

Gender Equality Movement in South Korea: The Semiotic Analysis of Blackpink Ddu-du Ddu-du

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ABSTRACT: Although women in South Korea today are actively engaged in a wide variety of fields and thus making significant contributions to society. This began during the late 19th century. Looking through their history, South Korean already recognize the concept of female empowerment. The effect of modernization and globalization, people began to generate several discussions and new views. Especially where the world has begun to recognize Korean pop culture, Hallyu or K-Pop which led Korean culture to continue to experience the change to be accepted globally. Some views or social movements have begun to influence the cultural content produced in South Korea, one of it is Blackpink. They proudly have a strong and unapologetic stage presence, unique sound and style. They're seeking to empower females and their fans in an incredibly upfront and obvious way. Their single in 2018, Ddu-Du Ddu-Du artistic music video which convey a deeper meaning about empower female using symbols that depict about power and women. With semiotics by Roland Barthes, this research discusses the awareness of power by engaging in dialogue and theory uses to interpret or explain social action that intends to encourage people to interact and learn about empowering female. Despite the strong culture of Confucianism and Patriarchy, South Korea already recognizes the concept of female leaders or women empowering from their history and in addition to the effect of modernization and globalization. Blackpink described being a strong and proud person who has the identity of a woman and conveys a message to become a strong woman to build one's own identity and be proud of it. Blackpink motivates women to actively contribute in various parts of society and proofing that women with all their talents and ambitions could be an inspiration and a new figure of a tough woman in the modern era and be the part of the feminism act in the postmodern feminism.

Keywords: *women empowerment, Roland Barthes, Blackpink, Ddu-Du Ddu-Du music video*

INTRODUCTION

South Korea ranked 108 out of 153 countries in terms of gender equality according to the Global Gender Gap Index by the World Economic Forum, that country's improvement is not directly proportional with the level of gender equality, especially in East Asia. The effect of modernization and globalization, the ideas and consideration from people were begun to open up to a change. Generating several discussions and new views and social society that made Korean culture continue to experience the formation, change, succession, and progress from the originality of the new culture to be accepted in South Korea and to the global market. Especially in this modern era where the world has begun to recognize Korean pop culture or what is commonly known as Hallyu or K-Pop. Some views or social movements have begun to influence the cultural content produced in South Korea. Starting from politics, beauty standards and appearance, education, fanatical fan culture, idealism movements, and others. Korean idols compete to show their participation in discussing this social issue or standard by expressing it through songs seeing from most of the songs released with a deep meaning which offend the social issues and standards.

Blackpink is a South Korean girl group consisting of four members of Jisoo, Jennie, Rosé, and Lisa, debuted in August 2016 under YG Entertainment and keeps its popularity globally and in South Korea and becomes the first K-Pop group that performs and hits the famous US music festival, Coachella, in 2019. As Blackpink is appealing by their characters and theme of music to encourage women to fight stereotypes, feel confident about themselves, be independent, embrace true selves, show their talents, and shine. Blackpink illustrates through their lyrics and performances, the message of women empowerment as they depict women can be what they want and act how they please and there's nothing wrong with speaking out about it. Blackpink seeks to empower females to have power.

"Blackpink's theme of female empowerment contributes largely to its success, though some may argue that their entertainment company YG plays a pivotal role as well. However, due to the rising awareness for women's rights and independence, its style of empowerment can greatly

appeal to audiences across borders, and there is no exception to China. According to Chinese social media Weibo's weekly analysis of global stars popularity, Blackpink has stolen the hearts of the Chinese public with Lisa topping Weibo's Asia Topstar Ranking for the 12th week after the release of the hit How You Like That. Sharing similar East Asian culture, China has entrenched traditional belief that women should be soft and tranquil, relying on men; and there is pres."

(Yang, 2020, para. 1 & 2)

People discussed how Blackpink developed in this era as they convey a strong, fierce, and power look yet still beautiful and elegant at the same time. Not only their look, Blackpink's comeback with Ddu-Du Ddu-Du also discussed brings a different image of women itself, especially in the music video.

The Blackpink music video for "Ddu-Du Ddu-Du" has the kind of set pieces of an overwhelmingly anthemic fever dream. Each of the four members has their own instantly memorable scene and it's no wonder making Blackpink the most visible representative of the concept known as "girl crush" in 2018. The girl crush concept itself basically is anything that conveys the image of ferocity, stepping outside the expectations of hyper-femininity. But, ultimately, "girl crush" concepts amount to more abstract ideas of relatability, aspiration, and female empowerment (Kelley, 2018). Taylor Glasby (2020) for Vogue also stated that Blackpink's "girl crush" concept allows them to be accepted by the International Audiences and even in South Korea. The Ddu-Du Ddu-Du music video not only became a trend and popular song among crowds, but it also has a more profound message about being strong, confident, real, and owning it. Beyond all that swagger and bombastic beats, Ddu-Du Ddu-Du delivers an empowering message that is hardly talked about in today's society. It's refreshing to see female idols using their music and platform to take a stance for themselves in the most compelling way possible (Ling, 2018).

The group itself was designed to showcase the duality between the group's dark and fierce side (the black) along with their light and lovable side (pink) stated all over their lyrics in Ddu-Du Ddu-Du. There's a power in them being confident and proud of their power as a girl group in a way that only the best,

and most global, girl groups can, making Blackpink were clear enough stated their identity and pride as a girl group (Benjamin, 2018). As the public portrays the Ddu-Du Ddu-Du music videos have a hidden meaning of girl power, the researcher finds sign that depict women empowerment in Ddu-Du Ddu-Du music videos and based on the statement above, researcher has made the problem formulation: how sign in the Ddu-Du Ddu-Du music videos convey to empowerment women. The researcher intends to discover the women empowerment sign in the Blackpink's Ddu-Du Ddu-Du Music video and wants to analyze the meaning of the Blackpink's Ddu-Du Ddu-Du Music video based on the discovered of the women empowerment sign.

LITERATURE REVIEW

Based on the research done by Kartika Puspa Rini and Nurul Fauziah discussing the Feminism in Blackpink Music Video Ddu-Du Ddu-Du using the semiotics by John Fiske, Gender inequality is still an issue happens in South Korea. Feminism is a woman's social action that demands justice and equality with men's rights. Blackpink, a girl band from South Korea, has released a video clip titled DDU-DU DDU-DU with the theme is about women's power, freedom, and suppression to people who believe that women are weak. The feminism issues that happened are not stated explicitly in DDU-DU DDU-DU music video. This research aims to determine the reality level, representation, and ideology of Blackpink's video clip of DDU-DU DDU-DU by the semiotics analysis approach of John Fiske. The Codes of Television know the feminism representation details in the Blackpink's DDU-DU DDU-DU video clip.

The research shows the three levels of social codes, according to John Fiske's semiotics. The reality shown from the performance code, such as fashion with dominance pink, black, and white looks girly. The representation level had analyzed from the technical side, such as shooting method and lighting. Women's ideology level shows that women can have freedom, self-existence, and confidence. Women can also be smart, healthy, and new expressions or meaningful messages that women could give positive energy to other women against suppression

and discrimination—this portrait of women included in the post-modern stage of feminism. The author finds and the signs and symbols related to Feminism in the music videos later known as the post-modern representation of feminism (Rini & Fauziah, 2019).

The second research done by Hasby Ash-shidiqy (2016) discussed about the understanding of women representation or feminism studies has never been separated from its cultural background. In modern society, starting from earlier times until now, women are still portrayed as a companion figure to men. This research analyzes how women are portraying in dangdut songs, how is the patriarchal culture forming an image of a woman with cultural norms of Feminism using the feminism theory.

Feminism study has questioned about men's domination over women that have already been issued since the 19th Century. This study was initiated because women do not yet have room to speak and have equal rights with men. The analysis found six women's images, like wives who suffer, innocent girls, dangdut singers, other women, career women, and materialistic girls. The images are formed due to the cultural background of the song production, which was patriarchal culture.

Feminism

Feminism from Hannam (2007) is the recognition that there is a power imbalance between women and men, where women were placed in a lower role than men by purpose, and women's rights in the social aspect were questioned in the 18th century. During the French Revolution and Enlightenment period, women began to challenge the definitions of women in the social aspect which establish by men like women as housewives, gentle and must obey men. The main point of feminism itself is to highlight the freedom, independence and emancipation or equality of women and men in all aspects such as political, social, and economic aspects (Martin & Martin, 1916).

Feminism study tried to analyze several conditions and situations that shaped a woman's life and try to find out several cultural comprehensions about the woman. Feminism needs to understand women's inferiority and exclusion in various cultural and social areas as their initial goal. Feminism

theory wants to reject the inequality between men and women are a proper view that should be done. Feminism studies wish to question the way people think about women (Jackson & Jones, 2009). Feminism is a series of social, political movements, and ideologies aim to define, develop, and achieve the gender equality in the personal society to be accepted in the political, economic, and social society. Feminism is a movement that celebrates women's rights in freedom and expression of women to take part in all aspects of life.

Symbol

Peirce identified a symbol as one of the elements of a sign. Symbol is a sign that is created arbitrarily with no specific relationship to its reference. In general, words in any language are conventional symbols. As arbitrary sounds, they have no real connection with their references as a different word in different languages can have the same meaning and/or the same words can have a different meaning. Because of their non-natural association with their referents, symbols generally must be learned. For Peirce, a symbol is a sign which usually refers to an object with the association of general ideas which operate and cause the symbol to be interpreted according to a set of rules or a habitual connection that refers to that object (Hoopes, 2014). Ibid as cited in Chandler (2007) stated: *"Symbol fulfills its function regardless of any similarity or analogy with its object and equally regardless of any factual connection therewith. A genuine symbol is a symbol that has a general meaning, signifying a kind of thing rather than a specific thing".*

Symbols are the vehicles or tools to interpret objects. People have conceptions of the symbols, not the objects themselves directly have meaning. Behavior towards the interpretation, the typical process of thinking is what normally generates the meaning of an object because it's fundamentally arbitrary or purely conventional and must be agreed upon and learned (Langer as cited in Chandler, 2007).

Music Video

Music videos or also known as video clips is a video in the form of a short film that accompanies a song and is usually known as Music Videos. Video clips serve as a tool to promote a song or music (Moller, 2011). Dyzak (2010) explains video clips are made significantly to market the song and music, with the aim to increase the recorded album sales. Video clips come up in the form of a short film with a brief and compact storyline or only consist of images. Rabiger (2013) music videos consist of five universal languages, there are: rhythm language (rhythm), musicalization language (musical instruments), tone language, lyrical language, and performance language. Focusing on the musicalization language (musical instruments) and the performance language to analyze the depiction of feminism in Blackpink Ddu-Du Ddu-Du music video, musicalization language is interpreted as the visual language related to musical values such as music types, musical instruments, or band profiles in the music videos. Meanwhile, performance language is referred to as the visual language related to the character of musicians, singers, band players, musical backgrounds, and even from the musicians' physical profiles (nose, eyes, style, fashion, gestures, and act). Based on the explanation above, a music video is a video in the form of a short film that contains a brief and compact storyline that fits the music and acts as a promotion tool for songs or music.

METHODOLOGY

This research uses the critical paradigm and qualitative method to analyze the meaning of the symbols depicted in the Blackpink Ddu-Du Ddu-Du music video as the research object, alongside with the semiotics method by Roland Barthes. Questioning the feminism activities hidden by Blackpink in supporting gender equality in South Korea. Semiotics itself comes from the Greek word semieon which is used in studying the sign system in human life, the sign system is not the only language but includes paintings, carvings, symbols, photographs, and others that are visual and represent things that are different from the sign itself (Wibowo, 2009).

Roland Barthes is one of the semiotics with four main ideas about two order of signification that consist of denotation as the first order of signification and connotation as the second order of signification. Signifier (any sound-image that can be seen or heard that describe another object of reality aspect that wants to be communicated) and signified or something that has physical shape that comes from meaning and concept of sign that had been coincident (Kriyantono, 2014). Barthes explained the first order of signification is the relationship between signifier and signified in external reality that has the most obvious meaning of the symbol. Barthes called the first order of signification as Denotation. The opposite of denotation as the first order of signification is connotation, the second order of signification. Barthes explained the connotation depicts the meaning of a symbol after it is influenced by the emotions of the receiver and the value of its culture. Barthes also added that connotation has subjective or at least intersubjective value to symbols. Connotation not only gave additional interpretation from the denotation process but connotation will develop a different meaning which symbols will be influenced by myth. Barthes define myth as how culture and social value influenced the interpretation of meaning from symbols (Sobur, 2013).

Figure 1. Semiotics Framework by Roland Barthes

1. Signifier (Penanda)	2. Signified (Petanda)
3. Denotative Sign (Tanda Denotatif)	
4. Connotative Signifier (Penanda Konotatif)	5. Connotative Signified (Petanda Konotatif)
6. Connotative Sign (Tanda Konotatif)	

Source: Sobur, 2013

From the figures above of Barthes scheme, it can be seen that the denotative sign (3) consists of a signifier (1) and a signified (2). But at the same time, the denotative sign is also a connotative sign (4). In Barthes's concept, the connotative sign does not only has an additional meaning but also contains two parts of the denotative sign that underlie its existence. In fact, this is Barthes' significant contribution to the perfection of the semiotics studies from Ferdinand de Saussure which stopped at denotative marking (Sobur, 2013).

RESULT AND DISCUSSION

Findings: Symbol Analysis

1. Scene 1

Figure 2. Jennie Playing Chess and Knocking Down the King by Using Queen Piece



Source: Youtube, 2018

Denotation shows a game for two people played on a board aim is to put the other player's king in a position from which it cannot escape. Connotation according to Murray (2012), chess firstly came from India in the 7th century and as time goes by reach out the world such as China, Japan, South Korea, Thailand, Europe, etc. The chess standardized based on the specific country developed the name of the "queen" piece. Many historians believe this was influenced by the rise of female monarchs in Europe and spread throughout the world through the media release in Europe and colonialism. The myth presents the rise of many female monarchs during the chess history for example Queen Elizabeth I, Queen Victoria, Empress Theodora, Empress Cixi, Cleopatra, Empress Suiko, and eighteen women asserted official sovereignty over thirteen different European kingdoms (Froelich, 2020).

2. Scene 2

Figure 3. Lisa Using Sword and Flying Money



Source: Youtube, 2018

Denotation shows a weapon with a long metal blade or a sharp cutting part in one end and a handle in another one. It is called the "Queen of the weapons" as it's need throughout the ages to secrete beauty

in its many forms and the art and took a lot of skill and sophisticated knowledge to use a sword efficiently and professionally (Knights Edge, n.d.). Specifically, katana is one of the oldest swords originally from Japan and were used by the early and traditional Japanese knights (House of Katana, n.d.). Connotation represents the blade of the sword graved the meaning of purity, protection, honor, and justice (Venefica, 2008). In Japan, the sword is a symbol of courage and strength and highly valued and serves as a symbol of the warrior archetype. The sword is considered to hold meanings of intellect, seeking power, aggression, decision and action. Looking back at the blade's roots, the katana which is a legendary sword of a loyal protector. The Katana held the courage, integrity, loyalty, compassion, honor, and respect values of the Japanese Knights (Bitanga, 2018). Myth tells that Japanese history was also dominated by powerful female knights, called Onna Bugeisha. They trained to be good at fights, using sword, and have a high intelligences which will protect their household and would fight alongside men during warfare. The famous Onna Bugeisha, Empress Jingu who led Japan to expropriating to Korea Peninsula. Followed by other Onna Bugeisha, Tomoe Gozen, Hōjō Masako, Tomoe Gozen, and Nakano Takeko. Each Onna Bugeisha has their own led and strength to empower female in the Japanese history (Dzhak, 2016).

3. Scene 3



Source: Youtube, 2018

Denotation: a female god who has too much importance and who is believed to have power over a particular part and a woman who is loved or admired very much by other people. (Oxford Learner's Dictionaries, n.d.). Connotation: Greek

mythology was revealed as a phase of the world and human development of the "world history" mythology and has significantly influenced modern western society in many terms of life. The Greek mythology could be divided into three or four periods such as the birth of the God and Goddess era discussed the origin of the world and humans, the interaction and stories between humans and the God and Goddess, and the heroic legends of humans (Dowden, 2002). Myth: these goddesses are well-known for complementing their male counterparts with their divine roles, personas, and beauties. In Greek mythology, there were Gaia "The Mother of Earth", Rhea, Demeter, Aphrodite "The Goddess of Beauty", Hera "The Goddess of Marriage and Birth", and Athena "The Goddess of Wisdom and War". The female deities from the Korean mythology, Mago "The Great Goddess", Samsin Halmoni "The Goddess of Childbirth and Fate", Dalnim "Goddess of the Moon", Eopsin "Goddess of Storage and Wealth", Jowangsin "Goddess of Fire and the Hearth", Yuhwa "Goddess of the Willow Tree", Halmang "Goddess of Jeju Island", Jacheongbi "Earth Goddess and Goddess of Love", Gameunjang-ag "Goddess of Fate and Luck", Sosaminsin "Goddess of Cattle Birth", Jishin/Teojusin "Earth Goddess", Cheuksin "Goddess of Toilets", and Ungyeo "Wife of Hwanung."

4. Scene 4

Figure 5. Gunshot Dance Movement



Source: Youtube, 2018

Denotation: shooting is a situation where a person

is firing a gun or other weapon or to fire something from a weapon. Also means to talk about something in a way that shows that you are too proud of it in an English Idiom (Oxford Learner's Dictionaries, n.d). Connotation: people started to used gun in the formal weapon fought between two persons aim to get a code of honor originally reserved for male. This caused the high-end term of gunslinger, a person noted for the speed and skill in handling and shooting a gun. (Hopton, 2011). Here some famous gunslinger who have different purposes of expansion, defense, greed and reinvention and helped define the new frontier, Jesse James, Billy The Kid, and Wild Bill Hickok. (Kennedy, 2020). Myth: the iconic female gunfighters in the Wild West such as Calamity Jane, Annie Oakley, and Belle Starr, where they need to stand in the shadows of their men and proved that they were as good or even better than their male counterparts. These women were pioneers in their own way, challenging the traditional roles as women especially in the Wild West.

5. Scene 5

Figure 6. Jennie Sits in A Tank



Source: Youtube, 2018

Denotation: a fighting vehicle designed with a balance of heavy firepower, strong armor, and good battlefield mobility intended as a primary offensive weapon in front-line ground warfare. For some word slang in adults and teenagers, the word of tank also means heavily built person (Oxford

Learner's Dictionaries, n.d). Connotation: Nagel (1998) argues the relationship between nationalism and masculinity as warfare is a major opportunity for attaining masculinity for several reasons based on the culture of nationalism and resonates with masculine cultural themes. War was identical to the world of men also identified as an initiation, an opportunity for a man to find himself, to prove his strength and capacity to conquer his body and physical fear. Myth: although war is identified with men, there were some female warriors from the global legends who played an important role in the warfare such as Joan of Arc French female warrior who defeated England, Trung Trac and Trung Nhi Vietnam's national hero, Boudica 60 AD the Queen of the Celtic Iceni tribe of England, Aethelflaed, Lady of the Mercians, Freydis Eiríksdóttir The Warrior of the Viking legends, Nakano Takeko special female warriors from Japan, Cornelia Fort the United States' first female combat pilot, Maria Bochkareva the first female Russian army commissioned officer, and Mary Greyeyes one of the Canadian Armed Forces (Wahyono, 2020).

6. Scene 6

Figure 7. Blackpink Sitting in The Big Rock Chair



Source: Youtube, 2018

Denotation: in the English Idioms, the throne means the real power behind the person who really controls in contrast to the person who is legally in charge. Also means of the position of being a king or queen and thus becoming a special chair used by a king or queen (Oxford Learner's Dictionaries, n.d). Connotation: the word throne came from the Greek language Thronos means an elevated seat or chair and has also taken on the meaning of the monarchy or the crown itself. Thrones were associated with the gods and goddesses and followed by humans as a symbol of authority and a significant powerful

theme (Mingren, 2015). Myth: considerably, there were a lot of females who became the ruler in the history, Amina who sit in the Nigerian throne, Rani Lakshmi Bai from India, Hedwig the first female ruler of the Poland monarch, Tomyris the leader of the Massagetae ethnic, Toregene Khatun ruler of Mongolia, Brunhilda who ruled Austrasia, Christina who ruled Sweden (Basmalah, 2016). Also, female ruler based in the Korean history, Queen Seondeok, Queen Jin Deok, Queen Jin Seong, Empress Myeongseong, Queen Inhyeon, Queen In-won, Jang Hui Bin, Empress Ki, Queen Deokhye, and some female figure who led the women history in South Korea (Moniek, 2016).

DISCUSSION

Music videos usually do not center on expressing an argument or providing information. Music Videos are utilized as an appeal of narrative form and structure relationships between conceptual lyrics and visual images that engage viewers by causing their desire of the mystery and meaning in the music. In such a clip the visuals might illustrate the story in the song or appreciate the unique aesthetic qualities of particular visual images in the video defines itself particularly to communicate the images of the singing artists. Music videos started to gain popularity in the 1980s since the birth of MTV and have long played an important role in pop music alongside with the advancement of the technology and Internet that led to the trend of "music to listen to and watch" while considering artists are often to be the symbol of each image, which also affect the Korean entertainment industry have focused on enhancing the visualization of the groups.

Based on Korean Overseas Information Service (KOIS) (n.d), although women in South Korean today are actively engaged in a wide variety of fields, including education, medicine, engineering, scholarship, the arts, law, literature, and sports and thus making significant contributions to society. This began during the late 19th century. Also, looking through their history, South Korean already recognize the concept of female empowerment. Kim H. J (2015) says that there are fewer women workers, lower wages for female employees, unequal

opportunities for women in terms of employment, education, politics and others. Even in most Korean dramas and films, women are often portrayed as a companion or supporters to men. The domination of men in daily life was caused by the strong grip of Confucianism that led to the high patriarchal culture in South Korea.

Confucianism has contributed to the gender divide in the family and the workplace. Confucianism culture becomes the basis for men to dominate women and also determine the roles and positions between women and men in the family and society, minimizing women's rights and powers causing women to become a minority, also making feminism or empowering still taboo to be discussed or to fight for. The Confucian culture influenced most of the life of Korean society which began in the three kingdoms era of Silla, Goguryeo, and Baekje (Cho, 2018). From the history, South Korea already recognizes the concept of female leaders or women empowering, seen from the history of leadership during the kingdoms of Silla and Joseon, which already admit the concept of a queen or female leader, also some educated and influential female figures in the history of South Korea. Women have already got the high places but the strong culture of Confucianism and patriarchy that really began strongly after the three kingdoms era has led to today's patriarchal culture in South Korea.

As the research found the set of symbols in the Ddu-Du Ddu-Du music video led to encouraging women to be strong and empowering themselves which also made Blackpink as the inspiration and a new figure in feminism and empowering women to be tough women in the modern era. Feminism and gender equality couldn't be achieved without empowering themselves as a woman. It needs to start from the thinking that women could make a choice and could fight for it, and Blackpink expresses the meaning from their music and performances, especially through the Ddu-Du Ddu-Du music video. In addition, it is essential for the achievement of sustainable development. The full participation and partnership of both women and men.

The big gap in gender equality in South Korea is also caused by some misunderstandings and prejudices. The idea is that if women gain more opportunities, men will lose out. Gender equality does not harm men, but it allows women to achieve

their full potential. Men and women should grow together in all sectors, including politics, economics, culture and other social sectors. The joint efforts between all parties will provide the momentum needed to promote gender equality. In achieving gender equality by empowering women could motivate other women to do the same just like what Blackpink did in order to make women more confident and stronger to make their own options and paths to achieve Feminism or gender equality which also need both cooperations from men and women (Kim, 2015).

By empowering women to be tough and build one's own identity, be proud of it, and be accepted in the society. Through empowering women itself, could motivate other women to do the same just like what Blackpink did. Empowering women to strengthen their own capacities is the main objective of development and its principal resource in achieving gender equality. The way of the Blackpink act in supporting gender equality in South Korea is one of the representations of postmodern feminism. Postmodern feminism is a feminist movement that invites women to create discourses or narratives that have meaning, a message that has value so that women can be equalized. Creating messages that make women equal, as women prove themselves that they can also lead, women dare to fight oppression, women can refuse if it is not in accordance with their wishes. Feminists in the postmodern era create narratives or messages that have the meaning of power to other women that they can fight and be equal to men in terms of strength, intelligence, success, and so on (Tong, 2006).

Blackpink is creating new discourses or messages that are meaningful and provide positive energy to other women, giving a meaningful message that women are brave against discrimination and women cannot be humiliated, by proving that they are doing positive things.

CONCLUSION

This research found a set of symbols in the Ddu-Du Ddu-Du music video that led to encouraging women to be strong and empowering themselves which also

made Blackpink as the inspiration and a new figure in feminism and empowering women to be tough women in the modern era. Motivate women to be able to play an active role in society equal to men. Making people aware that empowering people, a particularly woman is to strengthen their own capacities is the main objective of development and its principal resource. Empowerment requires the full participation of people in the formulation, implementation and evaluation of decisions determining the functioning and well-being of our societies. Feminism and gender equality couldn't be achieved without empowering themselves as a woman. It needs to start from the thinking that women could make a choice and could fight for it, and Blackpink expresses the meaning from their music and performances, especially through the Ddu-Du Ddu-Du music video. Empowering women themselves could possibly make men respect women as they are and start to work on together to change people's perspectives by changing their own mindset first and being strong with it. Blackpink present could be done from many perspectives, music, style, identities, personalities, relationships, and so on and so forth.

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