

**FEMINISM REPRESENTATION IN MUSIC VIDEO  
(SEMIOTICS ANALYSIS OF JOHN FISKE ABOUT FEMINISM IN TAYLOR  
SWIFT’S MUSIC VIDEO “BLANK SPACE”)**

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**ABSTRACT**

*Music video is a part in the music industry that can influence and to form a thought for the audience based on the message. Music video “blank space” is a music video of Taylor Swift about the love life lovers. This music video depicts of female figure who is no longer a persecuted figure but the figure of women equal to men with the values of feminism. Feminism be selected topic because women are always identified with the stereotypes of society and not infrequently in the text media such as films, commercials, and also music video, even women are often the only beautify the sexual object in the media texts. The purpose of this study is to determine the meaning of feminism in the level of reality, level of representation, and the level of ideology based on the code of semiotics John Fiske. To achieve these objectives the researchers using the critical analysis with qualitative research methodologies and the methods is a semiotic methods that are qualitative-interpretative with using semiotic of John Fiske that describes three levels using narrative function prop consisting of three sequence. The result showed the value of feminism at the level of reality through a dress code, expression, and gesture. At the level of representation is illustrated through camera and music code. And the level of ideology, the value of feminism in the music video to represent of radical feminism in which women can combine feminine and masculine sides.*

*Key words: feminism, semiotics, music video*