

LGBTQ+ Representations and Heteronormative Bias in Taylor Swift's Music Video "You Need To Calm Down" = LGBTQ+ dan Representasi Heteronormatif Bias dalam Video Musik Taylor Swift "You Need To Calm Down".

Muhammad Devanda Ghoziandi, author

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Abstrak

From the perspective of the predominantly heterosexual society, giving a tribute to the LGBTQ+ community in performance can be considered an act of respect. However, such an act can be counterproductive to the LGBTQ+ community. To build a case in seeing the root of the problem, this thesis examines Taylor Swift's music video and song "You Need to Calm Down," which was purposely made for her advocacy for LGBTQ+ people. It is argued that the music video does not depict LGBTQ+ people in the most realistic way as it prolongs or extends the harmful stereotypes of LGBTQ+ people, and the gender performances that are acted out or played in the music video do not conform to the gender performativity concept that has become the ground of LGBTQ+ rights. Additionally, the said gender performances are also considered unfavorable as they compare the struggle of LGBTQ+ people to a personal problem that shows a heteronormative bias. Using the analysis of cinematic devices as a method, it is concluded that Swift's advocacy for LGBTQ+ people has its complexity that falls on heteronormative bias, problematic gender performativity, and unfavorable stereotypes.

.....Dari perspektif masyarakat yang didominasi heteroseksual, melibatkan komunitas LGBTQ+ dalam karya seni dapat dianggap sebagai tindakan penghormatan. Namun, tindakan semacam itu dapat menjadi kontraproduktif bagi komunitas LGBTQ+. Untuk melihat akar masalahnya, penelitian ini mengkaji video musik dan lagu Taylor Swift "You Need To Calm Down", yang sengaja dibuat sebagai wujud pembelaannya terhadap komunitas LGBTQ+. Beberapa argumen mengatakan video music tersebut tidak menggambarkan komunitas LGBTQ+ dengan cara yang paling realistis karena memperpanjang atau memperluas stereotip negatif dari orang-orang LGBTQ+, dan pertunjukan gender yang diperankan atau dimainkan dalam video musik tidak sesuai dengan konsep performativitas gender yang menjadi landasan hak-hak LGBTQ+. Selain itu, pertunjukan gender tersebut juga dinilai kurang baik karena membandingkan perjuangan komunitas LGBTQ+ dengan masalah pribadi yang menunjukkan bias heteronormatif. Dengan menggunakan metode analisis perangkat sinematik, disimpulkan bahwa advokasi Swift untuk komunitas LGBTQ+ memiliki kompleksitas yang terjerumus pada bias heteronormatif, performativitas gender yang bermasalah, dan stereotip yang tidak menguntungkan.