

ABSTRACT

Sexuality is surely connected with sex that is not only understood as biological object, but also as social constructs. Indeed, spelling 'sex' ones might think of 'have sex' or 'have a sex' that every age changes from seventeenth to eighteenth century to nowadays. The changes that people can learn are: in the seventeenth century there are biologically only two sexes (woman and men) and socially two genders (female and male); later in the eighteenth century there are two changes; *first*, two sexes (woman and men) and three gender with which hermaphrodite became the third (no mean to resist). *Second*, the two body types transform terminologically to *female* and *male*, and there are four genders (woman, men, sodomist, and lesbian). In the millennium regard female, male, gay, and lesbian as gender, and woman and man are biologically sexes. An element to complete the sexuality is desire with which human can identify whom they desire whether the opposite sex or the opposite gender with the same sex. From Victorian to nowadays sexuality connects the dual perspective of body and desire which, in the Victorian Age, were repressed due to sin, however meet the openness since in the mid 1960s. Moreover, people are now in the age of mass media conquer the world, magazine, TV Show, music, film, advertisement, and music video involve in the spreading of sexuality or in the language of Foucault is *deployment of sexuality* which power take the major role in the system they invade. Initiated by music, rap/ hip hop music video become so-called wild in depicting sexuality, scantily clad women who writhe lasciviously to the men represent human sexuality—based on sexual preference—that always hetero. When author caught a scene that refers to lesbian sexuality in "Candy Shop" video, the willing to find out what is exactly ideology behind the video while author compares with so much heterosexual "Outta Control".

Based on Barthes' two orders of signification, author obtains four characters of gender sexuality after examined the myths that is believed in the society. Women are sexually attractive while men hold the sexual initiative; women are to be looked at while men are to do the looking; men are in control while women are under control; both women and men can be sexually aggressive; finally, women's body is for men to desire while men's personality is for women to desire. The patterns of making rap/ hip hop music video also keep on the line; that is, women, cars, sex, and violence. Women are mostly portrayed as fetish especially their parts of body—breast, belly, vulva, hip, buttock, and thigh—to arouse desire to men. Men's are not essential to be fetish as his body is not observes detail by the camera, even though there is one scene engaging man with muscular body in topless.

Thus, there must be power beyond these music videos that decide and control the value beneath. The values that the power utilizes are based on the ideology consciously employed for 'unconscious' audience to consume. Author does, however, not see it in terms of the effect to the audience, but for scientific elaboration to uncover the concealed ideology onto the surface. As the final as