

## ABSTRAK

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Judul : Posfeminis Era Spice Girls: Analisis atas Sepuluh Lirik Lagu dan Penampilan Panggung Spice Girls

Penulisan tesis ini bertujuan untuk menunjukkan dan menjelaskan bagaimana posfeminis di era Spice Girls dalam sepuluh lirik lagu dan penampilan panggung mereka. Spice Girls merupakan salah satu grup musik pop fenomenal asal Inggris di era 1990-an yang terdiri dari lima perempuan belia dan cantik. Fenomena Spice Girls menjadi menarik karena slogan *Girl Power* yang selalu mereka bawa dalam setiap kesempatan baik dalam lirik-lirik lagu maupun penampilan panggung mereka. Terdapat perdebatan yang hadir menanggapi isu perempuan baik terhadap *Girl Power* maupun penampilan Spice Girls. Perdebatan tersebut adalah dengan adanya pendapat yang menyatakan bahwa Spice Girls sebagai salah satu posfeminis masa itu atau Spice Girls adalah grup yang hanya menampilkan sensualitas semata. Berdasarkan hal tersebut penelitian dilakukan terhadap sepuluh lirik lagu Spice Girls dikaitkan dengan penampilan panggung mereka serta menghubungkannya dengan posfeminisme yang berkembang di masa itu. Posfeminisme di era Spice yakni di tahun 1990-an hadir dalam kemasan budaya populer dan *sisterhood* yang membentuk *Girl Power*. Dengan demikian dapat disimpulkan bahwa kesepuluh lirik lagu Spice Girls terkait dengan penampilan panggungnya yang fenomenal menunjukkan bahwa posfeminis di era Spice Girls membawa semangat *Girl Power*.

Kata kunci: Lirik lagu Spice Girls, *Girl Power*, Posfeminis, Budaya populer.

## ABSTRACT

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Judul : Post-feminism in the Spice Girls era: The analysis through  
Ten Song Lyrics and Stage Performances of Spice Girls

This thesis is aimed to point out and describe post-feminism in the Spice Girls era as reflected in ten song lyrics and performances of Spice Girls. Spice Girls that consists of five young and beautiful girls was one of the most famous British pop music in the decade of 1990s. They became a huge phenomenon for their *Girl Power* slogan that they immortalize in their lyrics as well as in their stage performances as a part of pop culture. There was also a debate concerning the phenomenon of the slogan and their performances. On one hand they were seen negatively by the critics. However, on the other hand they were regarded as the representations of post-feminists of the 1990s. This research tried to analyze the ten song lyrics of Spice Girls by relating them with the group's stage performances. They are then examined with the post-feminism in the 1990s. Post-feminism of Spice Girls era appeared in the form of pop culture and sisterhood which are creating *Girl Power*. In conclusion, the writer found that the ten song lyrics as related to their stage performances are represent post-feminism of Spice Girls era which is bring a spirit named *Girl Power*.

Key words: Spice Girls lyrics, *Girl Power*, post-feminist, pop culture.