

I. INTRODUCTION

Music video is one form of communication media that contains audio and visual. Music videos are a means that most effective in delivering messages because it is supported by pictures and sound or sung music, plus themes adapted to song lyrics or social reality. Meanwhile, the theme and the message conveyed in the music video various, one that is often raised is a social problem and reality. Music video terms will sign. All elements in the music video can be considered as signs that are open to interpretation including clothing, gestures, and the appearance of all people in the music video as a whole [1]. Through music video, video makers can deliver messages which are a form of self-expression of the phenomena that occur around them. One of the most widely discussed phenomena is a phenomenon related to discrimination against women.

Based on data from the United Nations Population Fund (UNPFA) reported on Wednesday, April 14, 2021 that almost half of women in 57 countries around the world are denied the freedom to decide on what to do with their own bodies. This includes issues around sex, contraception and health care. The My Body is My Own study lists attacks on women, including rape, forced sterilization, virginity tests and genital mutilation [2]. Regarding this issue, the idol group from South Korea, ITZY, released a girl power-themed song. Girl power is a term used to encourage women to become objects that are traditionally feminine, and at the same time become strong women who have choices in their lives. Girl power itself has a close relationship with the mass media and neoliberalism [3]. This study aims to determine the representation of girl power in ITZY's music video entitled ICY and WANNABE which is then studied and analyzed from Roland Barthes' semiotic theory, discusses what is the denotative meaning in an object and what is the connotative meaning in an object, then the meaning is drawn. The myth from its meaning. Academically, this research is expected to be a reference material for Communication Science students who want to study semiotics in the music video. Through the results of this study, the researcher wants to provide insight into how music video can represent girl power concept in the image. Practically, this research is expected to provide benefits in the form of insight related to the message of girl power concept from a music video to provide insight to the wider community about the concept of girl power.