

Representation of Girl Power in Music Video of K-Pop Girlband ITZY

ACADEMIC JOURNAL RESEARCH PAPER

Compiled to Fulfill the Requirements for Obtaining a Bachelor's Degree of
Strata I Communication Studies Program Faculty of Social and Political
Sciences University of Muhammadiyah Yogyakarta



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**COMMUNICATION SCIENCE STUDY PROGRAM
FACULTY OF SOCIAL AND POLITICAL SCIENCE
UNIVERSITY OF MUHAMMADIYAH YOGYAKARTA**

2022

TITLEPAGE
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**ANALYSIS OF THE OBJECTIVITY OF MASS MEDIA DURING THE
COVID-19 PANDEMIC IN INDONESIA**

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2022

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Research Paper Title : Representation of Girl Power in Music Video of K-Pop Girlband ITZY

Stating that the article with the title “:Representation of Girl Power in Music Video of K-Pop Girlband ITZY contains no work that has ever been submitted for a bachelor’s degree at a university, and to the best of my knowledge, there are no works or opinions that have been written and published by other people, except those referred to in writing in this manuscript are mentioned in the Bibliography. If it turns out that in this journal manuscript it is known that some works or opinions have been written or published by other people, then I am willing that the work is canceled.

Yogyakarta, 28 October 2022



Annisa Rahman

PREFACE

Bismillahirrahmanirrahim

Praise and gratitude, I pray to Allah SWT for His mercy and grace that I was able to complete this final project as a condition for obtaining a Bachelor's degree (S-1) in the Communication Studies Program, Faculty of Social and Political Sciences, University of Muhammadiyah Yogyakarta.

The completion of this thesis could not be separated from the guidance and support of various parties, therefore on this occasion the author would also like to say many thanks to:

1. Allah SWT who has given His mercy, grace, and sustenance to me.
2. SYLECTION who held the conference.
3. My parents, Mr. Rahman Makulasse and Mrs. Arni Hamada have raised, supported, and educated me patiently and lovingly.
4. Mr. Dr. Fajar Junaedi, S.Sos, M.Si as the Head of the Communication Science Study Program at the Muhammadiyah University of Yogyakarta who has provided convenience to me during the study period. Also as a patient guide provide input and guidance during the process of completing this thesis.
5. All my friends who cannot be mentioned one by one. Thank you for your support so far until this final project is declared complete.

Yogyakarta, 28 October 2022



Annisa Rahman

PRESENTATION PAGE

Praise be to Allah SWT who has given His mercy and grace in writing a thesis entitled Representation of Girl Power in Music Video of K-Pop Girlband ITZY.

This thesis was prepared to fulfill one of the requirements for obtaining a Bachelor's degree at the Faculty of Social and Political Sciences, Communication Studies Study Program, University of Muhammadiyah Yogyakarta. The author takes this topic in the hope of providing knowledge or information to academics or the public about how video clips can represent the concept of Girl Power in their images. The completion of this thesis could not be separated from the guidance and support of various parties therefore on this occasion, the author would also like to thank as much as possible to:

1. Allah SWT who has given His mercy, grace, and sustenance to me.
2. My dearest and greatest parents, Mr. Rahman Makulasse and Mrs. Arni Hamada have raised, supported, and educated me patiently and lovingly.
3. Mr. Dr. Fajar Junaedi, S.Sos, M.Si as the Head of the Communication Science Study Program at the Muhammadiyah University of Yogyakarta who has provided convenience to me during the study period. Also as a patient guide provide input and guidance during the process of completing this thesis.
4. All Lecturers of the University of Muhammadiyah Yogyakarta, especially Lecturers of the Faculty of Social and Political Sciences, Study Program of Communication Studies.
5. To my sister Mutiah Rahman and my best friends Wina Safira, Andra Yaniarsih, Fitriyani Mansur, Meril Angellina who always supports me with all kindness and always listened to my complaints during college.
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In closing, the writer realizes that in this final project or thesis, there are still many things that need to be improved. Therefore, critics, suggestions, and further research development.

MOTTO

فَإِنَّ الْعُسْرَ يُرْسِلُ مَعَ الْعُسْرِ يُسْرًا

“For indeed, with hardship [will be] ease. Indeed, with hardship [will be] ease”

(QS. Al-Insyirah; 5-6)

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