

**COMPARING THE MYTH OF MASCULINITY IN
SELECTED MUSIC VIDEOS OF BACKSTREET BOYS
AND BTS: A SEMIOTIC ANALYSIS**

UNDERGRADUATE THESIS

Submitted as Partial Fulfillment of the Requirements to achieve
Sarjana Sastra Degree of English Literature Department



By

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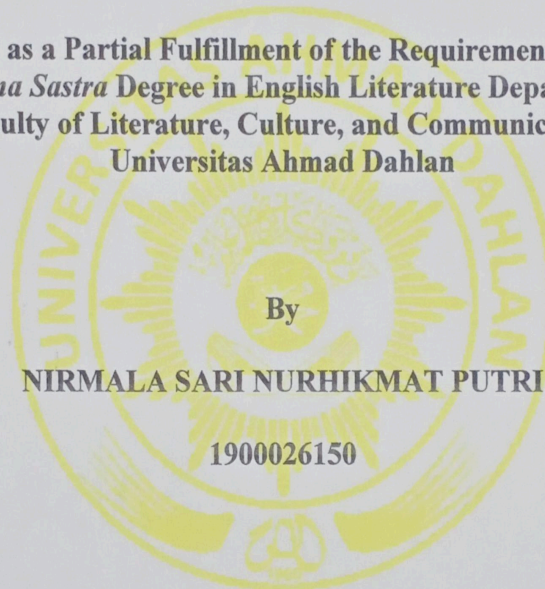
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APPROVAL PAGE

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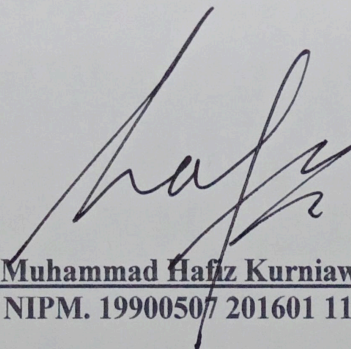
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RATIFICATION PAGE

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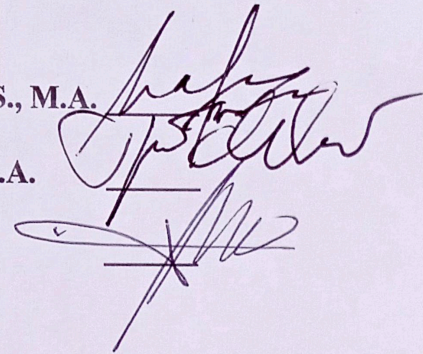
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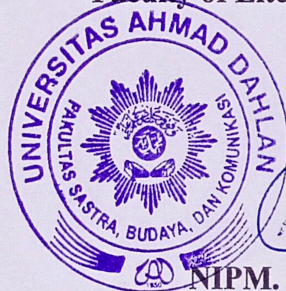
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STATEMENTS OF WORK ORIGINALITY

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Herewith, I state that all these statements, opinions, analysis, that I have written in this undergraduate thesis entitled *COMPARING THE MYTH OF MASCULINITY IN SELECTED MUSIC VIDEOS OF BACKSTREET BOYS AND BTS: A SEMIOTIC ANALYSIS* are my original work. During the process, I optimally conducted my own research with the help of some references and suggestions. Every word and statement taken from these references are treated as quotation and experts in which the name of the author and publisher are stated. If any claim related to this analysis that I made persist in the future, I would be fully responsible for my clarification.

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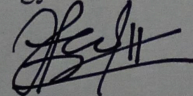
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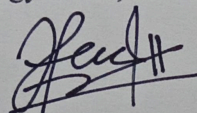
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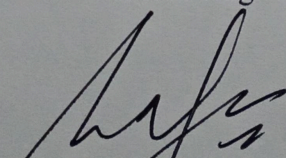
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All praises are due to Allah SWT, the Most Beneficent, and Most Gracious. The researcher testifies there is no God but Allah, and testifies that Muhammad SAW is His messenger. Without his power and help, the researcher is not able to accomplish this undergraduate thesis.

The researcher can complete the research and writing of her undergraduate thesis entitled **COMPARING THE MYTH OF MASCULINITY IN SELECTED MUSIC VIDEOS OF BACKSTREET BOYS AND BTS: A SEMIOTIC ANALYSIS**. All this thanks to the support that the researcher got from all people and especially to Muhammad Hafiz Kurniawan, S.S., M.A, for his dedications, advices, supports, and guidance with all his patience so that the researcher can accomplish this undergraduate thesis.

The researcher also wants to express gratitude to many people who has helped and support her. Therefore, she would like to say her great thanks to:

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2. Wajiran, S.S., M.A., Ph.D, as the Dean of Faculty of Literature, Culture, and Communication of Universitas Ahmad Dahlan.
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5. All the employees of Ahmad Dahlan University who helped her in administration affairs.
6. All friends of English Literature Department 2019.
7. Her beloved parents and family for their supports and prayers.

Therefore, any suggestions to make this thesis better are welcomed. The researcher hopes that this researcher will give contribute to develop English studies and can be continued in the future.

Yogyakarta, 22 Maret 2024

Nirmala Sari Nurhikmat Putri
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MOTTO

“So, surely with hardship comes ease. Surely with ‘that’ hardship comes ‘more’ ease.”

_(QS. Al- Insyirah: 5-6)

“Don’t think it’s too late but keep working on it. It takes time, but there’s nothing that gets worst due to practice.”

(Jeon Jeongguk)

“It’s time to be brave, I’m not afraid. Because I believe I’m different from what I was.”

(BTS – Wings)

“I’m telling myself “don’t stop, don’t give up”. I don’t care if it takes time, I will achieve my dreams.”

(Gfriend - Under The Sky)

DEDICATION PAGE

This thesis is dedicated to:

Allah SWT and The Messenger of Allah, Muhammad SAW may peace and blessing be upon him. Aamiin.

To my beloved parents, Asep Nurhikmat and Ariani, I wanted to thank you both very much, no words can describe how I love you both and how grateful I am to have you both as my parents. Thank you for always praying, supporting, and always be there when I am healthy or when I am sick. I love you both more than this universe and galaxy.

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Last, I want to dedicate this thesis for myself. Thank you for not giving up at your lowest. Even though you are currently sick and undergoing treatment right now, it does not prevent you from working on this thesis, of course with the support from those closest to you and the strength given by Allah SWT. You did it. Thank you.

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COMPARING THE MYTH OF MASCULINITY IN SELECTED MUSIC VIDEOS OF BACKSTREET BOYS AND BTS: A SEMIOTIC ANALYSIS

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ABSTRACT

In many years, being masculine meant males to be manly. Within culture, masculinity has grown to be considered as a distinct but mutually exclusive characteristic that can coexist in any human being, regardless of gender. With very fast developments, now listening to music can be accessed anywhere. Besides music, there are music videos which are made the song being sung has more meaning through the visuals or story presented in it. The purpose of this research itself is to compare the myth of masculinity in the music videos *I Want It That Way* by Backstreet Boys and *Butter* by BTS.

This research used a qualitative method, which is appropriate for analyzing data in the form of screenshots from music videos and lyrics. The researcher collects data through observation methods, which comprises non-participant observation. According to Roland Barthes, the concept of semiotics can be utilized to uncover hidden meanings in language. The steps in data collection are as follows: observe the data, identify the data, and categorize the data as denotative, connotative, and myth of masculinity. As for the steps of analyzing the data are as follows: explaining the denotative meaning, the connotative meaning, and the myth of masculinity from Backstreet Boys *I Want It That Way* and BTS *Butter* music videos.

The founding of the result in this research shows that there are 30 data, that identified to the myth of masculinity with three cultural standards (status norm, toughness norms, and antifemininity norms) thorough analysis of all the data that contained in Backstreet Boys *I Want It That Way* and BTS *Butter* music videos.

Keywords: Semiotic, Denotative, Connotative, Myth, Masculinity, Music Video

COMPARING THE MYTH OF MASCULINITY IN SELECTED MUSIC VIDEOS OF BACKSTREET BOYS AND BTS: A SEMIOTIC ANALYSIS

Oleh

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INTISARI

Selama bertahun-tahun, menjadi maskulin berarti laki-laki menjadi gagah. Dalam budaya, maskulinitas telah berkembang menjadi sebuah karakteristik yang berbeda namun saling eksklusif yang dapat hidup berdampingan di setiap manusia, tanpa memandang gender. Dengan perkembangan zaman yang sangat cepat, kini mendengarkan musik bisa diakses dimana saja. Selain musik, ada juga video musik yang menjadikan lagu yang dinyanyikan memiliki makna lebih melalui visual atau cerita yang disajikan di dalamnya. Tujuan dari penelitian ini sendiri adalah untuk membandingkan perbedaan mitos maskulinitas dalam video musik *I Want It That Way* milik Backstreet Boys dan *Butter* milik BTS.

Penelitian ini menggunakan metode kualitatif yang tepat untuk menganalisis data berupa screenshot dari video musik dan lirik. Peneliti mengumpulkan data melalui metode observasi, yaitu observasi non partisipan. Menurut Roland Barthes, konsep semiotika dapat dimanfaatkan untuk mengungkap makna tersembunyi dalam bahasa. Langkah-langkah pengumpulan data adalah sebagai berikut: observasi data, identifikasi data, dan kategorikan data denotatif, konotatif, dan mitos maskulinitas. Adapun langkah-langkah analisis datanya adalah sebagai berikut: menjelaskan makna denotatif, makna konotatif, dan mitos maskulinitas dari video musik Backstreet Boys *I Want It That Way* dan BTS *Butter*.

Hasil penelitian ini menunjukkan bahwa terdapat 30 data yang teridentifikasi terhadap mitos maskulinitas dengan tiga standar budaya (norma status, norma ketangguhan, dan norma antifemininitas), analisis menyeluruh terhadap seluruh data yang terdapat dalam Backstreet Boys *I Want It That Way* dan BTS *Butter*.

Kata Kunci: Semiotik, Denotasi, Konotasi, Mitos, Maskulinitas, Video Musik