

ABSTRACT

This research entitled "The Construction of The Woman in Maroon 5 Song Lyrics 'Animals' (A Study Semiotics Roland Barthes)". The construction of the woman can be found on a song lyrics. The purpose of this research is to know the meaning of the Animals song lyrics it is used as a way to unravel the image of women construction in the song lyrics.

This study used a qualitative method with Roland Barthes semiotic approach which focuses that each sign has two stages significance. The significance of the first stage is the meaning of denotation, while the significance of the second stage of connotations and myths. The object of this study is song lyrics Maroon 5 'Animals'.

The results used Roland Barthes semiology indicates that Animals song lyrics have a thorough meaning that depict the women image as prey hunted by men. That women does not have the ability to fight back. Overall the myths contained in the Animals song lyrics showed how the women image construction as someone who has an image of the clash and the image of the association, meaning that the lyrics of this song to explicitly illustrated that women are portrayed as objects of men's sexual appetite and also a figure that is less active in getting along.

Key Words : Construction, The Image of women, Song, Semiotics