Women Stereotype in K-pop Girl Group Songs

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Abstract

This study is about women stereotypes in Korean pop music, specifically in girl group songs. There are six songs as the data of this study, which are Itzy with "Dalla Dalla" and "Icy," CLC with "No" and 'Me," and Mamamoo with "Yes I am" and "HIP." This present study aims to give a new perspective on how the issue of women stereotype is implied in Korean girl groups' songs' lyrics. Since the issues of gender stereotypes are still prevalent in our everyday life, people tend to take gender issues for granted. The present study mainly analyzes how women are constructed through the songs and determine whether the songs confirm or subvert the stereotype. By using qualitative method, the study uses the theory of gender stereotype traits by Evans and Davies (2000) and the theory of stereotypical gender traits by Copenhaver (2002). The study reveals that women, especially in Korea, are more aware of the beauty standards issue in society. They try to change women's way of thinking and not to be bound by the stereotypes through their songs' lyrics.

Keywords: *Beauty Standards, Gender, Gender Stereotypes, Girl Group, K-pop*

INTRODUCTION

There is a trend about Korea called Korean Wave or Hallyu, which refers to the popularity of anything from Korean origin (Kim & Ryu, as cited in Choi, Meza, and Park, 2014). In many countries, such as Indonesia, Japan, and Thailand this trend ranges from the spread of Korean restaurants, Korean style or K-fashion, and the most popular are Korean Drama and Korean Music. Hallyu makes people more aware of Korea. People often watch Korean Drama in Television Station or attend their favorite idols' concert. However, compared to Korean TV dramas, Korean music (Korean Pop or K-Pop) is a much better-planned industry that targeting international audiences from its start (Kim, 2013). Especially in 2009, K-pop groups decided to promote their music outside Korea to other countries such as South East Asia, Europe, and even America. Since K-pop is starting to know by the spread of Hallyu widely, K-pop music has to become a global trend nowadays in the music industry. The growth of K-pop all around the world is fascinating as more and more people are attracted to it in the present decade.

The rapid development of technology in Korea made Korean society easier to access everything in the entertainment industry. This is indirectly made them follow everything that is happening in the industry, be it the way the entertainers act or how they look. Since many Korean women liked K-pop, they start to follow everything done by the idols from how they dress, the kind of makeup they use and the extreme diet they do. They feel that what K-pop idol does is something that is accepted by Korean society. K-pop plays an influential role in Korean entertainment media and therefore has an impact on society's perception (Abrahamsson, 2017). The idol looks indirectly represent what Korean beauty is. Korea has a standard of beauty for women that has become a trend around the society. It is because "only beautiful women receive better treatment in society" (Woo, 2004). Therefore, Korean Girl groups are also highly affected by it. Each member of the girl groups try so hard to fit in the standards and being accepted by the audiences.

In order to fully understand the issue of women stereotypes in Korea, it is best if we understand the notion of gender first as women are considered to be a type of gender. Gender is different from Sex. Gender is something that defines every individual based on his or her social interaction with other human beings. Lorber (1994) states that gender construction starts with an assignment to a

2

sex category based on what genitalia look like at birth. A sex category becomes a gender status through naming, dress, and use of the gender markers (Lorber, 1994). A gender stereotype consists of beliefs about the psychological traits and characteristics of, as well as the activities appropriate to men or women (Brannon, 2017).

Brannon (2017) further elaborates more about the notion of gender stereotype. Gender stereotypes provide a system of classifying people that operates throughout people's lives; these influence their expectations for self and others, as well as the judgments they form about people based on their gender-related characteristics and behaviors (Brannon, 2017). Since there are expectations that attached to each gender, it creates confusion or judgment if one of the genders does not act or behave like what they are expected to be. Nam, Lee and Hwang (2010) give some insight into how gender stereotypes perceived in Korea. Gender stereotypes in Korea are established based on Confucian philosophy in the patriarchal system. Confucian philosophy or Confucianism argues women, in general, are expected to be obedient and submissive to their husbands and family (Nam, Lee, and Hwang, 2010). Even though the number of women working outside the house is increasing, women are still expected to fulfill their traditional responsibilities as wives, mothers, and daughters-in-law (Choi 1985). Thus, the stereotype of women prevails in Korean society nowadays.

This study will analyze the data using the theory of stereotypical gender traits by Copenhaver (2002) and the theory of gender stereotype traits by Evans and Davies (2000). According to Copenhaver (2002), to describe the gender roles of the characters, the division of masculine and feminine characteristics was needed. This is closely related to the issue where women are always seen as the opposite of men. Copenhaver's separates the characteristics of the trait into four areas, which are behavior characteristics, communication patterns, sources of power, and physical appearance. First, behavior characteristics describe how men and women are reflected to act in relation to each other. Second, communication patterns describe how men and women behave towards one another, towards members of the same sex, and towards the world at large. Third, sources of power explain wherein women in the domestic sphere, and men in the public sphere found their loci of control. Lastly, physical appearance emphasizes how men and

3

women are viewed from a physical standpoint. Furthermore, Evans and Davies (2000) (as cited in Kimsey, 2011) develop a list of traits characteristics representing eight masculine (aggressive, adventurous, argumentative, assertive, competitive, decisive, risk-taker, and self-reliant) and eight feminine (affectionate, emotionally expressive, impetuous, nurturing, panicky, passive, tender, and understanding) traits of gender stereotypes. Both of the theories mentioned above are very suitable for analyzing the data from this study which brings up the issue of a gender stereotype, especially for women.

There have been many previous studies that analyze the issue of gender roles. Abrahamsson (2008) states that his study shows how women are portrayed in Korean media, in order to give an example of how gender is constructed in media. This study used Judith Butler's theory in Gender Trouble to analyze ten most viewed music videos of the 5 most popular groups in South Korea. The result of this study revealed that there are two typical ways of women's actions. They also either behave in a cute or a sexy way, or even a mix between cute and sexy. They are also concerned with their looks and their primary interest is focused on men.

In another study, Nam, Lee, and Hwang (2010) use Goffman's (1979) typology theory to analyze gender role stereotypes in Korean fashion magazines targeting adolescent girls. The result shows that Korean women are stereotypically portrayed differently from Western. Korean women more stereotypically portrayed than any other group as smiling, pouting, and with a childlike or cute expression. However, Western women more stereotypically portrayed than any other group in the categories of licensed withdrawal and body display. In some categories, male models more female-stereotypically portrayed than female models of a particular race.

Those studies discuss gender roles in K-pop constructed in Media. However, little is known about the content carried by K-pop groups. Therefore, this study focuses more on lyrics song by ITZY with "Dalla Dalla" and "Icy," CLC with "No" and "Me," and Mamamoo with "Yes I Am" and "HIP." This research tried to answer questions on how women are constructed through the songs and determine whether the songs confirm or subvert the stereotype. Through their lyrics, the six songs bring out the issue of stereotyping in Korea especially for women. Since the issues of gender

4

stereotype are still prevalent in our everyday life, this study attempts to give a new perspective about how gender stereotype is brought through the songs. Moreover, this study aims to make people aware that even in a song that we often listen to in our everyday life, there are hidden issues implied. People tend to take gender issues for granted, neglecting their significant impact on society. Thus, this study can give new insight into how gender is actually an essential part of our life but is often underestimated.

RESEARCH METHODS

This research uses the qualitative method, as its textual analysis in nature. For a qualitative design, the method includes observation, surveys, interviews, and content analysis of visual and textual material. Taylor, Bogdan, and DeVault (2015) state that in the broadest sense, qualitative methodology refers to research that produces descriptive data – people own written or spoken words and

FINDINGS AND DISCUSSION

In analyzing the six songs from ITZY, MAMAMOO, and CLC it is obtained that most of the lyrics of the songs subvert women stereotypically. The

observable behavior, or in this the lyrics of songs in the corpus.

The data source of this study are songs from ITZY "Dalla Dalla" and "Icy," CLC "No" and "Me," and Mamamoo "Yes I Am" and "HIP." The data then were analyzed using two frameworks. The first framework is from Evans and Davies's (2000) theory of gender stereotype, which is eight gender traits. The second framework is from Copenhaver's (2002) theory of stereotypical gender traits: behavior characteristics, communication patterns, source of power, and physical appearance. The data were analyzed following these steps. First, the songs' lyrics that indicated gender stereotypes were collected and highlighted. After collected, the data then were classified the lyrics into every eight traits of Evans and Davies's theory of gender stereotype traits. Then the lyrics were classified into four categories of the Copenhaver theory of stereotypical gender traits. Lastly, the findings of the data were concluded and summarized.

data were examined using two theories, which are the theory of gender stereotype traits by Evans and Davies (2000) and the theory of stereotypical gender traits by Copenhaver (2002). The results of the

analysis show that the stereotype is subverted through feminine traits, behavior characteristics, communication patterns, and physical appearance.

Feminine Traits

Most of the songs in the research subvert the woman stereotypes, and the subverting can be seen through the feminine traits shown in the songs' lyrics. According to Evans and Davies (2000), there are eight traits considered as feminine, which are: affectionate, emotionally expressive, impetuous, nurturing, panicky, passive, tender, and understanding. However, the data of this study only show the passiveness. Evans and Davies (2000) statement about a woman is encouraged not to express their mind, but to follow what men command. However, the lyrics below show that Itzy subverted stereotypes:

"So what? I don't care
I'm sorry I don't care, don't care, really
don't care"
"Dalla Dalla" by ITZY

The lyrics above show that the speaker repeatedly said, 'don't care,' which means she does not really care what other people say about her. It shows how expressive they are as women. This means the excerpt above subvert the stereotype that women should be passive in certain ways.

Furthermore, Itzy's other song's entitled "Icy" also shows how the speaker subverts the stereotype attached to women through the lyrics as shown below:

"I don't care what you think because
I'm cool
Come on With confidence let it go (Here
we go)"

"Icy" by ITZY

Itzy's songs' lyrics above show how the speaker does not take others' thoughts or gossips spreading around about her into considerations since the speaker already feels comfortable with her own self. The speaker is seen as being passive towards others' opinions of her.

According to Evans and Davies (2000), women who have passive traits will find it difficult to express their feelings to others. However, Mamamoo has a different idea about that:

"Yes I am, I'm very cheeky

I won't sugarcoat, I can't hide it

I'm cheeky, I don't care"

"Yes I Am" by MAMAMOO

The excerpt above indicates that the speaker is a "cheeky" person. She will not withhold anything because that who she is. In these lyrics, she dares to express her feelings by emphasizing it through the words of "Yes I am." From the textual

6

evidence above, it can be seen that women can also express their feelings directly and not just bury them.

In the following lyrics excerpt from other Mamamoo's song, entitled "Hip," it is also shown similar ideas in term of subverting the stereotypes towards women:

"It becomes a controversy, my fashion
I don't care much, just action
Keep on click me click me, like you're
possessed, zoom
Close up close up close up"

"HIP" by MAMAMOO

The lyrics above show the speaker's passiveness by actions. She dares to express her feeling by being care less towards all of those people who constantly criticizing her fashion choices. In fact, she can becomes stronger because of the criticism she constantly receives.

Evans and Davies (2000) state that women tend to be passive because they often follow another's lead. On the contrary, CLC's lyrics below imply different ideas:

"What I do with "me" is my business
I can clutch it, release it, let it follow the
wind"
"No" by CLC

From the lyrics above, we can see that the speaker can do anything by

herself. She does not want others to intervene and tells them to mind their own business. It is clearly contrary to Evans and Davies' statement that women tend to follow other people's lead. Through their lyrics, CLC proves that women can also take control of their own life. In this case, again, the lyrics of the song subverts the stereotype.

It can be implied from the excerpt of the five lyrics mentioned above, instead of being passive, the speakers concern more about the way women express their feeling. The ideas mentioned are by being outspoken, saying what is currently on their mind, and being oblivious to others' perceptions.

Behavior Characteristics

Copenhaver (2002) proposes four categories that can be used to identify how gender is stereotyped, but only three categories are visible from the six song's lyrics in this study. The first category is behavior characteristics which consist of: excitable, subjective, non-competitive, illogical/irrational, sneaky, not self-confident, non-ambitious, neat, need security/stability, self-esteem from relationships, people-oriented, fearful, gentle and intuitive about others' feelings. Nevertheless, only not self-confident, people-oriented, and fearful that can be

7

seen from the six songs analyze in this study.

The first category from behavior characteristics is having no self-confidence. Women seem to feel insecure with their appearance because of the demands of the standard beauty from the society that requires women to be a certain type. Itzy's song "Dalla Dalla" subverts the stereotypes:

"Don't measure me by your standards alone

I love being myself, I'm nobody else"

"Dalla Dalla" by ITZY

From the lyrics above, it can be seen clearly that the speaker emphasizes that she is a woman who is very confident by saying that she loves being herself. Unlike the society who forces women to fit into the beauty standard, the lyrics above prove otherwise. The speaker, in this case, does not care about the standards from society. She also does not want to be compared to other women.

Another Itzy song called "Icy" also shows that she is a confident woman by refusing the stereotypes in the lyrics as shown below:

"Icy but I'm a fire

A dream inside me, I'm confident

Look at me, I'm not a liar

I don't want to be put in your box"

"Icy" by ITZY

From the lyrics above, the speaker shows that she is one of the confident women. She says even though she is a very cold person by using the word "Icy," but also uses the word "Fire" to indicate the confidence she has in herself. From the lyrics, "I do not want to be put in your box" we can see a similar idea like the phrase in the lyrics of "Dalla Dalla" which is "Do not measure me by your standards alone." From these two excerpts, it can be interpreted that Itzy tries to give a message that they do not want to be compared to others, they have their own life, and do not want to be measured by the standards. The speaker also at the same time signifying her wish to be different from the others.

Korean women often feel unconfident because their appearance does not match with the beauty standards in South Korea. The standards require them to have fair skin, double eyelids, and V shaped-face. In order to fit in, Korean women are willing to undergo any kind of plastic surgery so that they can be accepted by society because of South Korea's influence on the normalization of cosmetic surgery (Davies and Han, 2011).

Meanwhile, Mamamoo ideas of self-confidence can be seen from this excerpt:

"I have chubby cheeks

I like my face which is more rounded edges than V-line

It's my own, some special thing

Instead of my double eyelids, I like my mono eyelids"

"Yes I Am" by MAMAMOO

In the excerpt above, instead of feeling discouraged, the lyrics show that the speaker feels fine with all the things that are considered as not beautiful. Further, the subverting in the lyrics can be seen clearly as she continues by saying she loves being considered in the category of not beautiful. This further indicates that she breaks the stereotype. The speaker is very confident with her own look and she feels special not to be a part of the standards.

Mamamoo has another idea about how to subvert the stereotype through the lyrics as below:

"All I wanna be is cool

However I want, pick it, kick it

Head, shoulders, knees, it's all HIP"

"Hip" by MAMAMOO

The word "Hip" (used in the lyrics above) is used to indicate someone who has good and cool tastes. The word "Hip" can also indicate that the speaker is very confident woman, unlike other women who feel insecure with their appearances. In fact Mamamoo is very proud of themselves and does not feel afraid or ashamed to be their authentic selves from head to toe. This indicates that they believe that their authenticity is already cool or "Hip."

Different from the previous two groups, CLC is interested in loving themselves as women:

"I love me, I like it

The lipstick that'll look best on me

I love me, walk like me

Try it if you want to"

"No" by CLC

Women should love themselves. The speaker feels confident in everything she does and what she wears. It is very different from the stereotype that women often do not have self-confident. She even tries to ask other women to feel what they feel, which is having self-love and be self-confident.

In other CLC songs they also express an interest in loving themselves as women through excerpt below:

"From the day I was born, beautiful me yeah

Beautiful me, beautiful me, yeah

Beauty, admit the beautiful me"

"Me" by CLC

It can be seen from the lyrics above that CLC tries to give a message to other people that they feel really confident with their looks by repeating the words "beautiful me" repeatedly. In addition, the speaker also says "from the day I was born", which indicates that she is confident for as long as she lives even from when she was little. This situation is different from some Korean women who feel insecure constantly. From their song, CLC tries to invite other women not to be insecure and instead try to love their own selves and be confident.

It can be concluded that from all of the lyrics above, the speakers are confident women. All of the lyrics concern more about how the speakers show their confidence as women by disregarding the standards that have been inherent in society. This is how they say to love themselves as women.

The second behavior characteristic which subverts the song's lyrics is fearfulness. Besides woman are reflected as a person who is not confident, Copenhaver (2002) states that most women are categorized as fearful. Women are often known as someone who is afraid to try new things and to tell the truth because they are anxious about the surrounding community. On the contrary,

Itzy refuses the stereotype and it is seen from the following excerpt:

"Don't care what people say, I know myself

I'm making to myself, stay strong

Keep your head up and go after your dreams"

"Dalla Dalla" by ITZY

From the lyrics above, the women are seen to not be fearful. Again, the speaker subverts the stereotypes. The lyrics state that as a woman, there is no need to fear what other people say because they are the only one who knows about their own self. She sets aside the fact that women should be afraid to pursue their dreams because we are all equal as human beings.

In other Itzy's song titled "Icy" they also refuse the stereotype that categorizes women as a fearful:

"Everybody blah, blah

Talks a lot but I don't care

Y'all can keep blah, blah

They keep talkin', I keep walkin'"

"Icy" by ITZY

In the lyrics above, which is another Itzy song, the speaker shows that she is not afraid of other people's talk even

10

though people often say mean things on her. On the contrary, she thinks those gossips are just nonsense. She does not need to care nor think about it in any way. It can be concluded from the lyrics above, no matter who she is and what she does, never be afraid of comments from people about women. All human deserve love and respect even if those around you do not appreciate you enough.

As stated before, women have been labeled as fearful people. Women are known not only to be afraid to tell the truth, but women are also often afraid to believe in themselves because of insecurities. Meanwhile, through the evidence below, CLC refuses all the stereotypes again:

"I shine, I shine, I shine

Everyone come here, look here, look at me
I'm pretty and cool, this crazy "me" that is"

"No" by CLC

The lyrics above clearly depicted the idea of not being fearful since the speeaker seems to invite people to look at her. She is not afraid to be the center of focus. The lyrics show how confident she is as a woman until she is not afraid of other's attention on her.

Mamamoo also has an idea of the stigma attached to women as fearful, and they are against the stereotypes, which is shown through lyrics below:

"Thank you to everyone who provokes me

Losers who stopped there, right back at you

Thanks to you, my mentality is strong

I'm gonna go make the next album"

"Hip" by Mamamoo

Mamammo, in reality, is a girl group that does have some haters because they are categorized as a group that does not follow the beauty standards in Korea. Mamamoo indeed often makes songs' lyrics with allusions for the haters as shown through the excerpt of the lyrics above. Mamamoo is not afraid neither do they care what haters say to them. They silenced all the mean comments they received with the achievement they have achieved.

The fourth of the songs' lyrics concerned with how fearless they are as women. Itzy emphasizes that women should not be afraid to pursue their dreams because you are the only one who knows yourself and do not be afraid of other's opinion about you. CLC is more focused on not letting your look stop them from

11

being the center of others' attention. Mamamoo, on the other hand, influences other women to instead try to overshadow the mean comments from haters through achievement, hence showing them who the real loser is.

The third behavior characteristic which is subverted the stereotypes depicted to women is people-oriented. In regards to Copenhaver (2002), women are more categorized as people-oriented compared to men. Women tend to think of others first rather than themselves. They tend to think about others' feelings first before their own. However, Itzy subverts all the stereotypes:

"There's no time to care about what others think

I'm busy doing what I want to do"

"Dalla Dalla" by ITZY

From the excerpt above, it can be seen that the speaker also rejects the stereotypes. She put herself first than others. She does not pay attention to other people's business and they do not matter at all for her. The lyrics portray how women can also become someone who acts alone rather than considerate of others.

However, CLC thinks about the ideas of women as a people-oriented can be seen from this excerpt below:

"You act like you're worried about me, to tell me what to do

I don't change myself for you, yah"

"No" by CLC

The lyrics above subvert the stereotypes that women have to be people-oriented. In this case, the speaker does not think about people's feelings and worries to herself about how people often try to make her behave in a certain way, and she does not want to change herself in the slightest for others.

Contrary to the popular belief in which women think about others' business first, both of the lyrics emphasize on how women should not concern themselves on others' business. The two groups take other people's opinion and they put them as a part of society. However, only Mamamoo song lyrics are the only one that focuses more on their selves as an individualist.

Communication Patterns

The second pattern which is can be seen through the song's lyrics are the communication pattern which consists of: do not talk freely about sex, do not use harsh language, talkative, tactful, able to express tender feelings, and use talking/communication to build consensus and to hold people together. However,

only tactfulness which is subverting the stereotype.

Copenhaver (2002) states that the category of communication patterns referred to how women communicate and behave toward each other. Women tend to be someone who speaks very carefully with her choice and does not speak out bluntly. Meanwhile, Itzy has different thought from the excerpt below:

"Eonnie tell me I still have a long way to become mature

I am not planning on that, sorry"

"Dalla Dalla" by ITZY

It can be seen from the excerpt above the speaker refuses the stereotypes. In this case, the stereotype is that women should not speak tactfully to someone older. However, from this excerpt, it can be seen that the speaker speaks bluntly. In the context of the lyrics, her eonni (refers to older female or sister) tells her that she has enough time to become mature, but she answers the statement from her eonni sarcastically as if saying, "I'm sorry but I don't want to be mature eonni." The sarcastic notion here indicates that although she seems to apologize it is not intended to be polite. Taking Korean culture into consideration, in Korea, it is expected that the younger siblings not to argue and be polite to her or his older siblings or anyone older in general.

On the other hand, Mamamoo and CLC's songs seem to put less concern, or none at all, on this subject. However, Itzy put her concern in this subject as shown through her song "Dalla Dalla" which is against society's expectation in this way of communication. The speaker emphasizes on women as less tactful, therefore defying the pattern. In this case, the speaker is concerned with how she speaks very bluntly toward others and responds to the statement sarcastically. Overall, the lyrics of Itzy's songs are bolder than the others.

Physical Appearance

Lastly, physical appearance consist of four traits, which are appearance oriented—"Barbie" figure, smaller physical size and weaker physics, beauty is a valuable asset, and aging is something to be avoided. However, only two patterns or traits are visible in the six songs analyze in this study.

The first physical appearance which is subverted in the three song's lyrics is beauty is a valuable asset. According to Copenhaver (2002), physical appearance emphasizes how women are viewed from a physical standpoint. Beauty indeed has become an

13

asset for all women in the whole world. Woo (2004) states that most Korean women's decision to undergo surgery lies in feelings of inferiority regarding their appearance as being beautiful has become a necessity to be accepted by society and it allows women easy access to things they want. However, Itzy subverts the stereotypes:

"I'm different from people

Who are just pretty but unattractive"

"Dalla Dalla" by ITZY

From the lyrics above, the speaker subverts the stereotypes by implying not only beauty is not essential, but also being different from those people is something special. She keeps saying "I'm different, I'm different from other girls" because being a beautiful woman is not the main standard of her life. She is not the girl that follows what others dictate on her, and she just wants to do what she wants.

Women are expected to look the best at all times and most people often try to make women look in a certain way. We can see that CLC and Itzy discuss physical appearance more generally. In the excerpt below, CLC has their own thought:

"Forget ways to look more "beautiful"

So "I" can look more like "me"

"No" by CLC

The excerpt above shows the speaker is willing to set aside the idea of beauty, and instead put forward the idea of being their own self. They value their own self more than they value the society's beauty standard. The speaker is tired of pursuing all those standards because they think it will remove their authenticity by burdening themselves with the standards constructed by others.

As stated before, being beautiful makes it easier to get everything. In society nowadays, there are many examples of women who fit into the beauty standard can get more special treatment from society, such as easier employment in some places. Unlike the two groups, Mamamoo has a different thought about physical appearance:

"I have chubby cheeks

I like my face which is more rounded edges than V-line

It's my own, some special thing

Instead of my double eyelids, I like my mono eyelids"

"Yes I Am" by MAMAMOO

For further note, one of the members of MAMAMOO who sings this part of the lyrics has an appearance that is not up to the beauty standard in Korea. She has chubby cheeks, mono eyelids, and

14

tanned skin. However, even with all her appearance that is not up to the Korean standard, many people accept her because of her talented singing skills. It can be seen that she subverts the stereotype that beauty is not the only asset for women. Other things can also be a valuable asset for women.

In the song "Hip" as well, Mamamoo has an idea of refusing the stereotypes about physical appearance:

"T-shirt with snot on it, panties sticking out

Greasy hair, it doesn't matter to me"

"Hip" by MAMAMOO

Firstly, the lyrics above are against the stereotypes. In this case, just like previous Mamamoo's song that one of the members has been criticized because of her appearance. Hwasa (Mamamoo members) has been commented on by some Koreans because her appearance at the airport really does not suit the standard of women as they should in Korea. Many Korean people do not like the appearance, especially women. However, Hwasa responds in a less caring way as shown through the lyrics. From the lyrics above, we can draw the conclusion that women should dresses however they want and never listens to the standards of people.

It can be implied from the excerpt above that Itzy and CLC speak about physical appearance in a more general way. These two groups respond using more adjectives that still related to "beauty" such as: pretty, unattractive and beautiful. Itzy emphasizes more how the speaker is different from the others, while CLC confident in herself that she has to be more confident with her look. Unlike the two groups, Mamamoo has different thoughts reflected from the lyrics. The lyrics are more specific to reflect one of the singer's experiences in regards to physical appearance and looks.

The second physical appearance which is subverted through the song's lyrics is appearance oriented -- "Barbie" figure. Itzy also compares physical appearance with Barbie-ness, it can be seen in the excerpt below:

"People look at me, and they tell me

They look at my looks alone and say I'm a punk

So what? I don't care"

"Dalla Dalla" by ITZY

Aliyyah (2018) inferred from Copenhaver's (2002) research result that Barbie's figure appearance means having a slim body, fair skin, bright eyes, and considered attractive by men. In the lyrics

15

above, some of the people are judging her just by her appearance and how she looks. Punk appearance mentioned in the lyric is an appearance of someone who has tattoos, dyed hair and wears a mixture of clothing like a rebel such as wearing blue torn jeans Sklar & DeLong (2012). This song subverts all the stereotypes since she does not care about what people say about her appearance. She often says, "do not judge me only by my appearance," to explain that they are different than what people think.

DISCUSSION

Since the lyrics are in Korean, the six songs target the Korean girl's audiences that they shouldn't stick to the beauty standards. However, since Korean Wave reaches out to many parts of the world, many fans or audiences might get misinterpretation of the songs. If they do not understand the lyrics well, they might only focus on physical appearance. They may also think that Korean beauty is the standard for women in Korea, and many international fans might be following the looks of the singers. If they understand the lyrics, they will not get attracted only to the looks. They can find out what is delivered by the singers in the songs' lyrics were actually to raise awareness of

self-confidence in terms of their appearance and mindsets.

From the analysis that has been conducted, it is found that the six songs portray how women do not behave according to the stereotype. It is contradicting with previous research done by Abrahamsson (2018) that states women had been categorized as having to behave as applied to the standards of the society. The result of the study also shows how women are only concerned with their looks and their main interest is focused on men. It is again in contrast to the six songs analyze in the present study that found how women show their confidence besides their appearance only and do not focus on men, but they focus on themselves.

This study also contradicts another study. Nam, Lee, and Hwang (2010) analyze gender stereotypes in Korean fashion magazine which is targeting the Korean adolescent. The research revealed that Korean women were stereotypically more likely to be depicted as submissive, passive, and dependent than any other group. Korean women are also compared to western women that western women are more confident and independent. On the contrary, the lyrics of the six songs express how Korean women nowadays are more open and active in expressing their

16

aspirations and opinion, more independent, and have more self-confidence. The lyrics also change the view of Korean people that women are no longer bound to their stereotype. The results of these findings are against both previous studies, and these findings also enrich other findings.

CONCLUSIONS

This study aims to give a new perspective about how gender stereotype is raised Through the songs and make people aware of a song that we often listen in our everyday life, there are hidden issues implied. Since the issues of gender stereotypes are still prevalent in our everyday life. People tend to take gender issues for granted, neglecting their significant impact on society. All of these aims have been answered through analytical texts, and have resulted in women against the stereotype through four things. First, the stereotype has been subverted through feminine traits which are only seen in the passiveness traits. The excerpt from the song's lyrics above has proven that women have to express their aspirations and thoughts. Second, the stereotype has been subverted through three of the fifteen behavioral characteristics, which are: not self-confident, fearfulness, and people-

oriented. In these behavioral characteristics women have proven that they have started to love themselves, are not afraid to do many things, and women can also think of themselves than others. Third, stereotypes have been subverted through communication patterns which assumes women are tactful. Women are categorized as someone who often speaks tactfully or wisely, but the study proves that women can also say anything bluntly without being made up. Fourth, the stereotype has been subverted through physical appearance which assumes beauty is only seen as a valuable asset, and the only beauty worth a value is "Barbie" figure beauty. At the present time women no longer want to enter the circle which makes them insecure, and the song's lyrics above prove that women no longer want to follow the beauty standards that have been dictated by the public.

Based on the findings, it is shown that women these days, especially in Korea, have opened their minds more broadly about the issue of beauty standards in Korea. In fact, these days we can see numerous song lyrics, issues related to a beauty standard and other social issues have been raised. In these six songs, we can also see that the Korean girl groups have voiced their desire to get rid of the social stigma attached to them by

society. K-pop girl groups nowadays have a big influence on the music world and society. They have the ambition to invite and motivate Korean women and women across the world not to be bound by the stereotypes that are inherent to women through their song lyrics.

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19

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