



**POWER RELATIONS ON POPULAR MUSIC VIDEO
ENTITLED 30 MINUTE BREAK BY THE LUKA STATE**

UNDERGRADUATE THESIS

**BY
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**STUDY PROGRAM OF ENGLISH
DEPARTMENT OF LANGUAGES AND LITERATURE
FACULTY OF CULTURAL STUDIES
UNIVERSITAS BRAWIJAYA
2018**



**POWER RELATIONS ON POPULAR MUSIC VIDEO
ENTITLED *30 MINUTE BREAK* BY THE LUKA STATE**

UNDERGRADUATE THESIS

Presented to

Universitas Brawijaya

In partial fulfillment of the requirements

For the degree of Sarjana Sastra

BY

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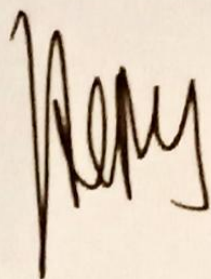
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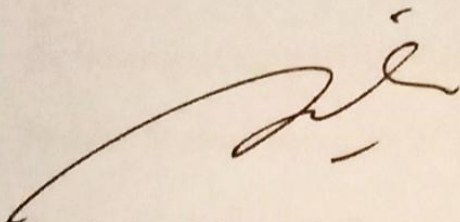
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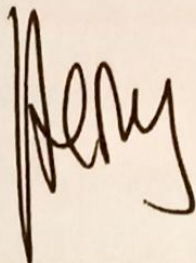
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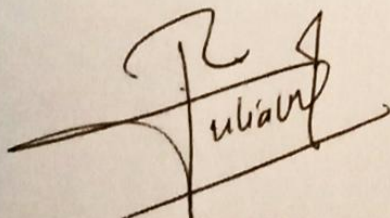


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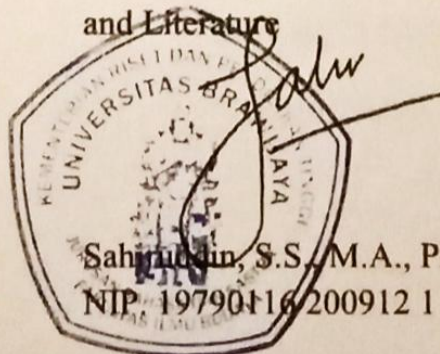
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ACKNOWLEDGEMENTS

First of all, the researcher would like to express her deepest gratitude to Allah SWT for the health and guidance that has been given which made it possible for the researcher to finish this undergraduate thesis entitled “Power Relations on Popular Music Video Entitled *30 Minute Break* by *The Luka State*”.

Secondly, the researcher would like to offer her sincerest gratitude to her supervisor, Henny Indarwaty, S.S, M.A for her inputs, support, and kindness so that the researcher can finish this thesis properly. The researcher would also like to thank her examiner for the correction and suggestion for the completion of this thesis.

Next, the researcher would like to dedicate this thesis to her parent and siblings, Dally Indah Kabul as her mother, Gilang S. Govalley as her brother, and also Calista Ainun Maharani as her sister for the never-ending love and prayers during everything. A big thank you also go to her uncle and aunt, Ibnu Fajar and Indrayanti Oktavia also her grandparents Pristiwantiyasih for her prayers.

Lastly, the researcher would like to thank Ade Yumita and Sandra Kirana Saraswati, for always being there for her through tough times. Thanks to Kontrakan Ceriya and Ardhia simply for being the researcher’s best supporters and also for their helps whenever she needs them.

Malang, 21 November 2018

Tamara Muthia Prameswari



ABSTRACT

Prameswari, Tamara Muthia. 2018. **Power Relations on Popular Music Video Entitled *30 Minutes Break* by The Luka State**. Study Program of English, Department of Language and Literature, Faculty of Cultural Studies, Universitas Brawijaya. Supervisor: Henny Indarwati, S.S, M.A

Keywords: domestic violence, power relations, gender role.

Power happens because there is a resistance and the push one. In everyday life, this form of power can happen in household relationship that almost happens anywhere and anytime. Violence can occur in a love affair by a couple because in there is a resistance where the power happens. This study is conducted to analyze the signs of domestic violence contained in the music video. Moreover, it also how the power plays role in violence scenes that are displayed by different genders.

This study uses music video from *The Luka State* entitled *30 Minutes Break* as the object. The data of this study are the acts of violence that occur in domestic violence of United Kingdom's couples which shows implementation of the character's power. The analysis is seen by how the gender behave and treat each other. The data was collected and analyze by using Pierce's semiotics triangle (2007) to determine the sign that symbolizes power relation. It was also supported by Foucault (1984) to interpret the meaning of the signs that appear in the music video.

This study found that the domestic violence happened everywhere and anything that it seems normal in society. In this case, the domestic violence appears the power can be exposed clearly. Some power occurs in any abstract form and minorly implemented. Also, the writer found power implemented in the male character in music video about domestic violence. The power itself portrayed how he was behaved and treat the female character while she was doing abuse toward him.



ABSTRAK

Prameswari, Tamara Muthia. 2018. **Hubungan Kekuasaan Dalam Video Klip Populer Berjudul *30 Minutes Break* oleh *The Luka State***. Program Studi Sastra Inggris, Jurusan Bahasa dan Sastra, Fakultas Ilmu Budaya, Universitas Brawijaya. Pembimbing: Henny Indarwaty, S.S, M.A

Kata Kunci: kekerasan dalam rumah tangga, hubungan kekuasaan, peran gender

Kekuasaan terjadi karena adanya sisi yang melawan dan sisi yang memberikan sebuah dorongan. Dalam kehidupan sehari-hari, bentuk dari kekuasaan tersebut dapat terjadi di sebuah hubungan rumah tangga yang hampir terjadi di manapun dan kapanpun. Kekerasan tersebut bisa terjadi terhadap sebuah hubungan asmara oleh sepasang kekasih. Karena dalam sebuah kekerasan terdapat adanya penolakan, maka disitulah kekuasaan terjadi. Penelitian ini bertujuan untuk menganalisis tanda-tanda kekerasan rumah tangga yang terdapat di video klip dan bagaimana kekuasaan tersebut berperan dalam adegan kekerasan yang ditampilkan oleh gender yang berbeda.

Penelitian ini menggunakan objek yang berupa video klip oleh *The Luka State* yang berjudul *30 Minutes Break*. Data penelitian ini adalah tindakan kekerasan yang terjadi dalam kekerasan rumah tangga pada sepasang kekasih di Inggris yang menunjukkan kekuatan terimplementasi dalam pemerannya. Penganalisaan tersebut dilihat berdasarkan jenis kelamin dan bagaimana cara pemeran yang berbeda jenis tersebut berperilaku dan saling memperlakukan satu sama lain. Data dikumpulkan menggunakan teori semiotika berkonsentrasi dengan menggunakan segitiga semiotika oleh Pierce (2007) untuk mencari adegan yang melambangkan sebuah kekerasan dibantu dengan pendekatan hubungan kekuasaan oleh Foucault (1984) untuk menginterpretasi makna dari sebuah tanda-tanda yang muncul di video klip.

Penelitian ini menemukan bahwa bentuk kekerasan rumah tangga bisa terjadi di manapun dan dalam bentuk yang terkadang masyarakat menganggap normal. Dalam kejadian seperti ini, akan terlihatnya sebuah kekuatan yang tidak semua terlihat secara jelas. Beberapa kekuatan dapat terjadi dalam bentuk yang abstrak dan terimplementasi secara minor. Peneliti mendapatkan kekuatan tersebut terimplementasi dalam karakter laki-laki di video klip dalam kekerasan rumah tangga.



TABLE OF CONTENTS

TITLE PAGE	i
DECLARATION OF AUTHORSHIP	ii
SUPERVISOR'S APPROVAL	iii
BOARD OF EXAMINERS CERTIFICATE OF APPROVAL	iv
ACKNOWLEDGEMENTS	v
ABSTRACT	vi
ABSTRAK	vii
LIST OF FIGURES	x
LIST OF APPENDICES	xii
CHAPTER I INTRODUCTION	
1.1 Background of the Study	1
1.2 Problem of the Study	5
1.3 Objective of the Study	6
1.4 Definition of Key Terms	6
CHAPTER II REVIEW OF RELATED LITERATURE AND RESEACH METHOD	
1.1 Theoretical Framework	8
1.1.1 Semiotics Approach	8
1.1.1.1 Theory of Sign by Charles Sanders Pierce	9
1.1.1.2 Icon	10
1.1.1.3 Index	11
1.1.1.4 Symbol	11
1.1.2 Power Relation	12
1.1.2.1 Discourse	14
1.1.3 Social Role Theory	15
1.2 Previous Studies	19
1.3 Research Method	20
1.3.1 Collecting the Data	20
1.3.2 Classifying the Data	20
1.3.3 Analyzing and Interpreting Data	20
1.3.4 Drawing the Conclusion	21
CHAPTER III FINDINGS AND DISCUSSION	
3.1 Couple Habit in United Kingdom	22
3.2 Domestic Violence in Cohabitation	28
3.2.1 Rate of Domestic Violence in United Kingdom	30
3.2.2 Signs of an Abusive Relationship	34
3.2.3 The Patter of Domestic Violence Behavior	37
3.3 Power in Relationship	45
3.4 The Social Class	48
3.4.1 Income in Each Social Class	49

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LIST OF FIGURES

Figure	Page
2.1 Pierce's Semiotic Triangle	9
2.2 Icon: lipstick kiss	10
2.3 Index: the battery percentage	11
2.4 Symbol: X as the signature of the sender	12
2.5 Gender roles guide sex differences and similarities through biosocial Process	16
3.1 The Ex-girlfriend, Laura, sent a text to the male character	23
3.2 The male and the ex-girlfriend meets	24
3.3 The male and the ex-girlfriend meets	24
3.4 Drinking culture	25
3.5 Drinking culture	25
3.6 Cohabiting Couple	27
3.7 The male character looks at his bruises	29
3.8 The male character looks at his bruises	29
3.9 The male character's hurt expression of being abused	29
3.10 Number of domestic violence incidents in England and Wales (United Kingdom) from 2001/2002 to 2016/2017	31
3.11 Prevalence of domestic abuse in the last years for adults aged 16 to 59, by sex, year ending March 2005 to year ending March 2017	32
3.12 Prevalence of domestic abuse by Police For Area (PFA), combined years from April 2013 to March 2016	33
3.13 The male character feels fear of his partner	34
3.14 The female character throws things toward the male character	35
3.15 The female character kicks the male character	36
3.16 The cycle of abuse	37
3.17 Normal behavior: the female character after taking bath	38
3.18 Normal behavior: the female and the male characters have small talk	38
3.19 Normal behavior: the male character watching television	38
3.20 Set-up: an event where the abuser positions the victim in a plan of motion	41
3.21 Set-up: an event where the abuser positions the victim in a plan of motion	41
3.22 Set-up: an event where the abuser positions the victim in a plan of motion	41
3.23 Abuse: the bottle was thrown to the male character	42
3.24 Abuse: the female was kicking the male	42
3.25 Guilt: the female is crying in front of the door	43
3.26 Guilt: the female is crying in front of the door	43
3.27 Excuses: the female cuts herself	44
3.28 The male character drunk Budweiser	50



3.29 The male character drunk Budweiser.....	50
3.30 Budweiser.....	51
3.31 The male character drunk Jack Daniel's.....	51
3.32 Jack Daniel's.....	52
3.33 The Male Character Use Vodafone as His Provider.....	53
3.34 The Male Character's Mobile Phone is iPhone 5.....	54
3.35 iPhone 5.....	54



LIST OF APPENDICES

Appendices

Page

Appendix 1. *Berita Acara Bimbingan Skripsi* 62



CHAPTER 1

INTRODUCTION

In this chapter, the writer explains background of the study, problem of study, and objectives of the study.

1.1 Background of The Study

Domestic Violence is a phenomenon affecting many societies directly and indirectly around the world; and somehow, after many years of research not a single definition describes this phenomenon adequately yet. Defining domestic violence can be very difficult, as it is a broad term used to describe a range of behavior and has a multiplicity of meanings to different people in different contexts (Burton, 2008).

Domestic violence and abuse are all forms of actions and/or actions that done by someone or several people against others who have been harmed or disrespect in a way by physically, psychologically, sexually, or economically. It can occur in everywhere, for example in the workplace, at home, a hospital, in the street, or even in educational establishment. This can happen anywhere and attack anyone regardless of the person's background. The person who is responsible for the abuse is very often well known to the person abused and could be a friend, neighbor, service user, or even relative.

Based on Building Healthy Communities by Ending Domestic Violence (2017), there are six different types of abuse. First is physical abuse which is the most common and obvious form of abuse. Visible markings like cuts, bruises, contusions,



and other long-lasting forms of evidence can be present. Many people experiencing physical abuse are exposed to pushing, shoving, slapping, biting, kicking, strangling, punching, or abandonment. Second is sexual abuse, a very complex form of abuse, is a combination of physical, psychological, and emotional abuse, particularly in long-term relationships. It can involve rape or other forced sexual acts, or withholding or using sex as a weapon, and caused by anger or jealousy. Third is verbal/emotional abuse which is any kind of abuse that is emotional rather than physical in nature. It can include anything from verbal abuse and constant criticism to more subtle tactics, such as intimidation, manipulation, and refusal to ever be pleased. Fourth is mental/psychological abuse which happens when one partner, through a series of actions or words, wears away at the other's sense of mental wellbeing and health. It often involves making the victim doubt their own sanity. Fifth is financial/economic abuse, which is about power and control, an abuser will use any means necessary to maintain that control, and often that includes finances. Sixth is cultural/identity abuse that happens when abusers use aspects of a victim's particular cultural identity to inflict suffering, or as a mean of control. This issue is highly raised began in a number of movements in the 20th or pop culture.

Popular culture or commonly known as pop culture is the totality of ideas, perspectives, attitudes, memes, images, and other phenomena that are deemed preferred within the mainstream of a given culture especially Western culture of the early to middle 20th century and the emerging global mainstream of the late 20th and early 21st century. The term 'popular culture' holds different meanings depending on



who defines it and the context of use. It is generally recognized as the vernacular or people's culture that predominates in a society at a point in time. As the 'culture of the people', popular culture is determined by the interactions between people in their everyday activities: styles of dress, the use of slang, greeting rituals, and the foods that people eat are all examples of popular culture. Popular culture is also informed by the mass media.

Examples of popular culture come from a wide array of genres, including popular music, print, cyber culture, sports, entertainment, leisure, fads, advertising, and television. Pop culture that is influenced by technological advancement will result in something new. For the example is music video which the writer chose 30 *Minutes Break* music video by *The Luka State* as the object.

"Music video is a videotaped performance of a recorded popular song, usually accompanied by dancing and visual images interpreting the lyrics." (www.oxforddictionaries.com, 2018). The listeners will easily understand the meaning of a song by watching the motions such as dances or actions in the music video. Some music videos raise some issues which is getting hype or other things that the creator or singer itself wants to tell for everyone.

Music video is divided into three types. First is a Performance Based Music Video (PBMV) that mostly the band/artist performing their song. These include dancing, lip sync, live concerts, or musicians playing music instruments. Second is a Narrative Based Music Video (NBMV) which attempts to tell a story that is featured and suggested in the lyrics, and then dramatized in the video itself. It is often found



when feature footage from a film and established a clear relationship between the lyrics and the visuals of the song. Third is Concept Based Music Video (CBMV) which based on a specific concept or theme. The concept can be about magic, supernatural, historical, religious, scientific, or any other idea which is based on a concept or theme. Most of CBMV intrigue a specific class or target audience, according to the idea of the music video. This is a challenge for the creators to make creative videos to attract the audience. As a mass media and popular culture, music video is made of audio, visual, and filming technique, that has short running time containing implicit or explicit meaning. The music video of *The Luka State* is a narrative based music video, it is proven by the story that the characters played in the music video.

The Luka State 30 Minute Break music video is a narrative with an element of performance, as at the beginning of the video, the main character turns on a television to show the artist performing the song. This continues for a few short seconds before the story in the song transitions to being visually represented through the main characters instead of through the band's performance. This music video tells about the issue of domestic violence in which a young couple went out one night with their friends. While the male character (played by Thomas Brodie Sangster), was contacted by another woman, his girlfriend, who has trust issues, that he is cheating. The girlfriend then starts to beat up her boyfriend, thus leading to the topic of domestic violence. *The Luka State's* aim is to highlight social issues where they can.



In this case, gender relations are implemented in the music video. Gender relations are the specific subset of social relations uniting women and men as social groups in a particular community, including how power – and access to/control over resources – is distributed between the sexes. Gender relations intersect with all other influences on social relations – age, ethnicity, race, religion, etc. – to determine the position and identity of people in a social group. Since gender relations are a social construct, they can be transformed over time to become more equitable.

The term ‘gender issue’ refers to any issue or concern determined by gender-based and/or sex-based differences between women and men. Gender issues include all aspects and concerns related to women’s and men’s lives and situation in society, to the way they interrelate, their differences in access to and use of resources, their activities, and how they react to changes, interventions and policies. In the 30 *Minutes Break* music video, the gender issue is described as something that is rarely in the case of domestic violence which most men will commit violence against women.

By this study, the writer wants to investigate the 30 *Minute Break* music video by *The Luka State* about the power relations that contained in it. The power relations are portrayed in how the two main characters fight and treat each other where domestic violence is the main thing raised in this music video. This is interesting because not many rock bands like *The State Luka* raised domestic violence which women have more power than man.



1.2 Problem of The Study

Based on background, domestic violence is the background of the music video *The Luka State* wants to highlight. The writer wants to interpret the power relation in the fight scenes between the characters that represent of domestic violence in the 30 *Minutes Break* music video.

1.3 Objectives of The Study

Based on the problem of study, the objective of the study will be expected to find out the power relations that implemented in the music video which is relate to the domestic violence that portrayed in fight scene.

1.4 Definition of Key Term

To avoiding misunderstanding some of term, the writer gives some brief explanation for better understanding. These are the definition of key term:

1. **Semiotics** : Field of study which Pierce called ‘semeiotic’ (or ‘semiotic’) was the ‘formal doctrine of sign’, which was closely related to how semiotics concerns itself with how meaning is produced. (Peirce 1931 – 58, cited in Chandler, 2007, p. 3)

2. **Signs** : Form of objects, images, sounds, words which there are no intrinsic meaning and become a sign because they contain of meaning. ‘Nothing is a sign it is interpreted as a sign’ (Pierce 1931-58, cited in Chandler, 2007, p.17)



3. Icon : Pierce called a sign that represented something because it resembled an icon. Icon has a physical resemblance between the signal and the meaning. (Pierce 1931, cited in Siliman, 2014, p. 367)

4. Index : Index is a sign that refers to the object that has been shown and is highly influenced by the object. There is a direct link between sign and the object. (Pierce 1931, cited in Siliman, 2014, p. 367)

5. Symbol : Symbol is a sign which refers to the object that is denoted by virtue of a law, usually as association of general. A symbol has no logical meaning between it and the object. (Pierce 1931, cited in Siliman, 2014, p. 367)

6. Power Relation : Relation that happens between person to another which one person will take the power and the other one possibility to resistance. (Foucault, 1984)

7. Social Role : Field of study how gender take important rules on social structure and how it plays. (Wood and Eagly, 2010)

8. The Luka State : Rock band form Winsford, North West of England.



CHAPTER II

REVIEW OF RELATED LITERATURE AND RESEACH METHOD

2.1 Theoretical Framework

In this chapter the writer will explain the approach and theory that will be implemented in this work, related studies, and also the research method. The following description will be discussed related topic about *30 Minute Break* music video by *The Luka State*.

2.1.1 Semiotics Approach

To help the writer find the deep meaning implemented in *The Luka State*'s music video, the writer uses semiotics approach by Charles Sanders Pierce. The writer chose this approach because semiotics is a study to analyze sign and symbol which it can find hidden messages in the *30 Minutes Break* music video. In music video, all the messages are hidden and represented by sign and symbol. By this approach, it can make it easier for the writer to interpret it.

Based on Charles Sanders Pierce, sign is a stimulus pattern that has meaning. Signs have a signal aspect which is some physical patterns for example, sound or visible shape and also meaning which have some semantic content that are implied. While symbol is primarily from its mental association with other symbols and secondarily from its correlation with



environmental patterns. So, the writer will interpret the hidden meaning by the sign and symbol by Pierce.

2.1.1.1 Theory of Sign by Charles Sanders Pierce

Charles Sanders Pierce says that there are three sides of sign, namely representamen, object, and interpretant. As Peirce says:

“A sign . . . [in the form of a *representamen*] is something which stands to somebody for something in some respect or capacity. It addresses somebody, that is, creates in the mind of that person an equivalent sign, or perhaps a more developed sign. That sign which is created I call the *interpretant* of the first sign. The sign stands for something, its *object*. It stands for that object, not in all respects, but in reference to a sort of idea, which I have sometimes called the *ground* of the representamen.”

(Peirce, cited in Chandler, 2007, p.29)

To interpret meaning, it is important to have the three sides of sign. This is important because an object has meaning in it and with this ‘sign vehicle’, the meaning will be seen. It can be explained in Peirce’s semiotic triangle:



Figure 2.1 Pierce’s Semiotic Triangle



The representamen is a thing that is presented or given to us in representative form of the object. An interpretant is an idea or the sense made of the sign. An object is the main thing of the meaning that is represented. To choose a sign, it should be categorized then it can be interpreted. Peirce categorized sign as being one of three types, there are; icon, index, and symbol.

2.1.1.2 Icon

As Peirce says, (cited in Siliman, 2014, p. 367) he called a sign that represented something because it resembled an icon. In other word, icon has a physical resemblance between the signal and the meaning.



Figure 2.2 Icon: lipstick kiss

Source *30 Minutes Break*, 2014, minute: 01:37

Lipstick kiss is mark when a couple is about to kiss, the 'girl' in the relationship puts on lipstick then kiss the 'male', it should leave a mark of her lips with the lipstick she put on. This lipstick kiss will have a different meaning depending where the mark is. Based on the



music video, the lipstick kiss is on his cheek. As an icon it has meaning as conveying affection or she wants to make him better.

(Paired Life, 2016)

2.1.1.3 Index

As Pierce said (cited in Siliman, 2014, p. 367) index is a sign that refers to the object that has been shown and is highly influenced by the object. There is a direct link between sign and the object.

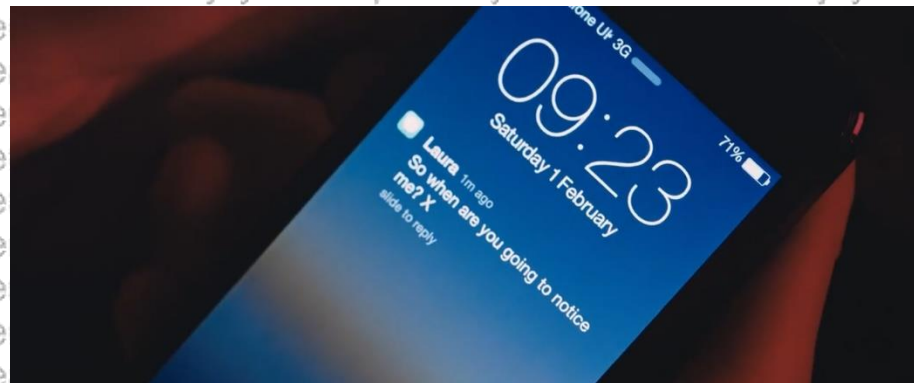


Figure 2.3 Index: the battery percentage

Source *30 Minutes Break*, 2014, minute: 01:09

This index sign gives understanding about the battery percentage. The owner of this phone had to aware of battery life left before it will run out of power.

2.1.1.4 Symbol

The symbol sign is connected with the object because of the agreement. Symbol is a general law or ideas which operate in particular situation, areas, or society. As Pierce stated that symbol is a sign which refers to the object that is denoted by virtue of a law,



usually as association of general (cited in Siliman, 2014, p. 367). A symbol has no logical meaning between it and object.



Figure 2.4 Symbol: X as the signature of the sender
Source *30 Minutes Break*, 2014, minute: 00:15

Symbol is influenced by the cultural background. It will have different meaning among the culture. 'X' as in the figure 2.4 shows about common phenomenon that shows about something unknown or a representation of ex-girlfriend. So, without having to type 'ex-girlfriend', the sender of the message prefers to type 'X'. For people who do not have a background of 'breakup and have X's' it will be interpreted as the 26th letter of alphabet.

2.1.2 Power Relation

Foucault stated that "Power comes from below; that is, there is no binary and all-encompassing opposition between rules and rules at the root of power relations, and serving as a general matrix." (Foucault, 1984). It means that power is at the most basic because there is no binary that can do the deconstructions. In its sense, Foucault views power as a political and power as



a daily phenomenon, socialized, and realized. As soon as there is a power relation, there is a possibility of resistance.

Power, like a thing that acts and operates in a certain way, is more likely to be a strategy than ownership. It can happen as the potential to exert influence on another person, whether it be a stranger, a casual acquaintance, a coworker, a friend, or a romantic partner. Foucault sees it as coextensive with resistance, something in the form of a productive factor because it has positive effects like individual's self-making. This also becomes one of the possible conditions in any relationship and happens in all forms of relationships, wherever and whenever between the members of society. Power relations have many different forms. They can be in play, in family relations, or within an institution, or an administration – or between a dominating and a dominated class of power relations having specific forms of rationality, forms which are common to them.

Foucault's opinion about power is not something that can be owned, but a thing that acts and manifests itself in a certain way. By this understanding, power has two key features: a) power is a system of relations spread throughout the society; b) individuals are not simply as the recipients of power, but as the 'place' where the power is enacted and the place where it is resisted. By his opinion, power forces is not only about the power itself but also the role that individuals play in power relations.



2.1.2.1 Discourse

As instrument of power, Foucault defines discourse as a system of thought consisting of ideas, attitudes, actions, beliefs, and practices that systematically make the subject of the worlds of which they speak.

“The longer I continue, the more it seems to me that the formation of discourses and the genealogy of knowledge need to be analysed, not in terms of types of consciousness, modes of perception and forms of ideology, but in terms of tactics and strategies of power.”

(Foucault, 1977)

Discourse means speech or writing, it is often longer than sentences, which deals with a certain subject formally. In brief, discourse is a way to present language as a whole thing in field of cultural discourse or theological discourse to conduct intellectual investigation.

Within social context, discourse theory is concerned with issues of power and domination. The concept “discourse” is multidimensional, broadly perceived and has several definitions. In other word, discourse is conversation or information. For Foucault (1972), discourses are about what we can say and think, but also who can speak, when, and what authority. In short, discourse can be seen in everyday life. Therefore, discourse is not only text but also action.



Foucault (1978) argued that discourse can transmit, produce, and reinforce power, but at the same time discourse can undermined and expose power, rendering it unstable and possible to thwart.

2.1.3 Social Role Theory

To analyze more specifically in this work, the writer will also implement the social role theory by the Alice H. Eagly and Wendy Wood.

This theory is explained about how gender based on social environment formed and influenced the hierarchy and stereotype of gender. Social role theory is chosen because Eagly and Wood explained in detail how the gender is taking power each other and gender will be different from each culture. It related to power relations but more focused on how gender plays in society and in the relationship between the characters in the music video.

“Gender roles are an important part of the culture and social structure of every society. Their power to influence behavior derive from their essential quality, appearing to reflect inherent attributes of women and men and from the related tendency to be restively consensual and for people to be aware of this consensus.”

(Wood and Eagly, 2010)

Eagly and Wood explain how gender role is acted on behavior through a trio of processes involving regulation by hormonal changes, other's expectations, and self standards.



SOCIAL ROLE THEORY

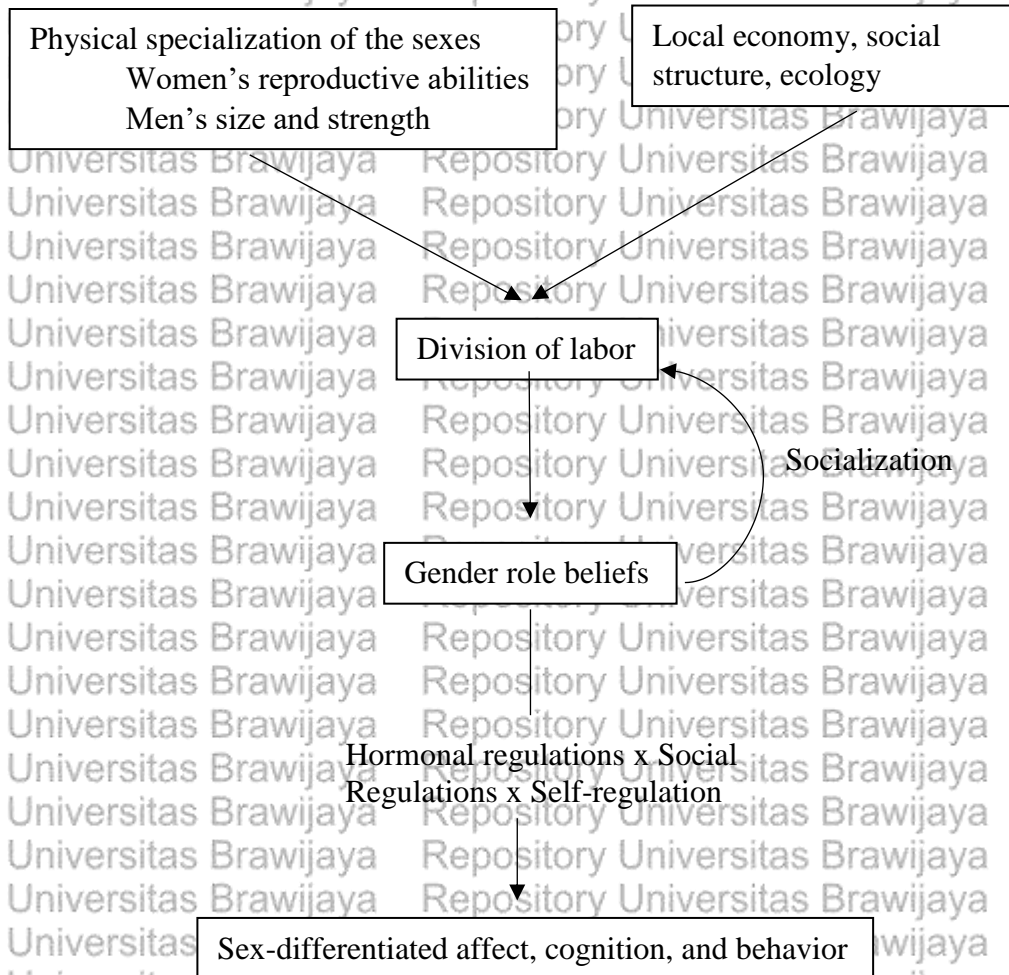


Figure 2.5 Gender roles guide sex differences and similarities through biosocial processes

By Eagly and Wood, based on physical of sexes and also the influenced on local economy, social structure, and ecology, gender is differentiated by origins of the division of labor.

“The ultimate origins of male and female behavior derive from evolved physical differences between the sexes, especially women’s reproductive activities and men’s



gender size and strength, as these factors interact with the demands of people's social and economic environment." (Wood and Eagly, 2002)

This gender performance is based on how they work on society. Women do easier work because of their biologically that is reproductive of pregnancy, so they do not do activities such a hard work. In contrast which is men have greater size and strength they can do more tasks such a hunting, plowing, and warfare. But it can be different from one culture to another culture because their geological environment that sometimes women also do a men's work. Because this phenomenon, society often but not always, cede greater power or status to men based on division of tasks between women and men.

In gender role beliefs, women can act nurturant behavior towards social and able to communicate nonverbally. In contrast, men's accommodation to the employment role, especially to make-dominated occupations, favors a pattern or relatively assertive behaviors that can be termed agentic. (Eagly and Steffen, 1984).

Eagly and Wood also explained about how gender roles influence behavior. They argued that gender roles work through a trio of biosocial mechanism to influence behavior in role-appropriate directions. It causes of male and female behavior such as hormonal changes and sociocultural factors of gender identity and other's stereotypic expectations. The first of trio of biosocial mechanism is influence of hormonal processes. Recent evidence that



humans activate biological processes to support the sociocultural factors that guide masculine and feminine behaviors within cultures. Between masculine and feminine roles, masculine role has higher level of testosterone which is associated with dominance behaviors designed to gain or maintain status. In other way feminine roles has higher levels of oxytocin which is associated with behaviors that produce parental bonding, nurturance, and intimacy.

Second is influence of gender identities. These identities arise because most people accept at least some aspects of cultural meanings associated with their sex. For people who have self-concepts that differ from those are typical or their sex are less likely to show gender-stereotypic behavior. By these identities, people start to use their gender identity as their standard against which to regulate their behavior. The last of trio of biosocial mechanism is influence of other's expectations. There are so many things that gender inconsistent with gender roles and people start to sanctions. By this way it culturally has a conservative impact by exacting costs form men and women who deviate from the norm. These three factors interact to yield both gender differences and similarities.

In short, gender roles are expectations about behavior that suits the individual solely on the basis of their socially identified sex. Research on gender stereotypes has consistently documented the existence of such socially constructed riles about male and female. Women are expected which are



generally as friendly, unselfish, and concerned with the others. While men are expected as independent, masterful, and competent.

2.2 Previous Study

There are two previous studies that related to this work. First is thesis by Fauzan Ramont (2015) entitled *Symbol of Capitalism Depicted in Muse Video Clip Entitles 'Animals'*. In this thesis is focusing how the concept on capitalism is implemented in music video and using semiotics to reveal the meaning of the sign that used in *Animals* video. Second is thesis by Dhian Zhafarina Cahyo Asmoro (2014) entitled *Power Relation Depicted in Jeanette Winterson's Oranges Are Not The Only Fruit*. Here the writer uses sociological approach to discover how society at that time views of LGBT and how religion institution's power reacts about it.

Based on two previous study above, they Fauzan Ramont uses semiotics as his approach that it will be followed by the writer in this work. This approach can reveal the truth behind sign, the represent meaning that the creator or singer wants to explain. After using semiotics to reveal the truth, Fauzan implement the capitalism theory to strengthen his work. While Dhian Zhafarina uses power relation as the theory that the writer will use as tool to strengthen the meaning that shown in *30 Minutes Break* music video. Then it will follow by sociological approach to find the true meaning by her work. In brief, the writer uses semiotics approach as same as Fauzan did before and also use power relation as the theory used by Dhian on her work.



2.3 Research Method

By this research, the writer wants to reveal the true meaning by the symbol and sign that already shown up in the *30 Minutes Break* music video by Pierce. To make it clear, the writer will interpret by Power relations theory by Michel Foucault.

2.3.1 Collecting the Data

To find the data, the writer starts taking note the time that icon and symbol appear and capturing them. Then, the data will be classifying based on icon, index, and symbol that related to the gender role. Also, the writer analyzes the lyrics and finds out the correlations between lyrics and the music video to strengthen the idea of power relation and gender role.

2.3.2 Classifying the Data

Semiotics is used to find the icon, index, and symbol that shown up in music video. Then, it will be classified related to the gender role. After find out the gender role that implemented in the music video, the writer analyzes the data based on gender relation theory and power relations. By following the step, the data that have been analyzed will be sought the real meaning by brief explanation related to the music video.

2.3.3 Analyzing and Interpreting Data

The writer will focus on how power constructed between the characters play in the scene between the different gender and how they were behaved. Also, the writer related to the society toward domestic violence and couple in United Kingdom.

2.3.4 Drawing the Conclusion

The writer will make a summary by the finding and discussion. In this part, the writer will make conclusion how the power relation is implemented in *30 Minutes Break* music video by *The Luka State*.



CHAPTER III FINDING AND DISCUSSION

In this chapter, the writer wants to explain the implementation of power relations in the music video using semiotics theory by Pierce. After highlighting the data, the writer also analyzes some lines of the lyrics that show the correlations between music video and the lyrics which contain domestic violence. As the aim of the music itself to visualized the song or the lyrics in the song so the audience can understand the song more clearly. Besides, the music video itself highlights domestic violence against men which is rarely being spoken. Indeed, domestic violence is never spoken about, but female on male aggression is practically invisible. This issue will be also will be analyze using gender role by Eagly and Wood.

Gender role by Eagly and Wood explains about how gender take a role and how society views gender behavior depends on certain area. By this theory, it will be explained how society especially in United Kingdom, its relation to the music video and the band itself from Winsford (Cheshire West and Chester, North West England, United Kingdom). By analyzing this gender role, it will show how social class is portrayed by gender behavior and anything else surroundings the characters to find out the power relations.

3.1 Couple Habit in United Kingdom

According to the band it originally from, *The Luka State* is originally from England, United Kingdom. Hence, the *30 Minutes Break* music video tells about couple



habits in England. Couples in England has several habits that are represented in the music video. Caroline Kent said (cited in The Telegraph, 2014) that men in United Kingdom are always eager to see one each other when they are dating or attract with someone. Unlike other people who start dating with chatting or talking trough phone to know each other or as the first step for knowing each other, however that is not a think for couples in United Kingdom. They will meet each other in person to start knowing each other. It shows in the music video when the male character received a message on his phone were the sender asked will he going out or not. After he read the message not took while he starts grab his jacket and going out to the bar to see the person.

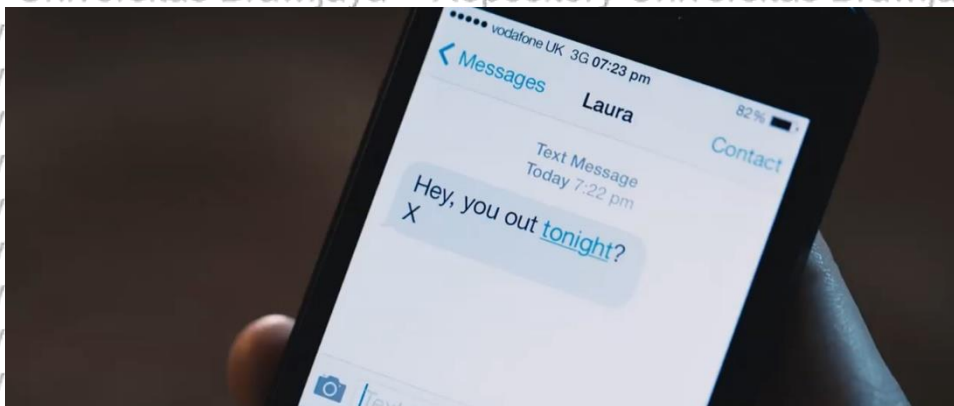


Figure 3.1 The Ex-girlfriend, Laura, sent a text to the male character.

Source: *30 Minute Break* by *The Luka State*, 2014, Minute 00:15

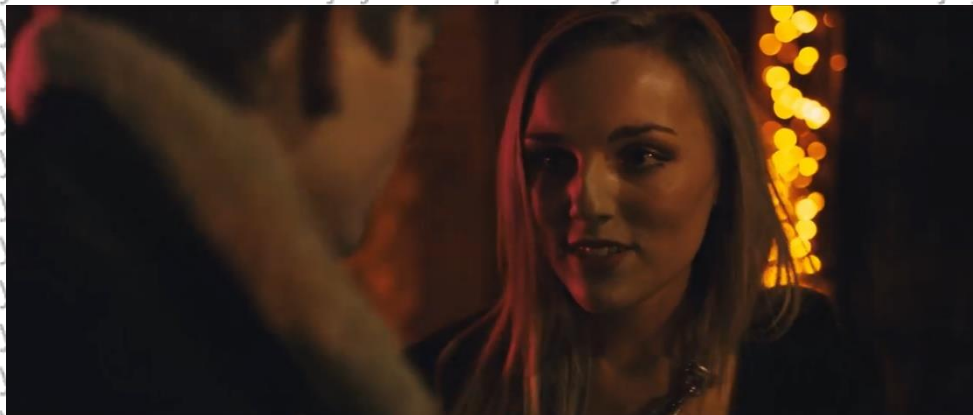


Figure 3.2 The Male and The Ex-girlfriend Meets
Source: *30 Minute Break* by *The Luka State*, 2014, 01:24



Figure 3.3 The Male and The Ex-girlfriend Meets
Source: *30 Minute Break* by *The Luka State*, 2014, Minute 01:24 - 01:26

Most couple will spend money on some delicious food or go to club for having fun, but couples in United Kingdom want to relax with a couple of drink because of drink culture that is spread in United Kingdom (Telegraph, 2014). When they are on a date, usually they will not show much display of affection or forthcoming feeling



because couple habit in United Kingdom it is not complete yet dating without drinking (Rachel Toledo, 2018, cited in Insider 2018). Besides, British women would prefer a brief drink than “taken out to a nice dinner” as American women do.



Figure 3.4 Drinking Culture

Source: *30 Minute Break* by *The Luka State*, 2014, Minute 00:58



Figure 3.5 Drinking Culture

Source: *30 Minute Break* by *The Luka State*, 2014, Minute 01:03

The figure above shows how the couple in United Kingdom spends their time by hanging out and drinking. Most of British men are conservative or old-school. They feel so ashamed or nervous to meet pretty girl or someone they like. So, to get rid of it,



they begin drinking to increase their confidence. As time goes by, this habit becomes a culture for drinking when they are dating.

Couples in United Kingdom are also living together before marriage. Living together with someone is sometimes also called cohabitation. According to Step: Advising Families Across Generations (2018) more than 3 million couples in United Kingdom choose to cohabit rather than marrying. It has different rights between cohabit and marriage. If couple decided to cohabit, they have no automatic rights about their partners' property on their death, no automatic entitlement to inherit their estate, and also there is no tax reliefs and exemptions that spouses and civil enjoy.

Cohabit has some benefits for the couple. By living together, the couple can share their income, sexual and emotional intimacy, companionship, and daily interaction. (Waite, 1995. Cited in Centre For Population Change, 2017). They can also monitor each other, for example taking care of what their couple's food or health. Couples who live together can allow to have an insight into their partners' sense of responsibility. They will know about their partner's different views and attitudes towards the level of responsibility one should uphold in general in every day. Hence, couple can support each other and look after each other without any feeling of loss because they live in the same roof.

Living together also has disadvantages, most of them are they may get sick of each other, because they see each other and also face the problems of their partner in everyday life, it can make the couple to be bored or sick of their partner. Some couples think of living together is a step closer to marriage, it can lead to the disappointment if



the marriage does not happen. Indeed, living together has the chance to know each other, but some of couple's partner does not reveal their true color to their partner so it can cause break up.

The cohabitation is also portrayed in the music video. The couple living together in their flat that shown by they were sleeping together in one bed and even if they were in a fight, they still stay together in their place to tell us that they were really living together.



Figure 3.6 Cohabiting Couple

Source *30 Minute Break* by *The Luka State*, 2014, Minute 02:48

Most of cohabiters are young couples or childless couples according to Bumpass, Sweet, and Cherlin (cited in Encyclopedia of Domestic Violence, 2018). They decided to be cohabiters to learn about their partners without any legal or religious commitments. In contrast, domestic violence influences the intimate partners for controlling their partner trough verbal communication usually precede the actual act of violence.



The domestic violence itself can be caused mostly by the race, age, educational, income, and also social class. Besides those aspects, minorities from patriarchal, male-dominated societies (Latinos) tend to underreport domestic violence incidence.

3.2 Domestic Violence in Cohabitation

Violence is the act of purposefully hurting someone, it is a major issue facing today's young adult. Based on American Psychological Association (2018), violence is caused by people who use violence to retaliate against those who have hurt them or someone they care about. Some of the violence are also from learned behavior which is not easy to change. For instance, when a child is raised in household with parents who always shows domestic violence, then the child will understand the domestic violence as a norm, not as an act violence. This cycle of domestic violence is kind of difficult to break. Domestic violence is used for one purpose: to gain and to maintain total control over other people. An abuser does not play fair and they use fear, guilt, shame, and intimidation to make other people down. It happens within age ranges, ethnic backgrounds, and economic levels.

Mostly, women are being abused, but in fact women are not the only ones who are abused physically or emotionally in some relationships. Men also experience abuse, especially psychological abuse (helpguide.org, 2018). They rarely hurt physically in relationship, but when it happens, it is often severe. It shows in the music video how the male character looks himself in the mirror and starts feeling the pain after being abused.



Figure 3.7 The Male Character Looks at His Bruises
Source *30 Minute Break* by *The Luka State*, 2014, minute: 02:18



Figure 3.8 The Male Character Looks at His Bruises
Source *30 Minute Break* by *The Luka State*, 2014, Minute: 02:21



Figure 3.9 The Male Character's Hurt Expression of Being Abused
Source *30 Minute Break* by *The Luka State*, 2014, Minute: 02:23



3.2.1 Rate of Domestic Violence in United Kingdom

Domestic violence is an issue that often happens and it can happen everywhere and anytime. The domestic violence itself will be different in each area, district, even country based on geography area. It is also influenced by the historical and cultural background so the violence will happen among the society. Based on National Coalition Domestic Violence (2018) 1 of 4 women and 1 of 9 men experience severe domestic violence. The violence itself such as intimate partner physical violence, intimate partner contacts sexual violence, or intimate partner stalking with impacts.

Based on the music video which was released in 2014, the writer will show about the chart of domestic violence in United Kingdom according to Statista (2018). As the chart given below, it shows about the number of domestic violence incidents in England and Wales from 2001/2002 to 2016/2017. The chart is specifically declined from 2001/2002 to 2005/2006, it shows that the decline hit the number of 106 accidents. But on 2006/2007 it starts to increase again until 397, this chart shows it increases about 50 accident in that year. Then after that year, the accidents start to decline till 2009/2010 with 114 accidents difference. Meanwhile on 2010/2011 and 2012/2013 the domestic violence starts to raise again almost same as 2006/2007 which shows the number of 383 – 390 accidents in a year. Starting from 2013/2014 to 2016/2017 the number starts to decrease each year from 280 accidents to 246 accidents.

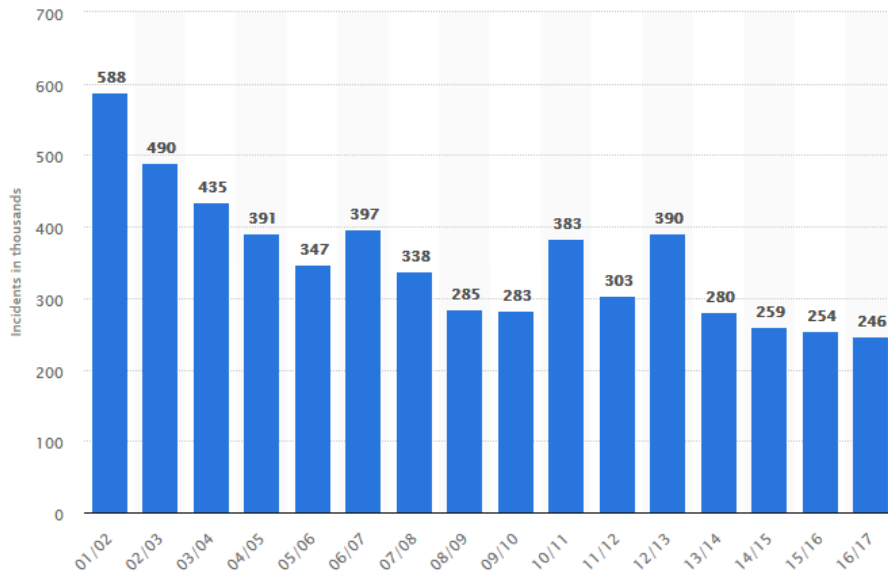


Figure 3.10 Number of Domestic Violence Incidents in England and Wales (United Kingdom) from 2001/2002 to 2016/2017 (in 1,000)
Source: Statista 2018

In short, the number of domestic violence is decreased each year except 2006/2007, 2010/2011, and 2012/2013 from 588 accidents to 246 accident among sixteen years. By this chart, it can tell the accident starts to decrease in England and Wales slowly. It can be caused by the society who already know how to handle the accident or are aware of being the victim or being abused.

According to Office for National Statistics, percentage of the victims' gender based aged 16 to 59 from March 2005 to 2017 start to decrease each year. As the chart given, on 2010 the statics start to raise again but it follows with the number of decrease again.

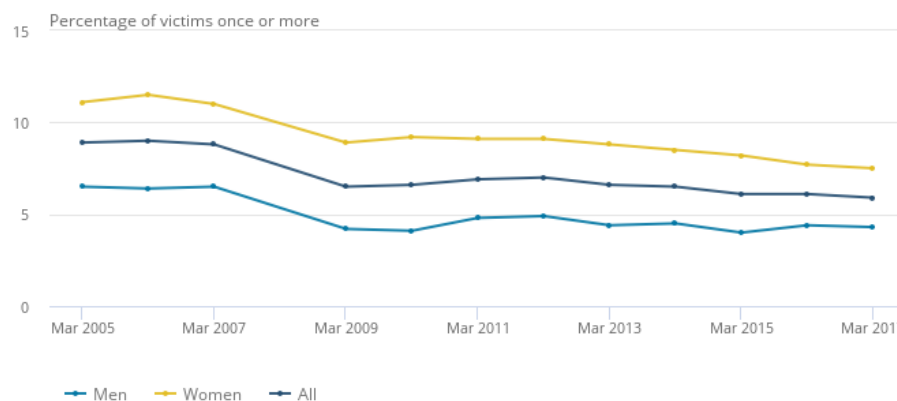


Figure 3.11 Prevalence of domestic abuse in the last years for adults aged 16 to 59, by sex, year ending March 2005 to year ending March 2017 (Source: Crime Survey for England and Wales, Office for National Statistics)

The statics above shows that in 2014, as many as 8.5% of women become victims of domestic violence while men showed a number of 4.5%. Indeed, men have half of number than women of being abused but this is not the issue to talk about. All gender has right to be safe and happy for not being victim or being abused.

Compared to other cities in United Kingdom, England and Wales was ranked number 14 as the lowest area of domestic violence in 43 other cities. The first city with the lowest domestic violence was City of London with 4,6% of domestic violence accidents. Then the city that has the highest level of domestic violence is Suffolk with 8,1% of domestic violence accidents.

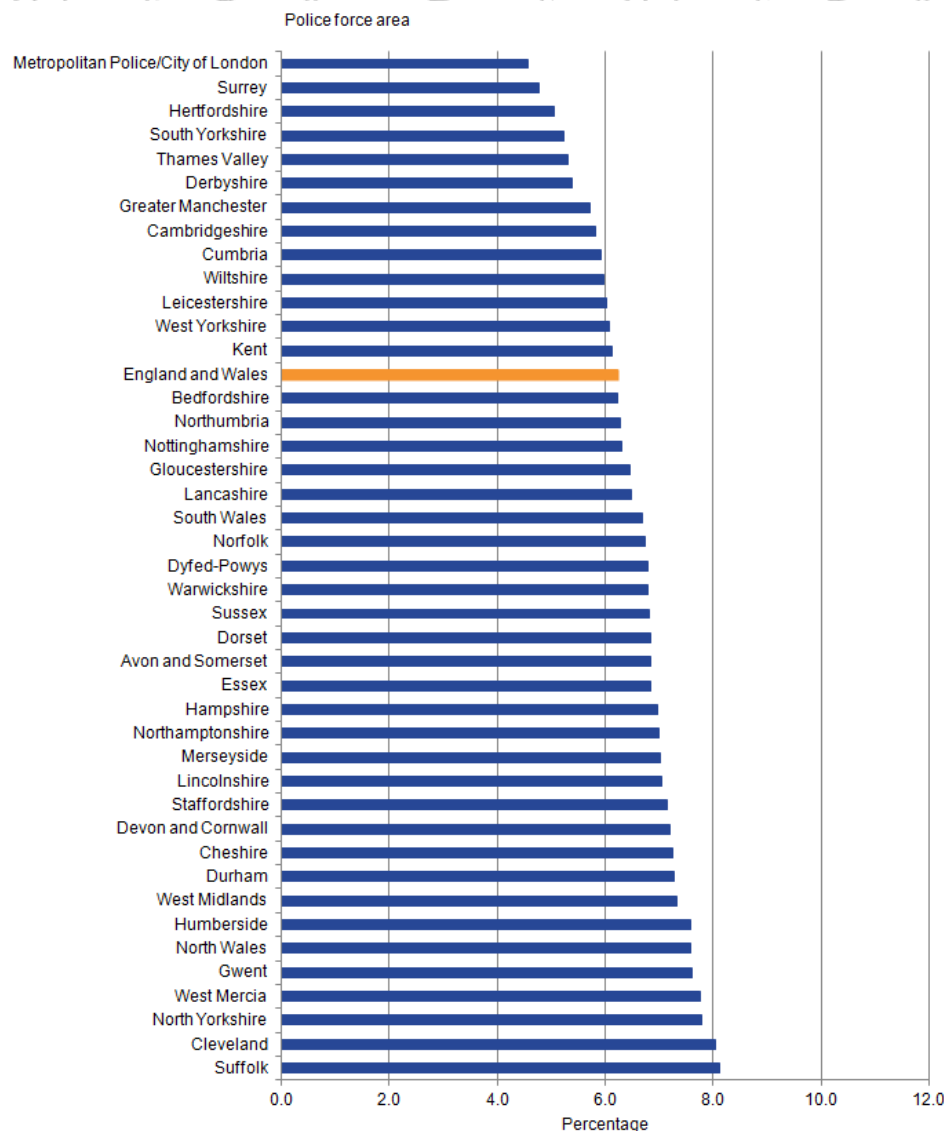


Figure 3.12 Prevalence of domestic abuse by Police For Area (PFA), combined years from April 2013 to March 2016

(Source: Crime Survey for England and Wales, Office for National Statistics)

In England and Wales, 4.3% of men aged 16 to 59 said they had experienced domestic abuse. This domestic abuse can be in a form of hitting, pulling hair, kicking, and other. Domestic abuse will be specifically explained in the next sub chapter.



3.2.2 Signs of an Abusive Relationship

There are many signs of abusive relationship. However, the most abuse in relationship is when the partner is scared of their partner. They will feel scared just to be near of their partners because they do not want to make their partners become angry and start doing violence. The fear itself appear when it comes much often. Then when they have conversation, the partner avoids certain topics so it will not anger their partner. Everything that they have done means nothing for their partners, they will feel numb, or even helpless, and this is the stage where the relationship becomes abusive relationship.

The feeling of fear is portrayed in the music video when the male character hides himself in a separate room to avoid his girlfriend who is being abusive to him. The way the male character hides himself is sign of abusive relationship because he does not want to make his partner becomes angrier and starts to be more violent.



Figure 3.13 The Male Character Feels Fear of His Partner

Source *30 Minute Break* by The Luka State, 2014, Minute 02:13



This issue appears when the partner humiliates or yells towards their partner by criticizing the way they look, family or friend toward the abuser.

When the partner sees their partner as sex object or their property, it is obvious that the relationship is not good enough to be called as romantic relationship.

The abuser often becomes unpredictable, temperamental and hurting their partner for no reason or even something that is not their partner's fault.

More often, the abuser threatens their partner with killing or committing suicide. Throwing things to their partner and forcing sex also parts of abuser's threats to their partner. The abusers always feel jealous and possessive if their partners start to talk to other people without any string attached. They also control their partner including limiting the use money, phone, or car. The music video portrays the way sign of abusive of hurting the partner by throwing things toward the male character.



Figure 3.14 The Female Character Throws Things Toward the Male Character

Source *30 Minute Break* by *The Luka State*, 2014, Minute 02:00



Figure 3.15 The Female Character Kicks the Male Character
Source *30 Minute Break* by *The Luka State*, 2014, Minute 02:04

This music video mainly shows about physical abuse by force against someone in a way that injures or endangers the partner. The way the female character threatens the male character and also the way male character faces the violence in the music video by keep highlighting the bruise and scars over the violence. This kind of abusive has a pattern that always repeats itself. This pattern becomes a behavior by the abuser which is aimed in order to control the partner.



3.2.3 The Pattern of Domestic Violence Behavior



Figure 3.16 The Cycle of Abuse

(Source: helpguide.org)

According to the music video, the cycle of abuse is starting by normal behavior. This condition of the abuser let the partner does everything as normal as he used to. The couple acts like there is nothing wrong happened. The male character spends his time by drinking and watching television while the female character is just finishing from taking a bath and has some small talk with the male character.



Figure 3.17 Normal Behavior: The Female Character After Taking Bath
Source *30 Minute Break* by *The Luka State*, 2014, Minute 00:17



Figure 3.18 Normal Behavior: The Female and The Male Characters Have Small Talk
Source *30 Minute Break* by *The Luka State*, 2014, Minute 00:22



Figure 3.19 Normal Behavior: The Male Character Watching Television
Source *30 Minute Break* by *The Luka State*, 2014, Minute 00:27



The normal behavior here it also explains in the lyrics. The way how the character behaves toward each other. There is no fight between them and it clearly state about how the female character feeling.

Half an hour ago
They were feeling fine
There's no tears now
In her eyes
He says she's fine tonight
(30 Minute Break lyrics line 1-5)

After behaving like there is nothing wrong, the next is fantasy. This episode is not really portrayed in the music video. The music video shows about the male character hanging out with his friend. When they are having fun, the female character shows up and greets the male character. This scene would like to show about the next episode, the set-up.

Set-up is when the abuser sets the partner into her plan in motion. In this case the female starts to find where the male character goes. Then she starts following where he goes like a normal couple. Hanging out with the male character's friends and having some drink. When they are having fun with their drinks, the male character leaves them and meets other female character or his ex-girlfriend and they have small talk. His girlfriend or the female character that has been drinking with another friend starts following her boyfriend and finds out that there is a woman who kissed her boyfriend. Without any excuse, she starts blaming and leaves the male character without hearing any reason from the him.



The kiss on male character cheek will shows the hidden meaning if it analyzed by Pierce's semiotics triangle. The representamen here is the lipstick kiss itself on male cheek and the interpretant is how the kiss itself contain meaning behind the true meaning of lipstick kiss on cheek then the object can be meaningful.

Interpretant

Representamen

Object

The lipstick kiss on the male's cheek according to the matchmaking agency named Diolli, it means the desire to become closer or the person who kissed it convey that they likes to the person they were kissed. In the music video the girlfriend thought it was her boyfriend let the ex-girlfriend to kiss him on the cheek. But for the male character himself it will have same meaning as Diolli stated before. The way kiss scene here it is part of set-up episode happened.



Figure 3.20, Figure 3.21, Figure 3.22 Set-up: An Event Where the Abuser Positions the Victim in a Plan of Motion.

Source *30 Minute Break* by *The Luka State*, 2014, Minute 01:37- 01:39

Here is the main episode of the cycle, abuse. The abuse happens when the female character comes back to their flat and closes the door roughly until the male character has bruises in his hand because of it. Then the abuser

becomes more aggressive, belittling, and starts the violent behavior by throwing things to the male character. Not only throwing things around, she also kicks and hits the man.



Figure 3.23 Abuse: The Bottle was Thrown to the Male Character
Source *30 Minute Break* by *The Luka State*, 2014, Minute 01:59



Figure 3.24 Abuse: The Female was Kicking the Male
Source *30 Minute Break* by *The Luka State*, 2014, Minute 02:03

After the abuser did the abuse, they will feel the guilt after what already happened. It is shown in the music video when the female character holds her tears after abusing the male character. This episode of guilt is not because of what she has done, but it is the way of the abuser becomes worry about the

possibility of being caught and facing the consequences after committing the abuse.



Figure 3.25 Guilt: The Female is Crying in Front of the Door
Source *30 Minute Break* by *The Luka State*, 2014, Minute 02:14



Figure 3.26 Guilt: The Female is Crying in Front of the Door
Source *30 Minute Break* by *The Luka State*, 2014, Minute 02:16

When the abusers realize their fault, it means that the abuse has already entered the excuses episode. The female character rationalizes what she has done. She blames the male character by the way she was hurting herself. The scars in her wrist are to remind him that everything he has done before is his fault, not hers. This behavior is for avoiding the responsibility after what the abuse have been done.



As in Peirce's Semiotic Triangle, the representamen is the representative of the object that shown to us and then the idea which comes up in our head is interpretant and the last is the object itself that contain the meaning that wants to deliver.

Here, in the music video, the representamen is scars in female character wrist. The scars are representamen of something that already portrayed in the music video, then by the Pierce's semiotic triangle, the interpretant is how these scars is made and what the meaning of the scars itself. As the object that contain of meaning, here, the scars according to Grohol (2009, cited in Psych Central, 2018) are a way to drown out of emotional pain by doing something else, in this case is by cutting hand. By the cycle of abuse in excuses episode, these scars can be interpreting as the way female character threaten the male character in their relationship.



Figure 3.27 Excuses: Scars in The Female's Wrist

Source *30 Minute Break* by *The Luka State*, 2014, Minute 02:52



The way the abuser acts and the loving gesture makes the partner feels hard to leave the abuser because it makes the victim or the partner feel guilty if she/he left the abuser behind. Sometimes the abuser makes her/his partner believes that the partner is the only person who can help or handle them. It is shown when the male character sees the scars in her wrist before sleep, it was a sign to make the male character does not left her behind after what happened.

3.3 Power in Relationship

Power defines the way we relate to each other. It determines whether you want to take the priority or just to gain the attentions. In relationship, especially in intimate relationship, there is always a goal to achieve equality in building trust or harmonious relationship. Sometimes, there are also some couple who feel that they feel unequal and make them more in control over their partner by using power. The problem for romantic partners is that power as normally exercised is a barrier to intimacy. In the music video, the power itself is implemented through the way the characters act and also some of the lyrics which strengthen the idea.

The music video itself tries to show that the power here is held by the female character by portraying how she behaves. It shows how the male character is cheating and his girlfriend starts being angry by it and doing the abuse. However, by the power relation here, the power is implemented in the male character. The one who has the power is the male who tries to makeup his relationship with his girlfriend after the accident happened in the wrong time.



At the beginning of the music video, it shows that his ex-girlfriend, Laura, keeps texting him to get him to notice her, but from the analysis, the male character has no interest with his ex-girlfriend anymore. He is not replying her text. To make it clear, he tries to explain to his ex-girlfriend that he already has a new girlfriend. The moment when he has a conversation with his ex-girlfriend in the bar clearly reveals how his feels towards Laura. His body gesture by shaking head gesture and pointing at back at the table behind him show that she is with his girlfriend at that time. He wants to tell Laura not to bother him with text and he does not want to cheat on his girlfriend. He is loyal to his girlfriend right now. If the male character was cheating with Laura, he tends to take Laura away to go somewhere more private to make sure his girlfriend does not know.

The moment when his girlfriend comes up after Laura kissed him was a wrong timing. She might think that he let Laura kissed him but in fact, based on music video Laura was the one who kissed him. She kissed him on purpose because after being found out, Laura smirking as his actual girlfriend shows up. His girlfriend explodes in anger by crying and leaving him behind. Because the one who has power here was the male, he went after her to their flat to makeup.

The abuse happens when the male character already gets in the flat and gets some ice in the kitchen for his injured hand because when he was chasing his girlfriend, she closed the door on his hand. His girlfriend saw him and started being abusive by throwing things to him to take on her anger upon finding out that he was cheating. Besides throwing things, she also attacks him by kicking and punching him. He tries



to protect his already wounded body by hiding in the other separate room and let the girlfriend cries. In this scene, the male character is showing his power about not to angry with his girlfriend so he let himself hidden and not to try hurt this girlfriend. The power to make their relationship good is by giving in to his girlfriend hurting him.

Inside the room, the male character sees his bruises in the mirror. Some of the bruises are faded which means the violence that happened in their relationship was not the first time. There is a big scar in his chest which starts to dry out beside the new one in his face, the result of the previous accident. Then he leaves the room to smoke, walking past the girlfriend with his wounds exposed. It is the way he is showing his power that he does not try to hurt the girlfriend and the way that he is the victim, not his girlfriend.

The male comes back after smoking outside to their bedroom to get in bed ready to sleep. He is forgiving all that already happened by putting his arms around his girlfriend and grabs her hand. By this gesture it means that he still loves her. He then reaches down for her arm and checks her wrist, he sees a new cut in her wrist. It indicates that it was not the first time she cuts herself. If it was the first time, he would not grab her hands and immediately check her wrist for no reason. After he is saw the cuts and he put her arm down, he turns and faces the ceiling. At this moment, no one knows what could possibly going through the male character's head. It could be he already knows the sign that she does not want him to leave her behind in this abusive relationship.



The abusive relationship here is not only in the music video, it also accounts in the lyrics of the song. The lyrics clearly state the things about the abusive relationship.

She fucked him over
Did him big time
It's a shame, it's a shame
That you have to treat him that way
But you blame, you blame him for everything
(30 Minute Break lyrics line 13-17)

The lyrics state about how the female character treat her boyfriend with such a way to make their relationship more and more abusive. The 'blame' word in line 15 and 17 being repeated to emphasize how she was doing it and to show us of her behavior in relationship.

3.4 The Social Class

In British, the class system is a quintessential. According to BBC's own Great British Class Survey (2018) there are seven social classes in United Kingdom. Those are: The Elite, The Established Middle Class, The New Affluent Workers, Then Technical Middle Class, The Emergent Service Workers, The Traditional Working Class, and The Precariat.

Based on Independent of United Kingdom, Elite is the most privilege class in Great Britain who has high levels of all three capitals. Established middle class are people who have high levels of all three capitals but they are a gregarious and culturally engaged class. New affluent workers are medium class levels of economic capital and higher levels of cultural and social capital group, they were active and young. Technical middle class which is small class with high economic capital but seems less culturally



engaged. Emergent Service Workers is new class that has low economic but high in social capital, mostly this class is young that life in urban areas. Traditional Working Class is the class that scores low on all form on the three capital although they are not the poorest group. Precariat is the most deprived class of all with low levels of economic, cultural, and social capital.

3.4.1 Income in Each Social Class

According to Savage, et al (2013, p. 230) each social class in the United Kingdom has different income. The first one is Elite which is in higher position with their household income is £89.000 which can afford house around £325.000. Second is Established Middle Class that their household income is £47.000 in a year by owning relatively house worth £177.000. Third is Technical Middle Class with their household incomes £38.000 and house worth around £163.000. Fourth Is New Affluent Workers household income is £30.000 with house value around £128.000. Fifth is Traditional Working Class that have household income £13.500 and house value £128.000. Sixth is Emergent Service Workers with £21.000 household income and can afford house with price around £128.000. The last is Precariat with their household income £8.300 and can afford house value by £27.000.

The writer starts to analyze the social class depicted in the music video by the beer which is drunk by the male character. At the beginning the male character start to drunk beer with brand called Budweiser. This brand become phenomenal in the United Kingdom for increasing sales (Rowan Chidgey, Brand's UK marketing manager, depicted on The Grocer, 2018). Based on Daily Insights, Budweiser in the top 10 Beer



Brands in the United Kingdom lined with Guinness, Stella Artois, Heineken, etc.

According to Amazon it took only £2.00 each bottle of Budweiser so basically every social class in United Kingdom can afford this beer.



Figure 3.28 The Male Character Drunk Budweiser
Source *30 Minute Break* by *The Luka State*, 2014, Minute 00:11



Figure 3.29 The Male Character Drunk Budweiser
Source *30 Minute Break* by *The Luka State*, 2014, Minute 00:28



Figure 3.30 Budweiser
Source Budweiser.com

There is also another beer that shows in the music video is Jack Daniel's. according to Amazon, this beer's price around £20.00. It ten times than the Budweiser's price and based on the social class, Precariat can afford this beer after struggling with their daily life costs because their income and daily spent is not worth enough to buy this beer.



Figure 3.31 The Male Character Drunk Jack Daniel's
Source 30 Minute Break by The Luka State, 2014, Minute 01:53



Figure 3.32 Jack Daniel's
Source jackdaniels.com

Jack Daniel at a price that is quite expensive determines which class can buy this drink. According to seven class social, start from traditional working class, emergent service workers, and precariat it is not easy to buy the drink because their moderately poor economic capital (Savage, et al, 2013, p. 230). In that case, those who can get these drinks around elite until new affluent workers social class which they have their high economic capital.

The writer also analyzed the use of provider that appear in the music video. According to music video, the male character's mobile phone indicates the provider that he uses is Vodafone. This provider is the first ever mobile call in the United Kingdom on 1 January 1985. Vodafone allows users to share images and videos as soon as they are captured; to share thoughts and feeling as soon as they are created (Vodafone.com, 2018).



Figure 3.33 The Male Character Use Vodafone as His Provider

Source: *30 Minute Break* by *The Luka State*, 2014, Minute 00:15

In its use, Vodafone (2018) set the standard United Kingdom call chargers of 55 pence per minute for calls to any Vodafone United Kingdom mobile and also other mobile networks within the United Kingdom. However, for messages cost 35 pence per message. At the price 35 pence to 55 pence with less than £1 this means that every social class in United Kingdom can use it according to their needs.

In using the provider, the male character uses an iPhone as his mobile phone. iPhone is smartphone made by Apple Inc. as an American multinational technology company that designs, develops, and sells consumer electronics, computer software, and online service. Based on music video, the male character use iPhone 5 by its appearance. iPhone 5 is the sixth generation of the iPhone, it was released on September 21, 2012 (apple.com, 2018).

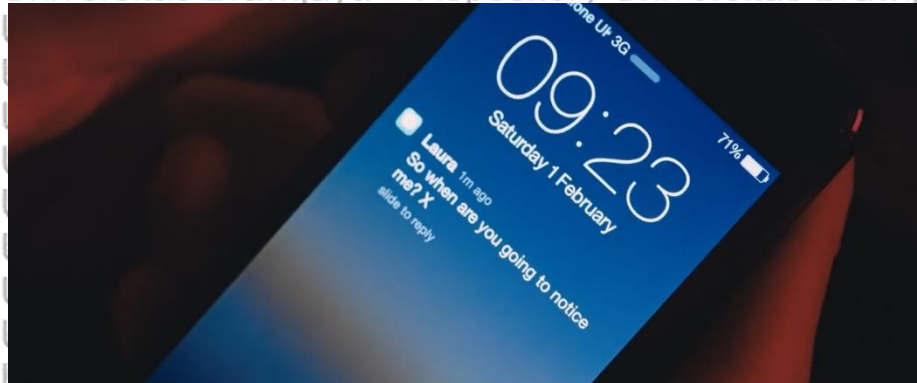


Figure 3.34 The Male Character's Mobile Phone is iPhone 5
Source *30 Minute Break* by *The Luka State*, 2014, minute: 01:09



Figure 3.35 iPhone 5
Source: Apple.com

In their marketing, based on Amazon, iPhone 5 is sold market prices ranging from £83.95 up to £93.95 depending on the capacity of Random Access Memory (RAM) and other features. At that price only social classed that moderately good economic capital can afford this phone which is from Elite, Establishes Middle Class, Technical Middles Class, and New Affluent Workers.

Based on data that has been found, the social classes based on music video are among the Elite to New Affluent Workers which based on this analysis, the characters



in music video are in the middle class of social class in United Kingdom. This is shown on how the male character's lifestyle starts from beers, network provider, and the mobile phone brand's prices. The writer argued that the social class structure can changes the life of the community belongs to, experiences and the construction of gender identities, it is necessary to understanding how middles class phenomenon around the middle until upper class the way they are interact and behave.

Middle class community based on Hammerton (1992, p.37) most of them always do cohabiting in their dating style. In contrast to working class, the fact that the poor were the most likely to live in crowded condition and to abuse alcohol, both condition that facilitated public violence. Also, working class is likely to commit to married which it eager to raisin up of marital violence while the middle class chose to live together without marriage. It is clearly shown how the music video portrayed the middle-class couple in United Kingdom behave and their lifestyle or dating style. The way they committing to life together without marriage and the way domestic violence happened not in a public space as the lower-class did.



CHAPTER IV

CONCLUSION AND SUGGESTION

4.1 Conclusion

Domestic violence happens in every single second in anytime and anywhere. This is a highly talked issue and there are many movements from government and social activist against this issue phenomenon. The movement to fight this issue is represented in the music video on how this happened and how to deal with it. The domestic violence is not always about men against women but in contrast there is also women against men, however the later does not much being talked. The music video itself portrays how United Kingdom's couples' behavior and how the violence happened between the couple.

There is power implemented in this domestic violence. The power by Foucault does not concern about dominance and submission, but it can be implemented in the submissive one who becomes the resistance of the dominance. It could be not clearly shown when the submission resists the dominance, in addition it can be abstract and need to be analyzed by discourse.

The way the male character in the music video behaves himself to not harm his girlfriend is a sign that he is a portrayal of how the men in United Kingdom have higher power than the women. The gender role in United Kingdom society is how men is more dominant and how they act toward women. As the classic men who have higher position, they hide their weakness so they did not feel humiliated in society. Hence,



they can still hold their pride among the societies and act as if there is nothing happened between them and their girlfriend.

4.2 Suggestions

30 Minute Break by *The Luka State* is a music video which presents the audience about the domestic violence in United Kingdom, especially for cohabiting couples. There is a power relation implemented in domestic violence. The power itself does not clearly portrayed and it must be interpreted by discourse of power relations. The domestic violence is already a common issue, however, the domestic violence in which men become the victim is still rarely talked about.

For the next researchers who would like to choose this issue as their object of their research, they can use different theory of gender because domestic violence is merely happened between different gender or same gender. Especially about domestic violence against men or domestic violence which happens between same gender. Also, if other researchers want to use power relations, it will be good if it is implemented in different objects to make the difference and enrich other fields of work.



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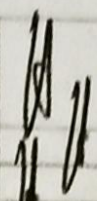
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12.	24 November 2018	Pengumpulan Draft Bab 1-4 Sebelum Semhas	Henny Indarwaty, S.S, M.A	
13.	27 November 2018	Seminar Hasil	Henny Indarwaty, S.S, M.A	
14.	3 Desember	Pengumpulan Draft Lengkap Setelah Semhas	Henny Indarwaty, S.S, M.A	
15.	12 Desember 2018	Pengumpulan Draft Revisi Lengkap	Henny Indarwaty, S.S, M.A	
16.	17 Desember 2018	Pengumpulan Draft Revisi Lengkap	Henny Indarwaty, S.S, M.A	
17.	18 Desember 2018	ACC Kompre	Henny Indarwaty, S.S, M.A	

18.	19 Desember 2018	Pengumpulan Draft Revisi Sebelum Ujian Skripsi	Henny Indarwaty, S.S, M.A	
19.	20 Desember 2018	Ujian Skripsi	Henny Indarwaty, S.S, M.A	
20.	21 Desember 2018	ACC Penjilidan	Henny Indarwaty, S.S, M.A	

9. Telah dievaluasi dan diuji dengan nilai :

A

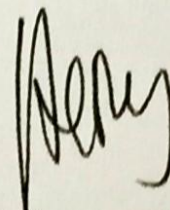
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