

CHAPTER I

INTRODUCTION

A. Background of the Study

Masculinity, it is a characteristic of maleness and manhood. For many years, being masculine meant men had to be tough, manly, and cold. However, within society, masculinity has come to be regarded as a unique but mutually exclusive trait that can coexist in any human, regardless of gender. The term "masculine" can refer to behaviors, activities, and products, as well as inanimate objects, that are associated with the male sex because of some inherent feature, such as relative superiority or strength. A man may have a range of traits. The ones he will express will be affected by the context he is in. For example, men in hospital often feel they have to rein in their emotions, but on the football pitch men cry and hug their team mates (Moynihan, 1998). Meanings of masculinity also vary across cultures and admit to cultural borrowing; masculinities imported from elsewhere are conflated with local ideas to produce new configurations (Cornwall & Lindisfarne, 2003: 23). Masculinity can be found not just in a person's physical appearance, but also in things that originate from within them, such as their qualities, behavior, and attitude. How to notice someone's masculinity can be seen in the way they wear make-up, dress, and facial expressions.

Gender stereotypes for being masculine are aggressive, ambitious, competitive, forceful, dominant, strong personality, athletic, and invulnerable.

These are all characteristics possessed by a man in the sense of being masculine, which are inversely different from the characteristics of a woman emotional, expressive, gentle, loyal, understanding, and warm. Even in social life, when men show such traits like have a warm personality and express his feelings more, they will always be questioned with the question "are you a real man?". Men's "natural" qualities merge with social theories of men as they constantly invent and reinvent themselves as people with "stiff upper lips," as "boys who don't cry," not in a vacuum, but in an interactive process (Moynihan, 1998).

Gender is a visible characteristic of differences between women and men that can be seen in their behavior and values, which are usually formed by social and cultural environmental factors. According to the WHO website, "Gender interacts with but is different from sex, which refers to the different biological and physiological characteristics of females, males and intersex persons, such as chromosomes, hormones and reproductive organs." According to Aquilla (2023) someone who is not cisgender and does not identify within the gender binary — of man or woman, boy or girl — may identify as nonbinary, genderfluid, or genderqueer, among other identities. Sex refers to biological physical differences, while gender is how people identify.

For Roland Barthes, semiotics is where the sign system reflects the assumptions of a particular society at a certain time. According to Barthes (1977), though it will doubtless be required someday to change its character, semiology must first of all, if not exactly take definite shape, at least try itself out, explore its possibilities and impossibilities. Barthes' theory itself is identical

with the meaning of denotative, connotative, and myth related to the social environment or reflecting the assumptions of a society at a certain time.

Music is not only to please our thoughts or feelings, but also to relieve stress when we are in a bad state, which can be called "music therapy". The fact that so many teenagers acknowledge that they sometimes find inspiration and enthusiasm in music is proof of this. Because not all songwriters write songs about romance, many songwriters write songs with specific meanings or messages for the listeners, such as the people who love music or their fans when they are sad or happy. Songs that can deliver nice things to music fans are highly beneficial because these positive things support them in their lives unintentionally. There are many genres of music in the world of music, such as what we usually hear, namely pop music, rock music, jazz, dance music (EDM), and many more. In the modern era, pop music is a well-known or preferred genre of music among music fans. As with K-Pop (Korean Pop) songs, which are currently popular among certain groups, particularly teens.

Aside from music, there are also music videos that can be employed to enjoy ourselves. We can observe what the artist intends to portray through the music video, not only to promote the song but also to examine the meaning of the song. Making music videos has developed quickly over time in terms of graphics, video definition, information offered, and other factors. When we compare music videos from previous musicians to those from current artists, we can detect a difference, yet many people still like old music videos since the meaning of the songs presented is acceptable and not too difficult to understand.

Backstreet Boys, or BSB for short, was a famous boy band in the 90s era originating from Orlando, Florida, United States. Formed on April 20, 1993, with five members, namely Nick Carter, Howie Dorough, Brian Littrell, A.J. McLean, and Kevin Richardson, and carries the genres of pop and pop rock music. According to Erlewine, benefiting from the strength of their harmony vocals and balance of heartfelt ballads with propulsive dance anthems, their third album, 1999's Millennium (home to their worldwide smash "*I Want It That Way*"), topped the charts and was certified multi-platinum across the globe, while follow-up Black & Blue extended their reign. Apart from the song *I Want It That Way*, they have many other very well-known songs, one of which is *As Long as You Love Me*, *Shape of My Heart*, *Larger Than Life*, and others.

Then for the current era, there is BTS or referred to in Korean Hangul is “방탄소년단” which is read “Bangtan Sonyeondan”, or it can be called Beyond The Scene or Bangtan Boys, which is a boy group from South Korea. There are seven members, namely, Kim Namjoon (RM), Kim Seokjin (Jin), Min Yoongi (Suga), Jung Hoseok (J-Hope), Park Jimin (Jimin), Kim Taehyung (V), and Jeon Jungkook (Jungkook), debuted on June 13, 2013. BTS has a relatively unknown music career, having begun with hip-hop-themed tracks. In comparison, BTS has become the most well-known boy group in the world, particularly among teenagers who enjoy K-Pop. According to the official website of BigHit, while imparting a positive influence through activities such as the LOVE MYSELF campaign and the UN ‘Speak Yourself’ speech, the band has mobilized millions of fans across the world (named ARMY), collected four No. 1 songs in a span

of 9 months, performed multiple sold-out stadium shows across the world, and been named TIME's Entertainer of the Year 2020. Many BTS songs are well-known, including *Dynamite* and *Butter*, which use full English as opposed to other BTS songs that use Korean.

Based on the previous explanation, the researcher wants to compare the myth of masculinity, as featured in two music videos by Backstreet Boys *I Want It That Way* and BTS *Butter*. Masculinity is an interesting topic for the researcher, so the researcher takes the object of research on masculinity through music videos. The results of this research will attempt to compare or demonstrate that there has been an evolution in accepted gender performances, beginning with the Backstreet Boys' need to reinforce their heteronormativity and a more constrained representation of gender, and progressing to an attempt to legitimize a more permissive expression of masculinity by BTS. The researcher will be using semiotics as an approach to the object of this research because it is believed to be very suitable for the object that is to be investigated. Using Roland Barthes' semiotic theory as a theoretical reference for this research. The results of this study are expected to be a source of knowledge for readers and for the scope of education.

B. Problem Formulation

Based on the background information provided above, the researcher is interested in finding the answers to the following questions:

1. What are the denotative and the connotative meanings in *I Want It That Way* by Backstreet Boys and *Butter* by BTS in their music videos?
2. What is the compare of the masculinity between Backstreet Boys' *I Want It That Way* and BTS' *Butter* music videos?

C. Objectives of the Study

In line with the research problems formulated above, the objectives of the study are:

1. To discover the denotative and connotative meanings in Backstreet Boys' *I Want It That Way* and BTS' *Butter* music videos.
2. To understand the myth of masculinities between of Backstreet Boys' *I Want It That Way* and BTS' *Butter* music videos.

D. Scope of the Study

The researcher will use semiotics theory described by Roland barthes' which consists of denotative, connotative, and myth. *I Want It That Way* by Backstreet Boys has won awards in 1999 MTV Video Music Awards as "Viewer's Choice" and in MuchMusic Video Awards as "People's Choice Favorite International Group). And for *Butter* by BTS has won awards in American Music Awards as "Favorite Pop Song" and in MTV Video Music Awards as "Best K-Pop", and "Song of Summer". The researcher will examine the denotative meaning, the connotative meaning, and the myth of masculinity in Backstreet Boys *I Want It That Way* and BTS *Butter* music videos.

E. Review of the Related Studies

Here, the researcher reviews 5 previous studies that are related to this study as follows:

The first study is *Semiotics Analysis of Jonas Blue's music video Rise through Roland Barthes's Theory* by Dennis Suswanto Kadiman (2019). The focus of this thesis is to find out the meaning of connotative, denotative meaning through the signs in Jonas Blue's music video Rise based on Roland Barthe's (1964) theory. In collecting data, the researcher uses a qualitative approach, which is an approach for exploring meaning and understanding the meaning of individuals or groups. The results of this study the researcher found that almost all the signs refer to how the young generation have different views from the old generation. The researcher also found and discussed 10 data that contain the denotative and connotative meaning in Jonas Blue's music video Rise.

Next there is *Semiotic analysis on Twenty one pilots' music video "heavydirtysoul"* by Hayyundi Qurratuain (2018). This research analyzed twenty one pilots' music video and associated it with mental health. In his research, Hayyundi is using the Peircean sign model classification. The researcher will try to find the relation between the signs found in the scenes and mental health issues. This study also uses the widely accepted concept in the mental health community about certain colors which represent certain mental disorders, and for the color using the theory of color by He (2009) to support in interpreting the meaning of the signs. This study uses a qualitative approach concentrating on examining a phenomenon. The data source of this study is from

a video. The author found 22 signs in total, which can be classified into 16 symbols, 4 indexes, and 2 icons.

Next there is *Analysis of The Symbols in Westlife's Song Lyrics* by Hanna Eka Rosita (2019). In her final project, the researcher analyzed seven of Westlife's songs to find out the symbolism and meaning in the song lyrics and to explain the impacts of symbols on real life. Through the qualitative method, the researcher also tried to explain and find out the meaning of the symbols by using Charles Sanders Peirce's theory (1940). This study contained 5 kinds of symbols: a symbol of color (12 items), a symbol of a thing (19 items), symbol of a situation (18 items), a symbol of sound (5 items), and a symbol of imagination (7 items). The symbols that have been found are promise, doubt, optimism, spirit and motivation, loyalty, simplicity, and strength. The researcher can conclude that these songs are dominantly telling the listeners or readers about life's struggle and sacrifice, so by listening to the song, people can see the life experiences and get some moral value from the song lyrics.

Next there is a research entitled *An Analysis of Masculinity in BTS Boy Band Music Videos* by Hana Listia Firdah, Angga Maulana, and Senny S. Alwasilah (2021). The concept of masculinity has been applied to many K-pop groups, including BTS. In this journal, the writers analyze fashion, makeup, hair color, their expression, and gestures that shaped masculinity and how BTS breaks gender norms. The writers also choose the qualitative descriptive approach as a research method. The writers used 2 BTS' music videos entitled "We are Bulletproof Pt.2" and "Boy With Luv (feat. Halsey)". The results of the analysis

are that the type of masculinity represented by the BTS boy band are metrosexual, seonbi, and bishonen. It is a much-needed message for those struggling with fear of retaliation or criticism, as it shows that this form of expression can be accepted and celebrated. The fashion that BTS used in their music video that crossed gender boundaries. Most Korean people used to wear anything that made them comfortable.

Last but not least, there is *Semiotic Analysis of Mental Disorders in BTS Magic Shop Lyrics* by Verisa Rizki Amara and Rina Sari Kusuma (2022). This research examines the meaning of mental health in the lyrics of the BTS's song Magic Shop with Roland Barthes' semiotic analysis. This research method used a qualitative method with an interpretive approach, while the data collection technique employed a literature study. As there is no music video in this song, the researchers analyzed the lyrics of the song to find the meaning of mental health supported by journals and relevant data to enforce it. In this research the myth contained fears about things that may not happen in the future so people worry too much, leading to depression. to conclude that the lyrics of this Magic Shop as a whole contain meaning that we must believe in our dreams, anxiety, uneasiness, and fear are natural that must be experienced by every individual.

Based on the explanation of the review, to fill the gap and give new insight, the researcher will find out the myth of masculinity in Backstreet Boys and BTS music videos using a semiotic approach using Roland Barthes' theory. The research in this paper also analyzes masculinity in the music videos of Backstreet Boys and BTS. Because we know that masculinity has become a hot topic these

days. Especially masculinity in K-Pop (Korean Pop). That is why this topic becomes very interesting to study.

F. Method of Research

In this study, the researcher applied a descriptive qualitative method because the research data is in the form of words. Sudaryanto (2015) in his book entitled “Metode dan Aneka Teknik Analisis Bahasa”, there are qualitative and quantitative methods. Qualitative research, as its name suggests, is a way of life that involves understanding the meaning of an individual or group in a social context. This research itself must be understood. Concepts, thoughts, and experiences so that when written, it is made with good and clear words. Applying a QCA approach might help solve the problems of casual complexity (Ragin, 2006). Moreover, a QCA is particularly suited to exploratory research and area studies that use a limited number of cases (Ragin & Rihoux, 2004). QCA is the most effective strategy for bridging the gap between case-oriented and variable-oriented research. Qualitative Comparative Analysis or QCA allows for the investigation of interactions between situations, leading to more sophisticated hypotheses while remaining focused on individual cases. It is relevant to any investigation where the number of cases is small enough to permit some degree of familiarity with each case, yet large enough to warrant an interest in cross-case patterns (Ragin, 1999). Qualitative research is also a process of data collection; analysis is like language (which cannot be numbered). Because the data for the research is from a music video, the researcher uses qualitative research to examine and identify data.

1. Data and Sources of Data

a. Data

The main data used by the researcher in this research is the screen shots from music videos *I Want It That Way* by Backstreet Boys and *Butter* by BTS and the lyrics of their songs. In qualitative research methodology, data refers to a variety of information sources, including spoken and written sources as well as visual media such as photos, photographs, and films.

b. Source of Data

The source data for this research was taken from *I Want It That Way* by Backstreet Boys and *Butter* by BTS from their official YouTube.

2. Method and Technique of Collecting Data

In this study, the researcher uses observation methods with non-participant observation as a technique for collecting data. With technological advancements, researchers can now record data gathered by utilizing a computer. QCA is the most effective strategy for bridging the gap between case-oriented and variable-oriented research. QCA allows for the investigation of interactions between situations, leading to more sophisticated hypotheses while remaining focused on individual cases. The data was also taken from the official Backstreet Boys and BTS YouTube channels, which were downloaded by the

researcher. The following are the steps taken by the researcher to collect data:

- 1) The researcher watches *I Want It That Way* by Backstreet Boys and *Butter* by BTS music videos.
- 2) Classifying the data meanings from music videos and lyrics that contain the denotative meaning, the connotative meaning, and myth using Roland Barthes' theory.
- 3) Finding the myth of masculinity in the music videos of the Backstreet Boys *I Want It That Way* and BTS *Butter*.
- 4) The results of the research will be described in the discussion chapter.

3. Methods of Analyzing the Data

In this study, the researcher uses a qualitative method. The data will be analyzed through the semiotics theory of Roland Barthes which contains the denotative meaning, the connotative meaning, and myth. The following are the stages that the researcher takes while analyzing the data:

- 1) The researcher analyzes the denotative meaning in the Backstreet Boys *I Want It That Way* and BTS *Butter*.
- 2) The researcher analyzes the connotative meaning in the Backstreet Boys *I Want It That Way* and BTS *Butter*.
- 3) The researcher analyzes the myth of masculinity in the Backstreet Boys *I Want It That Way* and BTS *Butter*.

4) The researcher takes conclusion from the study's findings.

G. Significance of the Study

This study is intended to be meaningful to others. The purpose of this research is to provide the reader with a better grasp of denotative, connotative, and myth. This research can help people gain more understanding and serve as a reference for their own studies.

H. Presentation

In this chapter, the writer divides this part into four chapters in this thesis. The first chapter is an introduction. The theoretical approach and framework in the second chapter. The third chapter is a discussion of the problem or the analysis. And the chapter fourth is the conclusion.