

Chapter II

Women Empowerment in Beyonce's Song Lyrics

2.1 Feminism

Feminism is a movement that advocates for gender equality. The goal of feminism is for all people to be treated equally. This movement appears because women want to change their lives to have a free life that not strict by their genders and wanted an equality between men and women by having the opportunities that men received. And according to Hawkesworth (2006:25), Feminism is a movement that includes political movements, ideologies, and social movements that have the same goal: to secure, establish and achieving personal, economic, political, and social rights for women.

There are so many different ideologies about feminism because it is developed throughout the years and represented different views and aims. However, feminism has been criticized because it's only focusing on white people, middle class, and educated perspective. Because of the criticism, it led to a creation of ethnically specific multicultural forms of feminism, such as intersectional feminism.

Therefore, feminism has helped a lot of women to live their life to be free and had a huge impact on the everyday role of women in fighting what they believe in. They also promote boldly to protect the girls from being rape, sexual

harassment, and domestic violence. The difference between feminism from other social movement is feminism focusing on gender and how it relates to the oppression of women all around the world, as well as LGBTQ+ people.

Feminism matters because this movement is working to erase this oppressive culture, misogyny ideology, structures, and patriarchy. Patriarchy is a system that privileges men. This system called patriarchy is about men that hold most of the power, and someone who has a patriarchy ideology is making women impossible or difficult to have the same status as men.

Patriarchy is a system that historically has given men more rights than women. The rights can be obvious, not letting women own a land, vote, work, or have fair wages. Most of the time, they also present women as a sex object. And it also explains by Fedwa (2007:111), that patriarchy is a social system in which males hold primary power and predominate in roles of political leadership, moral authority, social privilege and control of the property. In the domain of the family, fathers or father-figures hold authority over women and children.

It is not just patriarchy that has to be removed, but also a misogynistic ideology that makes it hard for women to establish feminism goal. Misogyny is the hatred of men for, prejudice against women or girls. Misogyny can be manifested in many ways, such as social exclusion, sex discriminations, patriarchy, male privilege, violence against women, and sexualizing women. It

also happens every time even when we do not feel it. And according to Allan (2000), Misogyny is a central part of sexist prejudice and ideology and, as such, is an important basis for the oppression of females in male-dominated societies.

Misogyny is manifested in many different ways, from jokes to pornography to violence to the self-contempt women may be taught to feel toward their own bodies. And it is sometimes led to an inappropriate act. According to Newman & White (2012:246), this is because these new feminists advocated for expressions of femininity and female sexuality as a challenge to objectification.

That is why feminism wants to erase a messed up system like patriarchy, they want everyone to be able to walk at night without having the fear of rape and violence. No matter what their gender is. Feminism is for women to be personally strong, not for dominating men, but to show their strength, love, truth, and faith in themselves and other women.

Feminism is seeking for women to learn how to use anger, competition, and feelings in a good way. There is a lot of people that mistaken feminist hating all men which are not true. Feminist are frustrated with the patriarchy, misogynistic, but that does not mean feminist hate men. A group of men does not define whole men as patriarchy, women do not want to be superior to men. The women who supported this movement just want an equality. They don't believe

that women have to look or behave in specific ways, it means they want women to have the freedom to dress, look and behave however they want.

Intersectional feminism is a term made by American feminist, Kimberle Crenshaw to describe social identities that related to oppression, domination, and discrimination that people of color received. In order to show that women of color have different experiences from white women due to their race and skin color that their experiences are rarely heard, Crenshaw explores two types of male violence against women: domestic violence and rape.

Through her analysis of these two forms of male violence against women, Crenshaw said that the experiences of women of color consist of a combination or intersection of both racism and sexism. According to black feminists and many white feminists, experiences of class, gender, sexuality, etc., cannot be adequately understood unless the influences of racialization are carefully considered.

According to Collins (2015:41), Intersectionality is the idea that multiple identities intersect to create a whole that is different from the component identities. Those identities can intersect includes gender, race, social class, ethnicity, nationality, sexual orientation, age, mental disorder, people with disability, and much more.

Intersectional feminism wants to remove the classical concept of oppression that made by the society, such as racism, xenophobic, homophobic,

classism, trans phobic, sexism, and belief that based on bigotry, patriarchy, and misogyny. In this paper, the writer will use an intersectional feminism and modern feminism theory, because it will easily connect with the issue that the writer wants to address. Pollok (2001:132) states that Feminist theory focuses on analyzing gender inequality. Themes explored in feminism include discrimination, objectification, oppression, patriarchy, stereotyping, art history, and contemporary art, and aesthetic.

One of the issues in feminism is female empowerment. Female empowerment is a movement to take more control of their lives and demanding the nation to back and support their movement. Female empowerment means help each other in order to fulfill their main agenda; control their own lives over family, community, and society.

2.2 Female Empowerment Dimensions

At first, the term empowerment is used for poor people because it is about expanding the assets and capabilities for poor people to control their lives (Ibrahim and Alkire, 2007:7). Female empowerment is one of the issues in feminism. Female empowerment is a movement for women to fully take control of their lives without being told how to behave. Empowerment is to empower people to make

their own destiny, choices, and voices. Rather be a passive person that not able to say no to everything.

In other words, female empowerment can be concluded as a process of awareness and building capacity of life to greater participations, greater decision-making power, controlling, be active, and have the ability to make a change for the world to be better. Mayoux (2000:8) define women empowerment as an effort of individuals for acquiring the power to think and act freely, exercise choice, and to fulfill their potential to members of society. Therefore, women empowerment made women able to do these efforts because men are dominant for doing the efforts previously.

According to (Alsop et al, 2006:125) Female empowerment often measures by representatives such as employment, education, knowledge, art, and much more. The measure of female empowerment is difficult since it is a process, multidimensional, and the concept operates at various levels. The characteristics in female empowerment are very important but conceptually distant, and they do not always reflect empowerment (Mason & Smith, 2003:8).

Malhotra et al (2002:14) state that female empowerment is divided into 6 dimensions, which are; Legal Dimension, Socio-Cultural Dimension, Familial/Interpersonal Dimension, Economic Dimension, Political Dimension, and Physiological Dimension. And each dimension of female empowerment is

divided into three indicators, which are: Household, Community, and Broader Arena. Each indicator has a different meaning to each dimension.

Meanwhile, the dimensions that proposed by Malhotra (2002:14) will be used by the writer since this study suggest that female empowerment can be examined in six different areas which are economic, socio-cultural, familial/interpersonal, legal, political, and physiological. Moreover, these areas can be examined at the household, community, and broader arena by a series of indicators within each dimension.

2.2.1 Legal Dimension

Malhora et al. (2002) divide the dimensions of female empowerment into three indicators which are household, community, and broader arena. Household indicators in Legal Dimension are the knowledge of legal rights for women, domestic support from the society, and achieving legal rights. Community indicators are community mobilization for rights awareness. Broader arena indicators are laws supporting women rights, access to work, study, and options of advocacy for rights and legalization.

Legal dimension is the most effective tools to improve people daily lives, to be more productive. Also, legal empowerment can help strengthen another dimension of female empowerment.

2.2.2 Socio Cultural Dimension

Malhora et al. (2002) divide the dimensions of female empowerment into three indicators which are household, community, and broader arena. The household indicator in socio cultural dimension is women freedom of movement, less discrimination against a child, and a commitment to educating a child until college. Community indicator is women visibility in access of social event and spaces, access to modern transportation, participation in the social event, and social networks. Shifting patriarchy norms such as the symbolic representation of women in myth and rituals. Broader arena indicator is women access to an education, positive image of women, women's role, and contributions.

There are some things that socio cultural and factors that influence on female empowerment. Which are: women education, women's age, women's wages, family type, social network, and women's awareness of their rights. Including political rights, economic rights, and social rights.

2.2.3 Familial/Interpersonal Dimension

Malhora et al. (2002) divide the dimensions of female empowerment into three indicators which are household, community, and broader arena. The household indicator in familial/interpersonal dimensions is women's participation

in decisions making, controlling sexual relations, the ability to make a child-caring decision, controlling who to marry, and an access to abortion. Community indicator is shifted in marriage and system indicating a greater value of autonomy for women and a local campaign against domestic violence. Broader arena indicator is regional or national trends in timing of marriage, and options for divorce, political, legal, and religious support the women.

Familial/interpersonal dimension in female empowerment dimension is more complex than the other dimension and it can be included in a decision making, control over sexual relations, marriage, health, contraception, and a changed attitude towards violence.

2.2.4 Economic Dimension

Malhora et al. (2002) divide the dimensions of female empowerment into three indicators which are household, community, and broader arena. The household indicator in Economic Dimension is women's power to control over their income, women's contribution to support their family, and an access to and control of their family resources. Community indicator is women access to credit, involve in local trade event or associations, and an access to the market. The broader arena is women representation in high paying jobs, representation of women economic interest in economic policies, state, and federal.

The Economic dimension is to represent a process of awareness and organized a struggle for social change and gender equality. Economic dimension enables women to have a control over their own finances and having fair wages when they go to work to support their family finances. By empowering through the economic dimension, women will have a confidence and happiness to get their own fair money to buy everything they want.

2.2.5 Political Dimension

Malhora et al. (2002) divide the dimensions of female empowerment into three indicators which are household, community, and broader arena. The household indicator in political dimension is a knowledge of their political rights, system and an access to their political rights. Community indicator in political dimension is female involvement in the local political campaigns, supporting specific candidates or legislation. The broader arena is women's representation in the regional and national system of government, representation of women interests of effective groups.

Political dimension means that women take more control of their lives, have their own agenda, can organize, and help each other to make demands to the state to support their movement. When political change it system by women, it will help them feel empowered and feel confident in their capabilities.

2.2.6 Psychological Dimension

Malhora et al. (2002) divide the dimensions of female empowerment into three indicators which are household, community, and broader arena. The household indicator in psychological dimension is defined as self-esteem, psychological well-being. Community indicator is awareness of injustice, potential interest. Broader arena indicator is women's sense of inclusion, systematic acceptance of female inclusion.

This dimension is very important to the other dimension, without psychological dimension, to achieve all the five dimensions seems impossible. Because when people are psychologically empowered, there will be a change of an attitude, and behavior, towards something. Which mostly will lead to a positive change in a value of orientation, increased patriotic actions, improving self-esteem, and will be more speak up towards the issue.

2.4 Semiotics

Semiotics means the study of signs, semiotics studied a sign and symbol as a part of meaningful communication. Semiotics is often defined as a study of a sign. Semiotics represents a range of studies in art, literature, anthropology and the mass media rather than an independent academic discipline. Those involved in

semiotics include linguists, philosophers, psychologists, sociologists, anthropologists, literary, aesthetic and media theorists and educationalists. Beyond the most basic definition, there is considerable variation amongst leading semioticians as to what semiotics involves.

It is not only concerned with intentional communication but also with our ascription of significance to anything in the world. (Chandler, 2002:15) said that semiotics has changed over time since semioticians have sought to remedy weaknesses in early semiotic approaches.

Semiotics warned linguistics not to take 'reality' for granted and seriously as something that has a purely objective existence which is independent of human interpretation. Through the study of semiotics, people can be aware of the sign and codes which are not transparent. That means, semiotics is a meaning to considering anything as a sign and sign system which has everything as it is an object but that has no object at all. Second is the definition of the method as semiotics is an application of the linguistic method to objects other than natural language. Just like what Barthes (as cited in Chandler, 2002:86) said, semiotics can be used to examine various kinds of text, such as news, advertisement, fashion, film, fiction, poem, and song lyrics

Thus, the method of semiotics is a consideration of anything as a metaphor of language or to put it another way, a metaphorical description of anything as

language. The third is the definitions by subject as semiotics is that which called semiotics by the people who call themselves a semiotician. The token of the semiotic orientation of given word is the used of conventional semiotic terminology (sign, code, signification, semiosis, etc.) together with references to other semiotic works.

According to Peirce (1894), a sign 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 creates to interpret of the first sign. The sign stands for something, an object. It stands for that object, like a representation.

In the other words, semiotic deals with the interrogation toward the codes which have a hidden message in the in the text, that arouse the reader's awareness to examine the secret code. In analyzing a text, semiotic does not only to found out about signifier and signified. But also their relationship as a whole sign. Text in here means in global meaning are covered not only about linguistic aspects. But also find out a study which reveals the functions of signs in a text and how to disclose the sign system in the text which helps the reader to get a message in the text. The lyrics that the writer wants to analyze are considered to be a text that has signs which represent the meaning of words.

So the writer will use semiotics orders of signification which is proposed by Barthes (as cited in Chandler, 2002:86) in order to reveal the primary significations and the secondary significations of the sign that used in the lyrics through six dimensions of female empowerment that proposed by Malhotra et al (2002:14).

2.5 Short Biography of Beyoncé

Beyoncé Giselle Knowles-Carter is an American singer-songwriter who is born on September 4, 1981. She was born and raised in Houston, Texas. She is a daughter of Mathew Knowles and Tina Ann Beyoncé. Beyoncé name is a tribute to her mother's maiden name. She has two siblings: Solange Knowles, and Nixon Knowles. Beyoncé is married to a rapper, Shawn Carter who known as Jay-Z in 2008 and gave birth to their first child, Blue Ivy Carter in 2012.

She started her career in a girl group called Destiny's Child and no longer after that she rose to fame in the late 1990's as a lead singer of an R&B girl-group. That managed by her own father, Mathew Knowles. Destiny's Child released their first self-titled debut album in 1998 with No, No, No as their first major hit and won the best R&B/Soul Album of the Year at the Train Lady of Soul Awards. After many years of success, they decided to take a hiatus and focusing on the solo endeavor. Three years after a hiatus, Destiny's Child reunited, release their final

studio album, and touring for the last time as a group. After the tour, the group separated and all members continued on with their solo projects.

Beyoncé comes out on a solo career with her debut album *Dangerous in Love* in 2003 with *Crazy in Love* as the lead single. Throughout her career spanning 19 years in Music Industry, she has sold over 118million records as a solo artist, she has been chosen to be TIME Most Influential People in 2013 also. Beyoncé has won 20 Grammy Awards, both as a solo artist and a member of Destiny's Child, making her the third most honored female artist by the Grammy, and the most nominated woman in Grammy Awards history with 52 nominations.

And then the Recording Industry Association of America named Beyoncé as the Top Certified Artist in America during 2000's decade. In 2009, Billboard named her the Top Radio Songs Artist of the Decade, Top Female Artist of the 2000s and their Artist of the Millennium in 2011 (also Artist of the Decade in 2013), and TIME list her as most influential People in 2013 and 2014.