

ABSTRACT

Berlyan Ardhya Putri Sutisna. 2026. *Liberal Feminism in Run The World (Girls) Music Video By Beyoncé: A Multimodal Critical Discourse Analysis*. Undergraduate Thesis. Department of English Teaching of Teacher Training and Education Faculty, Universitas PGRI Madiun. Advisor Dr. Aris Wuryantoro, M.Hum, Co-Advisor Theresia Budi Sucihati, S.S, M.Pd.

Penelitian ini bertujuan untuk menganalisis representasi feminisme liberal dalam video musik Beyoncé berjudul “*Run the World (Girls)*” dengan menggunakan pendekatan *Multimodal Critical Discourse Analysis* (MCDA). Penelitian ini menggunakan teori feminisme liberal karya Tong (2009), yang berfokus pada aspek kekuasaan, kesetaraan, dan kebebasan, serta teori MCDA karya O’Halloran (2008). Penelitian ini menggunakan metode kualitatif dengan desain analisis multimodal. Data dikumpulkan dari lirik lagu dan adegan visual dalam video musik “*Run the World (Girls)*”. Hasil penelitian menunjukkan bahwa representasi feminisme liberal dibangun melalui mode tekstual, visual, dan berbagai mode semiotik. Dalam mode tekstual, aspek kekuasaan, kesetaraan, dan kebebasan terlihat jelas dalam lirik lagu, yang menggambarkan perempuan sebagai sosok yang mandiri, cakap, dan memiliki hak yang setara dengan laki-laki. Selain itu, dalam mode visual, aspek kekuasaan dan kebebasan terlihat melalui kombinasi penempatan karakter (gambar), warna, teknik pengambilan gambar, dan gerak tubuh, yang menggambarkan perempuan sebagai sosok yang kuat dan berdaya. Terakhir, dalam mode semiotik ganda, aspek kekuasaan dan kebebasan ditemukan dalam kombinasi lirik dan visual, yang memperkuat makna feminisme liberal. Dengan demikian, hasil penelitian ini menunjukkan bahwa video musik “*Run the World (Girls)*” menghadirkan feminisme liberal, di mana perempuan digambarkan sebagai individu yang memiliki kekuasaan, kesempatan yang setara, serta kebebasan untuk membuat pilihan sendiri dan berkontribusi secara aktif terhadap lingkup sosial.

Kata kunci: *Liberal feminism, MCDA, Beyoncé, Music video, Women, Equality, Power, Freedom*.

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This study aims to analyze the representation of liberal feminism in Beyoncé's music video *Run the World (Girls)* using a Multimodal Critical Discourse Analysis (MCDA) approach. This study uses the theory of liberal feminism by Tong (2009), which focuses on the aspects of power, equality, and freedom, and the MCDA theory by O'Halloran (2008). This study employs a qualitative method with a multimodal analysis design. The data were collected from the song lyrics and visual scenes in the music video *Run the World (Girls)*. The results indicate that representations of liberal feminism are constructed through textual, visual, and multiple semiotic modes. In the textual mode, aspects of power, equality, and freedom are evident in the song's lyrics, which depict women as independent, capable, and possessing equal rights with men. Furthermore, in the visual mode, aspects of power and freedom are evident through the combination of character positioning (image), color, camera techniques, and gestures, which portray women as strong and empowered. Finally, in the multiple semiotic mode, the aspects of power and freedom are found in the combination of lyrics and visuals, which reinforce the meaning of liberal feminism. Thus, the results of this study indicate that the music video for "*Run the World (Girls)*" presents liberal feminism, in which women are portrayed as individuals who possess power, equal opportunities, and the freedom to make their own choices and actively contribute to the public sphere.

Key Terms: Liberal feminism, MCDA, *Beyoncé*, Music video, Women, Equality, Power, Freedom