

The Postmodernism Revolution In The Art World Of Lady Gaga

Evan Raditya Pratomo
evanpratomo@gmail.com
Masters in Design, Faculty of Art and Design
Universitas Trisakti, Jakarta

ABSTRACT

The art world changes from time to time. Likewise, in the world of singing, this has turned to postmodern. In the field of music industry, it is also shifting to postmodern culture, which is marked by the rise of the interests of popular culture as part of commodity culture and the culture of consumerism, capitalism. The phenomenon of the artist Lady Gaga always attracts public attention. Style, appearance, video clips and choreographers often cause controversy. Cultural changes can be seen starting from video clips, choreographers in each stage, appearance, manner of dress, make-up show the characteristics of postmodernism.

Keywords: Lady Gaga, postmodern, art, music

INTRODUCTION

The art world changes from time to time. The term "Art" which was once more sacred by most people is now a matter of bias. Art only becomes a symbol to identify something to be interesting. Here it can be seen that there is a shift or transformation of the nature of art itself. Likewise, in the world of singing, this has turned to postmodern. In the field of music industry, it is also shifting to postmodern culture, which is marked by the rise of the interests of popular culture as part of commodity culture and the culture of consumerism, capitalism.

The phenomenon of controversy about the emergence of Lady Gaga in the world of singing is considered as the successor of Madonna and pop icons that are fresher and bolder. Lady Gaga creates a more frontal spectacle in the use of sexuality and religious elements in her music video. Cultural changes can be seen starting from the video clips, choreographers in each stage, from their appearance, how to dress, their makeup shows the characteristics of postmodernism.

RESEARCH METHODS

The research method used in this research is literature study by searching references from theoretical theories which relevant to the problems being researched, which

obtained from various sources such as journals, documentation books, internet, and literature. The problem to be discussed is: how was Lady Gaga's career in becoming a postmodernism revolution in the world of art?

DISCUSSION

Lady Gaga is the stage name of American singer, songwriter and actress whose real name is Stefani Joanne Angelina Germanotta. Lady Gaga started her career as a songwriter for Streamline Records, until finally getting a contract from Kon Live Distribution to begin her career as a singer. Poker Face was her world's most popular song single and makes it known as an eccentric fashion icon in the world of American pop music. She has successfully pinned the Lady Gaga image to herself, Little Monsters (the name for Lady Gaga's fan club), and all people in the world. She earned the nickname from her fans as Mother Monster herself. (Woodruff, 2012)



Figure 1. Lady Gaga's 'Poker Face' Era at the Beginning of Her Fame
Source: <http://musicweeklynews.com>

That nickname came out due to the video clip of the song Bad Romance from her second album, which was released on October 19, 2009. Many people mimicked the choreography of one of the dances in the music video Bad Romance and Gaga called it "Little Monsters", from this moment, the title of little monster became her new brand image throughout the year and is still being used today.



Figure 2. 'Little Monster' Dance in Bad Romance Videos

Source: <http://blogspot.com>

Fashion, music, sex, freedom, and anti-bullying were some of the points that can be learned from the trans-aesthetic side of a Lady Gaga, because it can be said, she was a pop musician who broke all the boundaries of standard music in the era of the 2000s and played hybrid code postmodernism with the Kitsch principle, since Gaga herself admitted that she was inspired by legendary world musicians such as Michael Jackson, Madonna, and David Bowie. She did a contextualization through these three figures and created the image of herself as we know today, a female artist who dared to break the boundaries in order to keep her soul from the artwork (music) that she produced.



Figure 3. Lady Gaga's Unique Fashion

Source: <http://popcrush.com>



Figure 4. Meat Dress Made From Real Meat
Source: <http://broadwardpalmbeach.com>

Pop Art and Culture

In one of his songs titled Applause, Gaga wrote the following lyrics: "To crash the critics saying, 'Is it right or is it wrong?'" The song became the main single in the ARTPOP album which was released in the last 2013. ARTPOP is said to be the most ambitious album of Gaga in the sense of how a Gaga acknowledge to the world out loud that she is an "art" and actually, Gaga collaborates with Jeff Koons, a famous sculptor artist to create a statue of her which used as her ARTPOP album cover.



Figure 5. ARTPOP album Cover
Source: Google.com



Figure 6. Jeff Koons and the Statue of 'Venus' Artpop

Source: <http://www3.pictures.zimbio.com>

ARTPOP's album cover at a Glance, although in terms of names are ' art ' and ' Pop ', however, the cover design which made took the design style of *Dadaism* which is a design style that brings the theme of rebellion and ' chaotic '. But unfortunately, this epic design cover was not supported by a good album booklet design, which means, the ARTPOP brand image applied by Lady Gaga's creative team and the branding or design agency hired were unable to process it optimally.

Another part of the verse in the song Applause reads: *"One second, I'm a kunst, then suddenly the kunst is me. Pop culture was in art, now art's in pop culture in me"* (Kunst is art in German). A very bold lyric using language games to make the listener remind of the song again that this Lady Gaga, has given herself a new title as an artist, in addition to musician, songwriter, and actress.

When seen from the art definition as an activity done by humans to express perceived emotions and pop culture as the thing that happens in the social culture of modern society and evolving to follow the era development, therefore it can be said that the content of "art in pop culture" expressed by Gaga in the lyrics is the most common expression creation activity in the current era; which can be mean music. Lady Gaga, a figure who broke all the limits of fashion and the standard rules of pop music in that era, has took the start of all other popular musicians in her era and succeeded in making this happened and her figure as a fashion icon and pop star, it is natural if she acknowledged that "art in pop culture" is now on her.

FIGHT BULLYING

Lady Gaga and her mother, Cynthia Germanotta founded the 'Born This Way Foundation' (BTWF) in 2011 under the auspices of Harvard University. Quoted from Gaga, the purpose of establishing BTWF is to create a bolder and better world for young generations. The establishment of the BTWF was based on the suicide of a teenager named Jamey Rodemayer, who became a victim of bullying in his school. There are also 4 similar cases in the America came shortly. In that year, Gaga met with the President of America that year, Barack Obama, to talk about the subject. For Gaga, the school was supposed to be a fun and safe place of study (she also indicated that the mass shooting incident occurred in 2011). This organization was named after Gaga's second album, Born This Way. The tagline promoted by BTWF is "empowering youth, inspiring bravery" - In postmodernism, it is also taught to respect human as individual with all their uniqueness so that everyone has their own characteristics. Whether realized or not by Gaga, however all the attitudes and aesthetics in her personality, was a pioneer of postmodernism activists in the millennial era.



Figure 7. Lady Gaga and Oprah Winfrey at the inauguration of the BTWF
Source: <http://www.billboard.com>

CONCLUSION

The term Postmodern is explained by Ritzer (Ritzer, 2010), covering a new historical era, new cultural products, as well as about the social world. These postmodern elements assert that there is something new and different, socially, culturally or intellectually. Cultural products that accompany modern culture must also be replaced with products that are postmodern. The basic idea of postmodern is that opposition to everything modern has emerged as a culture that attracts much attention. Various fields of life and scientific disciplines such as: art, architecture, literature, sociology, history, anthropology, politics.

Postmodernism offers features that are contrary to the nature of its predecessor era, namely: emphasizing emotions rather than ratio, media rather than content, signs rather than meanings, plurality rather than singularity, possibilities rather than certainty, games rather than seriousness, openness rather than centralization, local rather than universal, fiction rather than facts, aesthetics rather than ethics and narrative rather than theory. (Hidayat, 2019)

As explained above Lady Gaga has conducted a postmodern revolution starting from poker face, Bad Romance with her Little Monster dance, Fashion, music, sex, freedom, are some points that can be learned from the trans-aesthetic side of Lady Gaga, because it can be said, he is a pop musician who broke all the limits of standard music in the era of the 2000s and played postmodernism hybrid code with Kitsch principles.



Figure 8. Joanne's Album Cover Which is More Calm and 'Raw'
Source: <https://encrypted-tbno.gstatic.com>



Figure 9. The image of Lady Gaga throughout the era of Joanne's album.
Source: <https://www.much.com/>

With all her accomplishments, it does not mean that Lady Gaga had never suffered a fall that strongly influenced herself as an "artist" and a musician. In the past 2010-2013, where the era of electronic music and EDM (electronic dance music) in pop music culture were still rare, Lady Gaga brought it one step forward to arise. Now, in 2016-2018 where all musicians competed for collaboration with DJ (Disc Jockey) to produce pop music with an EDM touch, Gaga once again stepped forward further left the market behind and return to the popular music genre in the 1970 era, namely soft rock with her new album, Joanne, which was released in 2016. The most interesting thing about era of Joanne's album, Gaga can be said, almost never did eccentric fashion like she did in the previous era, where her career skyrocketed. Only by using her vocal, the ability as a songwriter, name, and image of "LADY GAGA". Her last revolution was due to her fall on the ARTPOP album - which she is admittedly ironic, caused by two factors: first, ARTPOP was coincidentally released at the same time with 3 new albums from other pop singers who had easier listening lyrics compared to complex lyrics from ARTPOP, the second reason, unexpectedly, many Gaga fans themselves who cannot accept ARTPOP because it was 'too art'. Long story short, after 3 years have passed, Gaga returned with Joanne's album with everything new, but she did not lose the image she had built in her past era, which is 'a SPECTACULAR figure'.

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