

ABSTRACT

The technological advancement that occur in the world today make everything instantaneous. The existence of advanced technology in the world of communication makes information searching easier, faster and more practical. Beside that, the growing technology makes a lot of new media popping up. One of the most popular new media is YouTube. Youtube is a media that is used as video sharing sites. YouTube contains a huge variety of videos, one of which is music video clips. Many music video clips uploaded by the users. Rihanna, as one of the top musician also uploaded all of her music video clips on YouTube. One of Rihanna's video clips is "Work".

Judging from the characteristics of the video and the uniqueness of "Work" the author is interested to analyze the video clip. The video clip "Work" will be associated with the theory of sexuality. This research uses qualitative methods with a critical paradigm. Analysis of data to be conducted in this study using the analysis of Sara Mills discourse. Sara Mills discourse analysis uses subject-object and director-audience positions to unveil concepts and represent sexuality in the "Work" video clip. The result is that Rihanna 's video clip "Work" is a representation of sexuality.

The concept of sexuality in Rihanna's video clip "Work" through the position of subject-object explained that woman including Rihanna that represent herself as the woman can freedomy express herself use her body so that she may look more attractive. Rihanna and other women in the video clip that wear sexy clothes state that they wear the sexy clothes not to give negative view, but to state that they as a woman can freedomly express themselves by showing the sexuality.