of woman's sexiness by some men. For example, sexy women are women who have small hips, big buttocks, big breasts, slender thighs, and so on. The sexy criteria referred to are shown in line 59 "Silky, Smooth, and snap (silky, smooth, and snap)". Silky, smooth and snap refers to the type of the women's skin. Besides beauty, women also have something that can arouse male's sexual desire. In this case the singer wrote silky, smooth and snap to describe women's skin which refers to how women who have silky and smooth skin can arouse male desire because if their skin is in direct contact it will make a man became satisfied because of the softness of women's skin.

Touch in certain parts can make someone happy, it shows that the position of women in this song is an object of touch, where women fulfill the certain criteria standards that are considered sexy by the singer, which in this case the singer as the representation of male's perspective. In the next lyrics Bruno Mars told the woman to enjoy the circumstance by saying as shown in line 59 "Now lean with it (lean), throw a lil' sheen in it (sheen)". The words "Sheen" refers to the sexy context that is giving off her aura or desire when she dances so it will attract the singer's attention, including his sexual desire which means the woman must emphasize her personality and not be stiff in enjoying the atmosphere, which



in this song is a festivity. *Perm* tells how Bruno Mars invites women not to be passive or stiff.

“A perm is a series of chemicals that African-American girls (and some guys) use on their hair to make it longer and straighter. The process is also known as a hair relaxer, and Mars uses the term as a lyrical metaphor for the way he wants his women to be on the dance floor: relaxed and sexy.” (“Songfact”, n.d).

This shows that Bruno Mars has sexy criteria according to his perception and tries to convey this to a woman who according to Bruno Mars that did not fulfill these criteria. This can be seen in the fragments of *Perm*'s song lyrics:

“Man, look at you, been walking in here looking all **pretty and angry and mean and good**  
 Haha  
 Now I know you didn't get your hair done so you could just sit down and just sit still” (Mars, 2016 line 1-3)

In the lyric fragments, Bruno Mars illustrates some of the criteria for women who must be sought to accompany him to have fun as he said in the first line, which is mentioned as pretty and angry and mean and good (Mars, 2016 line 1). Pretty, angry, mean, and good refer to some criteria for women. The adjective ‘pretty’ refers to the physical appearance of an individual. Pretty and beautiful has different meanings. Pretty has more emphasis on external appearance while beautiful emphasizes on the inner and physical beauty of a woman, then the adjective ‘angry’ described someone who is highly passionate. The literal meaning of angry is feeling for showing annoyance or displeasure but the writer interpreted angry in this lyric is highly spirited because of this case in terms of

party while adjective 'mean' refers to bitchy women in the context of party and the adjective 'good' in the last sentence refers to depiction of women who have faces that are good looking. In this song the singer specifically mentioned the criteria of the woman he wants to accompany him to have fun at the party. He described how a man who walks around the party area and looks for women that can make him happy and highly spirited during party, including arousing his sexual desire because as is known that a party is a place that someone is free to do anything, which is 'the party' here refers to the singer's birthday party which can be said to be included in the adult event, because the birthday party is a special occasion and everyone has their own way to celebrate this special day, depending on the environment around them, whether friendship or lifestyle. According to Klein (p. 23):

Birthday parties involve special dress, special food, and special behavior. Leach analyzes these reversals in normal activities as quite appropriate to and symbolic of a period in which time has temporarily come to a halt as it changes course from an end to a beginning, as it does at birthday parties.

Birthday party in this song in line to birthday party 'customs' in western which is western lifestyle is identical with revelry and extravagant. The perception described by Bruno Mars represents the perception of the society that put sexy criteria on women, where sexy is not measured by the face appearances but by attractiveness. The intended perception refers to the concepts that exist in a patriarchal society.

Patriarchal culture creates a stigma that women are only sexual objects. It is undeniable that the majority of people if asked about ideal women the answers

given will not be far from their body shape and beauty. The answer they gave was the influence of the formation of new perspectives about women by advertisements that had been widely circulated in the community. For example, some advertisements present the physical beauty of women with their beauty criteria, so that people begin to corner women with some criteria about physical beauty along with its stereotyped values.

Conversations about women are often associated with clothing and mentioning a certain body part of women. Good women will be represented in appropriate clothes which does not expose their body while women wearing inappropriate clothes which is actually considered inappropriate in terms of norm will be associated with naughty women. Another example is women as pornography stars which in this case women are used as commodities and products that have a high selling value. This opinion implies that women only have a role as a sexual object. So far, there are many media that exploit women as sexual objects, which in turn causes people who look down on women's position. According to Fredickson and Roberts (1997, p. 177):

A handful of theorists have ventured to explain visual evaluations of the female body, which can lead to sexual objectification, are integral to male heterosexuality. Evolutionary theorists contend that women's physical attractiveness indirectly signals reproductive value, and so evaluating women's physical attributes has become an important criterion in men's mate selection (Cited in Buss, 1989; Singh, 1993)

Popular culture discourse is closely related to capitalism, where the role of mass media, especially television, plays a role in raising the popularity of one's career. In a popular culture, the role of the mass media is very significant in raising the

fame of someone and at the same time dropping it because popular culture is characterized by its instant and mass, so in maintaining its existence, public figures will compete to do various ways. As an example in music, musicians create works such as songs and video music by carrying certain themes, so that a selling strategy arises in the music market, one example is carrying the element of eroticism. Evidently, the music industry is a place where sex has been sold in millions of records, which until now there are still many musicians who make similar themes with another arrangement so their song will be easily accepted by the society. It eventually developed into various lyric writing styles starting from criticism, romance, and also insult to humiliation, which unfortunately uses women as objects in the song. The offensive lyric is something that a lot of people are aware of, but it is continually played on the radio, television, or internet and found on the top of music charts.

Themes of objectification against women are common in contemporary popular music across genres. Genres that often place women as objects and demeaning women are often found in the rap and hip hop songs. According to Fredickson and Roberts (1997, p. 175 cited in Bartky, 1990) “Sexual objectification occurs whenever a woman’s body, body parts, or sexual functions are separated out from her person, reduced to the status of mere instruments, or regarded as if they were capable of representing her.” The mention of certain body parts in song lyrics is no stranger to the music scene. Fredickson and Roberts (1997, p. 176) stated that “men tend to be portrayed in print media and artwork with an emphasis on the head and face, and with greater facial detail, women tend

to be portrayed with an emphasis on the body.” Many musicians use words that emphasize women's body parts in creating their work. Bruno Mars is one of the outstanding musicians that use a lot of mentioning certain parts of the women's body in making the song, and also Bruno Mars is known for musicians with the RnB and hip hop genre where he communicates his work through music which is easy to listen. One song that mentions the women's body part is in the song entitled *Chunky* as in the lyrics section:

“If you ain't here to party take your **ass** back home  
If you getting naughty, baby here's my phone” (Mars, 2016 line 5-6)

“Ooh, Chunky  
Looking for them girls with the **big old hoops**  
That drop it down in daisy dukes (I wanna get down)  
Yeah, I'm the ones, I'm trying to recruit  
I'm looking at you  
Yeah, you, baby (baby, baby)” (Mars, 2016 line 10-14)

*Chunky* is a party song, the beat used in the song is slow and easy and also describes the circumstance of festivity. The song tells how the singer was enjoying a party while watching the girls at the party. The song mentions ass and big old hoops, which are private parts of women. In another line it explains that Bruno Mars wanted a woman who was not shy to party, and he also said “that drop it down in daisy dukes (I wanna get down)” (Mars, 2016 line 12). The figure of daisy dukes can be seen in this picture:



**Figure 3.1 Daisy Dukes**  
(Source: Pollick, November 13, 2018)

Daisy Dukes are form-fitting denim short shorts first popularized by actress Catherine Bach in the late 1970s ... Daisy routinely appeared in a pair of cut-off denim jeans fashioned into shorts, along with other tailored hot pants and short skirts. ... Young women began to create their own shorts by strategically cutting their jeans along the seat and just below the crotch. These jean shorts allowed young girls to display their legs and emphasize their natural curves without revealing too much of their hips and buttocks. (Pollick, November 13, 2018)

It shows that daisy dukes are a type of pants that can expose woman's legs because of its short size. In some countries, the size and shape of the thigh is a benchmark for determining the criteria for a woman's beauty, and the thigh is a private area for women so that it can arouse male's sexual desire if women use short pants. By looking at women's private area, men can play with their fantasies and expectations of women. This lyrical fragment refers to his sexual attraction to a woman who has a large butt size so he wants to let off the woman's pants. In the song *Perm*, Bruno Mars also wrote down certain body parts of women as in the fragments of the song's lyrics:

“Don't be stingy with your **big ol' butt**  
You got a **booty like** woah, wait a minute!



I'm just playing with you  
Loosen them shoulders up" (Mars, 2016 line 40-43)

The fragment of the song lyrics has the same meaning as the previous song, *Chunky*. Both songs have different types of beat but have similar meanings. Bruno Mars also uses the term **ass** with a variety of terms or words, which *Chunky* songs used butt and big old hoops while in *Perm* song, Bruno Mars uses the word 'big ol' butt' and 'booty like woah'. Both songs objectify the women's body by using the emphasis on women's body parts. In addition to *Chunky* and *Perm* songs, there are other songs that mention women's body part, namely *Straight Up & Down*. The whole song tells how man invites a woman to have fun enjoying time together, having fun here refers to having sex. There are the lyrical fragments which mention women's private parts:

"This liquor got both of us faded  
So gone, so gone, so gone  
But your **booty** deserve a celebration  
And I'm gonna celebrate it all night long  
Come on here and show me why you got the whole club starin' at you"  
(Mars, 2016 line 18-22)

In the lyrical fragment use the word booty in talking to women. The fragment tells how liquor made him more lulled by the woman and then he said that the woman deserves the beautiful thing. In the lyric said "But your booty deserve a celebration" (Mars, 2016 line 20). The phrase 'deserve a celebration' here means that the celebration in terms of to do something special or enjoyable for an important event or occasion. In this case, the lyrical fragment in this song tells how they had fun in a club and the singer told the woman that her butts deserve



for celebrating the atmosphere at the club, which refers to her freedom to dance so that the whole people's sight of the club was directed at the woman and amazed at her sexiness. But Bruno Mars used booty in the depiction of the atmosphere then he said "Come on here and show me why you got the whole club starin' at you" (Mars, 2016 line 22). This shows that the position of women in the lyrics is only an object of male's gaze. Society is constructed to assume that women are male sexual servants and certain parts of the female body are male sexual attraction, men are shown as controlling the gaze while women are the controlled ones.

The mention of certain women's body parts is in another Bruno Mars' song entitled *That's What I Like*. Overall, the song tells about the singer's efforts to make women interested in showing off his wealth and pampering her but the mention of certain women's body parts is in one of the lyrics, as in this lyrical fragment:

"Baby girl, what's hatnin'?  
You and your ass invited" (Mars, 2016 line 3-4)

The lyrical fragment tells about the singer teasing a woman and inviting her to his party. In the lyrics, instead of using the word "body", Bruno Mars uses the word 'ass' in talking to women which in this case Bruno Mars invited her to his party. This shows the singer's sexual attraction to the private area of a woman. The next lyrical fragments mentioned:

**"So gon' and get to clappin'  
Go pop it for a player, pop-pop it for me  
Turn around and drop it for a player"** (Mars, 2016 line 5-7)

The lyrics describe how the singer told the woman to get ready and go around or get a pat from the player which refers to playboy. “So gon’ and get clappin’” indicate how the singer asks the woman to go and get a pat. In this case Bruno Mars describes how the woman was asked to gain male attention. The next phrase there is “pop it for player, pop it for me” (Mars, 2016 line 6) According to Urban Dictionary (1999-2018) “When a person (usually a female) "pops" her butt out and arches her lower back in.. usually to a beat.” So the phrase has the meaning that the women should behave wildly to get male attention and raise their sexual desire. In this lyrics the singer makes a woman became the object of male gaze. Fredrickson and Roberts (1997 p. 176 cited in Mulvey, 1975) stated that “perhaps most insidious manner in which objectifying gaze infuses American culture is in people’s encounters with visual media that spotlight bodies and body parts and seamlessly align viewers with an implicit sexualizing gaze.” He invited a woman into a party and made her the center of attention for other men, who in this case were players. Ironically, *That’s What I Like* hit number 1 on the Billboard Hot 100 in 2017 and won song of the year category in Grammy whereas if understood more deeply, this song is a sensual song that corners women with the depiction of women as objects of pleasure but is not widely understood by people because the packaging of the song seems catchy and fun to listen.

In addition to the mentioning women's body part clearly, Bruno Mars uses wordplay to convey the intentions contained in the lyrics. He does not write directly so that the reader or listener will make his own perception based on the lyrics they read or heard. This can be found in a few fragments of the Bruno

Mars's song lyrics in this *24K Magic* album. The song, entitled *24K Magic* which is also the title of the album, contains implicit words like the one:

“So many pretty girls around me and **they waking up the rocket** (keep up)  
Why you mad, fix ya face, ain't my fault y'all be jocking (keep up)”  
(Mars, 2016 line 22-23)

The fragment of the lyrics tells how he was surrounded by many beautiful girls and the girls aroused his sexual desire. The phrase "they waking up the rocket" refers to male sexual desire. Here Bruno Mars does not describe directly how male interest arises due to the presence of beautiful girls around him, he uses metaphoric sentences in writing his work by terming his genitals with rocket. According to Urban Dictionary (1999-2018) Waking up the rocket means when a penis becomes erect due to sexual arousal. This sentence is used colloquially to refer to the sight of an attractive female making a guy's penis hard. This confirms how women are portrayed as a person who is only used to satisfy men as if women were created only to fulfill male sexual needs. Then in the next lyrics it was written “Why you mad, fix ya face, ain't my fault y'all be jocking” (Mars, 2016 line 23). The phrase “why you mad” aimed at women who feel insinuated because they are considered as object for male sexual arousal. This lyrical fragment suggests that Bruno Mars did not accept protests and was superior by saying that he was not wrong if there were many girls who spoiled him. In this case, women are described as flirtations and aggressive.

In another song entitled *Chunky*, Bruno Mars also uses implicit sentences in the description of the lyrics. He uses the phrase "little something" to describe women's butt:

“She got to shake her **little something** (Shake your little something), ooh  
Throwing that thing from left, right, side-to-side” (Mars, 2016 line 1-2)

The fragment of the song's lyrics illustrates how someone's ass will go when walking but Bruno Mars does not explain it directly in the song. The direction of this butt is usually only seen in someone who has a large buttock and has a curved body so that if he walks it will look as if his butt is moving. This shows how women's body parts are used as spectacle material for men and women in under control positions. Here is also mentioned the criteria for the body shape favored by Bruno Mars, namely someone with a curve body shape.

The next song that uses implicit sentences in conveying the objectification of the women's body is the *Straight Up & Down* song. Overall, it can be said that this song has a vulgar song theme because it tells how the singer invites women who in the end she invites the woman to have a sex. The fragment of the intended song can be seen here:

“I got your body rockin' side to side (straight up)  
I put you on and now you're feelin' right (Straight up)  
I know exactly what is on your mind (straight up)  
Oh Baby we gon' have some fun tonight  
**Straight Up and down** (straight up, straight up, straight up)” (Mars, 2016 line 10-14)

The fragment of the song tells how the singer invites the woman to have fun and explains how he behaved by saying that they will have fun this time by having sex. The sentence in the last line, which is 'straight up and down' refers to the details of the movement when they are in contact. In this song women are portrayed as someone who is very passive and obedient, as can be seen in the first line in the fragment of the song "I got your body rockin' side to side" (Mars, 2016 line 10). The lyrics show how the singer regulates the woman. This song uses a male perspective because men determine things that make women happy. As happened in patriarchal society, that women are objects that can be seen, touched, and treated arbitrarily by men.

Stereotypes of women labeled by society form their mindset on women's bodies. The stereotype labeling is raised and diffused by the media's industry. This stereotype inherent in women then raises some problems that occur in the community. Women had various obstacles because the values inherent in society limit their movements, such as women becoming a housewife, becoming male servants which in the end this understanding extends to being sexually objectified, submissive and so on. This stereotype preserves discrimination against women, and the media's industry plays a major role in the campaign stereotypes. If in the past objectification of women happened to magazines and television, which have played a big role in how society was affected by different types of media, now popular music is starting to play a part as well. The mass media in this case have a major contribution in affirming the process of marginalization, subordination, and stereotypes towards women.

In addition to making women a sexual object, patriarchal culture also forms a construct that considers women to be objects of pleasure. In this case women are used as objects of sexual desire, in which the objectification of women in the media is motivated by patriarchal ideology, where men have a more powerful position so that they can control sexuality in women. Through superior positions, men perpetuate their power over female sexuality. One of the male controls in women's sexuality is the treatments that reduce women to be passive and gender objects, one of which includes desire and exploitation. The songs in Bruno Mars' album *24K Magic* contain several fragments of lyrics that describe women as tools for male pleasure. One song that discusses this is in the fragment of the lyrics *That 's What I Like*:

**“Sex by the fire at night”** (Mars, 2016 line 24)

In the fragment of the lyrics tells how the singer want to enjoy the night with having sex, the phrase ‘fire’ refers to burning feeling. This piece of lyrics shows that Bruno Mars puts women as objects for male’s sexual desire. He said clearly how he will have a sex with woman excitedly. This shows that the women body is regarded as a service by the patriarchal society and the body is given certain meanings which are cultural, merely as sex, so this status ensures the objectivity of women in their representation.

In patriarchal society, women's bodies are consumed as sex objects, ideological objects, and also objects of pleasure. “The cultural practice of objectifying female bodies originated to create, maintain, and express patriarchy.”



(Fredrickson and Robert, 1997 p. 177 cited in Connell, 1987; Kuhn, 1985; Stoltenberg, 1989) Women's body in the media has become properties of the public and displayed by highlighting the beauty of women openly. Women's exploitation can be identified from the tendency of the media to present women, whether it focuses on the physical part or state of the body, not personal figures and women's social roles.

### **3.3 Women are Stereotyped as Having Limited Freedom to Make Choice**

Patriarchal culture forms the stigma that women are only considered as a compliment in their family and society, do not have a meaningful role and are considered as weak people. According to Lantara (2015 p. 1) "It has been clear that women have equal position to attempt and to work, but culture of society has suppressed women to stay at home and to keep the house." The practice of patriarchal culture continues to this day, amid various feminist movements and women's activists who are keen to voice and uphold women's rights. This practice is seen in domestic, economic, political and cultural activities. Patriarchal culture positions men as strong and tends to have the freedom to do anything to women, while women are associated with domestic work or household who have to take care of their families, cook, and their roles are limited to activities in the home. For example in the work environment, some positions in the work are closed to women, and women are considered inappropriate to be the leader in work because they are considered as someone that use too much feeling and are difficult to make wise decisions. Fischbach et al (2015, p. 153) stated that people believe



women are more emotionally expressive than and that women, contrary to men, lack attributes important for leadership success men (cited in Brody & Hall, 2008; Fabes & Martin, 1991; Plant, Hyde, Keltner, & Devine, 2000 and Heilman et al, 1989; Schein, 1973, 1975). In some aspects of life, women are portrayed as marginalized, and women are considered weak and powerless.

The feminist movement that improves the position of women in society by giving women freedom such as education, working outside the home to get a salary and not continuing to depend on men, so that political freedom does not seem to make a significant change in the mindset of patriarchal societies that have held close to patriarchy culture. How strong the feminist movement carried out by a group of people will be difficult to eliminate the culture because it has taken root in the wider community. It can be seen that vaguely women still get unfair treatment in society.

Restrictions on women are not only described in their social life, but the restriction is also reflected in one of the Bruno Mars' songs entitled *Calling All My Lovelies*, it was told that Bruno Mars wanted a girl, but the girl he liked did not respond him, but that did not make Bruno Mars sad because he had other girls number he could approach. In this song Bruno Mars describes two opposing traits to women, namely passive and aggressive. He gave passive labeling to the woman he liked but he gave aggressive labels to other women who could be teased. As seen in the lyrics section:

“I got too many girls on hold for you to be bold  
Too many on my team for you to act so mean

You say you wanna go and have fun, well you ain't the only one  
**If I ring, don't let it ring too long or I'm gone**" (Mars, 2016 line 1-4)

"I told myself I wasn't gon' cry (I'm not gonna cry, no no)  
**Then somebody's gotta come dry these eyes (dry these eyes)**" (Mars, 2016 line 30-31)

The meaning of fragments of the lyrics indirectly gives oppression to women by threatening the woman by saying if the woman ignores him then he still has many other girls that he can flirt. This is shown in line 4 which shows that he will leave if the woman he likes does not answer his phone and is followed by lines 30 and 31 that he will not be sad because there will be another girl who will erase his sadness. The lyrical fragments tell how women are not given the choice to act as her wishes. This show on the first and second lyrics that said "I got too many girls on hold for you to be bold, Too many on my team for you to act so mean" (Mars, 2016 line 1-2) The lyric means that the singer makes every effort until he brings his friends to make the girl feel confident. In line 4 there is a phrase "well you ain't the only one" emphasizing how the singer underestimated the girl who wanted to have fun, which seemed like she did not have the right to have fun alone and had to have fun with the singer. In lines 4 and 31 describe how a woman has no choice, which in line 4 is followed by the phrase "or I'm gone" which can be interpreted as an intimidation and in line 31 there is the phrase "then somebody's gotta come dry my eyes" in this lyric, somebody refers to women. In these two sentences, it describes how women are not given the choice by the man, those who have the right to choose only men and this is in line with the patriarchal

culture that persists in the community which considers that men are the dominant ones.

Furthermore, there are the lyrical fragments that mention some of the names of women who have been waiting for Bruno Mars, who are being recruited if he has ignored. As written in the lyrics:

**“I got Alicia waitin', Aisha waitin'  
All the eesha's waitin' on me  
So why you contemplatin', playa hatin'?  
If this is how it's gonna be”** (Mars, line 5-8)

Bruno Mars mentioned Alicia, Aisha and Eesha as someone who had waited for Bruno Mars. Bruno Mars use the names of some girls as metaphor for ‘he can call any girls’ he likes because he has been ignored by one girl. This shows that Bruno Mars considered women only as objects of pleasure and complements his happiness. The song explains how he does not have to struggle to get a woman because women will come by themselves. This is confirmed in this lyric fragment:

**“I'm calling all my lovelies (calling all my lovelies)  
'Cause I can't get a hold of you  
Since you ain't thinking of me (since you ain't thinking of me)  
Oh, look what you making me do”** (Mars, line 9-12)

The fragments of the song lyrics above illustrate how Bruno Mars called all the women who became ‘his back up’ because the woman he liked ignored him. Then in line 12 it says "Oh, look what you are making me do" (Mars, 2016 line 12) which refers to the assertion that women should not ignore men because men can do whatever they want, and as if all the causes of the singer acted as he pleased was the woman who ignored him. In this song appears a negative stereotype about women that women have limited choice and dominated by men.

Music or songs included the media products that cannot be separated from patriarchal cultural values especially in representing women. In describing women, a songwriter is often influenced by the values that exist in the surrounding community then consciously or not, songwriters will describe women based on the knowledge and experience they get from their environment. If the surrounding community is influenced by patriarchal ideology in looking at the women's figure, then it will also be present in the lyrics of the song they wrote.

The lyrics of Bruno Mars in the *24k Magic* album contain a social construction where men are people who have power and women are the shadow of men. Bruno Mars places himself as someone who is dominant and has power. Bruno Mars' perspective is in line with patriarchal society where they are constructed with the assumption that women are only objects or products that can be seen and enjoyed and must always obey the orders of men, women are considered as figures who do not have the freedom to choose. Lyrics like this send the message that women are nothing more than objects which their action is restricted and it is okay to treat them that way. Women are consumed and perceived as objects which are literally recipients of action. The community is constructed to assume that women are male sexual servants and certain parts of women's bodies are male sexual attraction. Men are shown as a figure who controls gaze while women are controlled.

## CHAPTER IV

### CONCLUSION AND SUGGESTION

#### 4.1 Conclusion

This is ironical when feminism has been recognized by all people, it turns out that popular culture products, which in this case are Bruno Mars' songs, still adapt negative stereotypes to women who regard women as submissive, dominated by men, materialistic, objects sexual, and have limited freedom to make choice. Bruno Mars and all of those involved in the creation of the lyrics in the *24K Magic* album are the representation of male's perspectives on negative stereotypes labeled to women in general regardless of their social status. The song lyrics that actually gave a bad stigma to the women were covered by the beautiful arrangement of the music so that the listeners were unconsciously positioned to follow the male's perspective towards women supporting the patriarchy ideology by enjoying the songs. Women become objects of commodities as a way to dominate people's tastes, especially the use of the effects of sensuality in the use of the body and women's organs or her representation to create fascination and stimulate sexual desire.

*24K magic* album by Bruno Mars is an album that tells about the success of Bruno Mars during his career and successfully won many awards, but on the other side in the album women had a big contribution because almost all the lyrics of the albums used women as objects. Based on research conducted on the *24K*

*Magic* album the writer can conclude that in this era when the world has paid attention to women's rights and many supporters of feminism from various circles, it turned out that the trend to make women as commodities is still demanding.

Popular music as part of the product of popular culture has become an industry and has experienced fierce competition, which competes fiercely to win the market for music listeners. The image of women built in the media is tailored to the needs of industry players. Women often are made objects so that industrial goals are achieved. Popular music sells hundreds or thousands of copies and will be played over and over on the radio or internet receiving even more exposure. In a beautiful song arrangement, there is discrimination that raises negative stereotypes in women. Thus, it can be interpreted that a song's lyrics are actually very strategic and can have a major influence to instill understanding or ideology of the listeners.

#### **4.2 Suggestion**

*24K Magic* Album by Bruno Mars is the most successful album during his career because this album dominated the Grammy Award in 2018. How Bruno Mars involves women in creating the lyrics of the song is an interesting case because in writing the song lyrics Bruno Mars becomes representation of male's perspective. Yet, there are many aspects that have been explored from this album's songs. This album's songs can be researched through the side of male domination over women using feminism approach.



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