

Representation of Black Women Power in Beyoncé Knowless's "Run the World (Girls)"

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Abstract. A Song is one of the propaganda media uses to construct or reproduce an ideology. Beyoncé Knowless' song "Run the World (girls)" is an example of a song that raises the issue of Black Feminism Thought. This paper will discuss how textual and discursive practices construct the paradigm of black women power or black feminism thought through the signs in the text of the song lyrics and video of the song. This study will use the theory and methods of Paul Ricouer's hermeneutics by analyzing the text as a basis for interpreting, discourse theory, and feminism. The structure of the text in the lyrics and the visual signs in the video of the respective song will be interpreted to understand the meaning and its relation with ideology reproduced in the song. The results show that the dialectic of verbal and visual signs represent black women power and aim to bolster black women to become well-respected ones, especially by black men. The independence of black women in the economic and educational aspects, as well as the ability to bear children are the discourses that are reproduced by the singer to make social changes in black people's life. The presence of this song is also related to the black feminist movement which propagates their ideology through songs.

Keywords: black women, discourse, hermeneutics, ideology, Paul Ricouer

Abstrak. Lagu menjadi salah satu media propaganda untuk mengkonstruksi atau mereproduksi ideologi. Lagu "Run the World (girls)" Beyoncé Knowless merupakan contoh lagu yang mengangkat isu tersebut. Tulisan ini akan membahas bagaimana praktik tekstual dan diskursif melalui tanda-tanda di dalam teks lirik lagu dan video lagu tersebut dalam mengonstruksi paradigma perempuan kuasa kulit hitam atau black feminism thought. Studi ini akan menggunakan teori dan metode hermeneutika Paul Ricouer dengan menganalisis teks sebagai landasan dalam melakukan interpretasi, teori wacana, dan feminisme. Struktur teks dalam lirik dan tanda visual dalam video lagu "Run the World (Girls)" diinterpretasi untuk memahami makna dan relasinya dengan ideologi yang direproduksi dalam lagu tersebut. Hasil penelitian menunjukkan bahwa dialektika tanda verbal dan visual merepresentasikan perempuan kuasa kulit hitam dan lagu ini bertujuan mengajak perempuan kulit hitam untuk menjadi perempuan yang dihormati terutama oleh laki-laki kulit hitam. Independensi perempuan kulit hitam dalam bidang ekonomi dan pendidikan, serta kemampuan bereproduksi merupakan diskursus yang direproduksi oleh penyanyinya untuk membuat perubahan sosial pada kehidupan masyarakat kulit hitam. Kehadiran lagu ini juga berelasi dengan gerakan black feminist yang mempropagandakan ideologi mereka melalui media lagu.

Kata kunci: perempuan kulit hitam, diskursus, hermeneutika, ideologi, Paul Ricouer

INTRODUCTION

To convey a message or spread an ideology, media in various forms can be used. The song is one of the media used for this function. Technological developments enable songs to be displayed in an audio-visual form along with easy access for viewers. Through visualization, music listeners are no longer given the freedom to interpret the meaning of the lyrics as they wish. The video of a song forces the listener to follow or agree with the construction of meaning in various discourses that are represented through the visualization of song lyrics.

Discourses represented in a song have a significant role in social construction that may lead to social changes. From digital track record, it shows how people in England and the world in the 60s were influenced by the style of The Beatles band members and their songs, for example on the style of dress or the style of dancing. The magnitude of the influence of a song on the listener is also seen in the song "Gloomy Sunday" written by Rezső Seress from Hungary. The lyrics of the song are considered to impact the listeners and cause some suicidal cases. In some countries, the song is banned because it is considered to influence the listener to commit suicide (Colluci, E., 2013: 48). Considering this, it can be seen that the perspective of a song's writer which is manifested in the discourse raised in their work has a significant role in influencing social behavior.

The song titled "Run the World (Girls)" is a Beyoncé's song that is considered to reproduce the ideology of black feminism through its lyrics and music video. This paper tries to see what verbal and visual signs are contained in the lyrics and the video that show the discourse of black women and Beyoncé's ideology. The interpretation of the song will be presented to see the reproduction of the ideology in it. To answer this question, the writer uses hermeneutical theory and method proposed by Paul Ricoeur and several other supporting concepts such as critical discourse analysis, ideology, and black feminism thought. Visual markers in the music video and verbal markers in the lyric are analyzed to see the construction and reproduction of the ideology in the song and to have a more comprehensive interpretation.

Research on Beyoncé's songs and performances was conducted as well by Wallace (2017). Beyoncé's song titled "Formations" and her performance on 2016 Super Bowl event were his main data. He used content analysis on the lyric and visual performance on the show and connected them to historical and biographical context of the singer. He was certain that the song had made some black people feel urged to act. However, he also believed that it was important to investigate the possibility that motivating black people was not Beyoncé's main objective. Wallace's skepticism in his writing resulted in a conclusion that wearing a black panther costume in Super Bowl event, Beyoncé exploited black people struggle through the issues of "Black Lives Matter" movement and Katrina hurricane. In addition, "Formations" brought black people hopes, happiness, new energy and drive to strive for just, life and access to social and political domains dominated by white people. It also called for people's participation in the struggle. However, he questioned the truth of struggle spirit and the representation of black people in connection to the politicization of black people tragedy. He also questioned Beyoncé's "blackness" as she dyed her hair blonde which is identical to white people's physical traits. This appearance raised a question of her idealism on "blackness". This writing also critically highlighted Beyoncé's objective and ideology in her song using different data and approaches. Therefore, the findings of the research would give a different nuance on how to interpret a song and criticize the discourse contained.

Another research on Beyoncé Knowless and her songs has also been carried out by C. Constantine (2017) in her writing entitled "Beyoncé's Slay Trick: The Performance of Black Camp and its Intersectional Politics." She discusses Beyoncé Knowless's songs and stage performances which invite a lot of ideological readings and interpretations of gender, sexuality, and race. She questioned the black feminist ideology that was conveyed in Beyoncé's songs. The song used as data in this writing are the song "Flowless", "Formations", "Single Ladies (Put A Ring on It)", and "Run the World (Girls)". C. Constantine highlights the discourses of Beyoncé's feminism and racial politics ideology on the politicization of the black women's body and expositions on black camps, feminism, racial and queer politics. By analyzing the content of Beyoncé's videos and performances, C. Constantine wanted to look at the nuances of black femininity, black culture, and African American queer culture that are featured in the videos and performances of the songs mentioned above. This article seeks to explore the traditions and discourses of black society in the works of black artists. The result of the analysis shows that Beyoncé's works represent social reality that has the impression of gender and race. This paper put attention on the issue of black feminism especially in the songs "Flowless" and "Formations". According to her, Beyoncé raised the discourse that Western society should consider the categorization of gender by not only bringing messages about black women but also queer groups. This paper will be different from Constantine's if it is seen from the data, theory, and methods used. Thus, the focus and results of the research will also show different things. This study only focuses on black women who are represented in the song "Run the World (Girls)" and discourses raised.

METHOD

The research data source is the lyrics and video of the song "Run the World (Girls)", performed by Beyoncé Knowless. To analyze the data, hermeneutics, discourse and feminism approaches are used in this study. Hermeneutics is a theory and method on interpretation, namely the interpretation of texts and other signs that can be considered as a text (Palmer, 1969: 43). Language in a text that is associated with a context will have multiple interpretations, so it requires an interpretation method because there is no possible objectivity and standardization when interpreting it (Ricouer, 2012: 211). Interpretation is an attempt to unfold hidden meanings and various meanings in different levels contained in literature work (Sumaryono, 1999:105).

According to Ricouer, hermeneutics is a theory of the rules of interpretation. He pays attention to texts in written language, metaphors, and symbols. Metaphor is the linguistic surface of symbols (Ricouer, 2012: 147). Metaphors exist at three levels, namely at the word level, the sentence level, and the discourse level. According to Ricouer, the last level is the domain of hermeneutics (Masong, 2012: 4). Metaphor offers new information and provides something new about reality (Ricouer, 1976: 52-53), while symbol is "...another meaning which is indirect, secondary and figurative and which can be apprehended only through the first meaning." The concept of symbols carries two dimensions of discourse, namely linguistic and non-linguistic rules. The linguistic character of the symbol constructs the semantic of the symbol which will lead to the first and the second meaning. Non-linguistic characters refer linguistic elements to something else (Ricouer, 2012: 245).

Ricouer's other concepts are explanation and understanding. Explanation and understanding are two different procedures that work separately. Explanation is a way to connect metaphors to texts, namely the standardization of spoken language to written

language. Understanding process relates the text to the author and the situation. Thus, the text follows the movement of the text from meaning to reference. To interpret the text, there are two steps done by the writer. The first step is to understand the objectivity of a meaning that is explained based on what lies in the text. Ricouer does not determine any particular measure to identify the main idea of a text. In this writing, to find the central idea in the text, words, phrases, and clauses are analyzed using transitivity analysis. Structural analysis is needed to see the justification of objective and subjective approaches to the text (Ricouer, 2012: 182). The analysis is at the explanation stage to proceed to the understanding stage which relates it to others. The results of the explanatory analysis are used as the initial stage in reviewing a text. The second stage is understanding the whole meaning by explaining metaphors and symbols in the song lyrics and video. This interpretation is used to capture the meaning or the contextual understanding of the text (Ricouer, 2012: 161-162).

RESULT AND DISCUSSIONS

In order to get more comprehensive interpretation, analysis is done on two markers; verbal and visual signs. Following the method coined by Paul Ricouer, the interpretation of a text starts from analyzing the structure of the text to be used as a supporting explanation for the holistic interpretation. In doing such way, the writer tries to see the central theme of the text. One way to meet that objective is to see the ideational meaning through transitive analysis. In the transitivity system, the component studied is the process that is expressed through groups of verbs and participants belonging to the noun group. Halliday defines transitivity as “the grammar of the clause as a structural unit for expressing a particular range of ideational meaning. Transitivity analysis can be used to explore the meaning represented in the clause. The meaning represented is the content of the clause (Halliday, 1994: 309). Such analysis is used on verbal markers comprising language devices like clauses.

Verbal Sign

In this section, the writer analyzes the signs in the text. To do so, transitivity analysis is used to interpret the meaning in the verbal form. There are three elements in the transitivity analysis, namely process, participants, and circumstances. The unit of analysis in this section is clause. To have a better understanding, the analysis of other language elements such as words and phrases is also important. There are 125 clauses analyzed by the type of the process and the participants in it. Of these, 72.8% are material processes, 14.04% are mental processes, 4.39 are behavioral processes, 7.02% are relational processes, and 1.75% are verbal processes. It is pretty obvious that the dominant process in the text is the material process. This process relates to the actions taken by women and men. Material processes are indicated by the process of doing or happening in the form of actions taken by actors, or what happens to an entity. The following is an example of the material process found in the song lyrics.

Excerpt 1

Girls, we run the motha!

The imperative sentence above is the first sentence in the song "Run the World (Girls)". This sentence is the central theme of the song which is then elaborated in the sentences

following. The word "the motha" refers to "the mother" which is the designation for the Earth (mother, motherland, nation). With the "girls" as the actor of the process, it shows that "girls" are the actors for the "run" action. The main idea of this sentence or main idea is emphasized by the clause "Who run this motha?" which is repeated 12 times and "Who run the world?" which is repeated 24 times in the whole lyrics. The first sentence "Girls we run the motha" is the main sign or main idea of the whole text which is later elaborated into the next stanzas in the lyric. The main idea conveyed through the sentences above indicates that the theme of women ruling and leading the world is the central theme of the song. The elaboration of the central theme is also shown in the following clause.

Excerpt 2

(Girls) Make your checks come at they neck

The word "checks" above means money. With "girls" as the actor, the phrase "your checks" refers to the money that women make. The process in this clause is marked by the verb "make" to get the Goal in the form of "your checks come at they neck". This phrase implies an invitation or agitation for women to be economically independent so that they can be more valued by people or equal to men. The word "neck" implies position. Thus sentence in excerpt 2 also implies gender equality. This clause also implies the ability of women to be economically independent which makes them appropriate to have the power to run the world or to build a nation as shown in excerpt 1.

The following sentence also shows the ability of black women to be economically independent.

Excerpt 3:

How we are smart enough to make these millions

The word "millions" above refers to the income or economic value earned by black women from what they do. Thus, the phrase "make these millions" implies the ability to work and earn money from the job that a woman does. These suggest that black women have equal rights to work on public sectors that will generate money which in turn serves as a baseline for self-actualization and social acceptance on their social status. The sentence in excerpt 3 thus indicates the ability and gender equality in the economic field. The word "smart" is an affirmation of the nature or trait of women, a state usually attached to men and considered as their privilege. However, the word "enough" that follows it may convey negative sense that reduces the positive meaning of "smart". It implies that men are smarter than women. Another women's trait depicted in the text is "strong" as seen in the following excerpt.

Excerpt 4:

(we are) strong enough to bare the children then get back to business

The above clause implies that women are the party who are strong to "bare the children"; to do reproduction task and work at the same time. The word "strong" before the phrase "bare the children" implies another reason why it is women who deserve to run the world and not men. With the power or the ability to bare children, the ability to reproduce that only women have. Beyoncé wants to emphasize that the power to run the world lies in the hands of women, not men. The ability in terms of economy and reproduction is also

emphasized in the next clause “then get back to business”. The sentence implies that women are more superior and "powerful" than men because they are able to do things that men cannot, such as conceiving children, taking care of children and earning money. However, Beyoncé once again uses the word “enough” in the sentence that may convey a negative sense and construct less confident women. Apart from being an affirmation, the sentence in excerpt 4 above also implies a critique for men who commit discriminative practices to women. This kind of critique is also shown in the following sentence.

Excerpt 5:

None of these niggas can fade me

The phrase “none of these niggas” is the actor in the clause. The phrase refers to black men who also participate in discriminative and oppressive actions black women experience in addition to discrimination and sexual harassment practices that are usually done by white men and white women. The word "can" indicates the ability of the subject "these niggas" that refer to black men to achieve the condition that appears in the word "fade". That stanza implies black women's lower position in the society. They are inferior both among the society (where white people live as well) and among their black society. However, there is a hidden message that women have power over men. The word “none” at the beginning of the sentence negates the notion that “these niggas” are not superior to women. The superiority of black women to black men is also shown in the following clause.

Excerpt 6:

My persuasion can build a nation, endless power

The verb "build" with the goal "a nation" shows the magnitude of women's power. This statement is confirmed by the phrase "endless power" that follows it to exaggerate the meaning. The word "endless" implies that women's power has no limitation. They are able not only to build a nation, but also to rule a nation with a timeless power. This sentence implies a self-confidence state of woman's ability and power. It elaborates as well the main idea of the text that the power to rule the world is in women's hands.

Besides the material process, the type of process with the second highest number is mental process. The results of the analysis on processes related to sensing describe the attitudes of men towards women and vice versa, as shown in the following example.

Excerpt 7:

Disrespect us no they won't

The phrase “disrespect us” which describes the attitude of black men towards women is negated by the clause that follows it-- “no they won't”. This clause emphasizes the content of the previous sentence that by being economically independent and able to give birth and bare children, men will not "disrespect" women. Women no longer depend on men and are not considered to be economically invaluable since her domestic role does not generate money. The sentence also implies self-confidence that by being economically independent, men and women can be equal. As a matter of fact, equality is not the only message the sentence tries to convey; superiority and black women's power are among others. The implied meaning of this sentence is emphasized by the threat made by women as shown in the following sentence:

Excerpt 8:

If you hate me ...
you will do anything for me

In the conditional sentence above, the possible situation in the if-clause represents man who dislikes the condition where black women are the ruler of the world or superior to men who will receive the consequences of "will do anything for me". And the main clause shows the results of the condition that black men are not provided with choices. The clause "you will do anything for me" shows the message of men's inferiority to women. The verb "do" in the clause followed by the goal "anything" and participant "me" implies the meaning that black men have less power over black women. After presenting some logical reasons, Beyoncé proposes that the idea that men will be under women's order may happen. This sentence implies a threat for black men that they have to accept women's power or the condition that women have more power as well as high self-confidence.

The results of the analysis of verbal signs above show the metaphor in this song at various levels. At the word level, a metaphor becomes a rhetorical domain. The singer displays the rhetoric of educated, strong, and independent women which appear in the words "smart", "college grads", "strong", "make millions", "get business", and "bare children". Metaphors at the second level appear in sentences which are the semantics domain. Sentences such as "This goes out to all my girls" and "I'm repping for the girls who are taking over the world" convey the message of empowering women and the invitation for black women to take actions. Meanwhile, the discourse composed of words, clauses, and sentences analyzed above is the metaphor at level three which is the domain of hermeneutics (Masong, 2012: 4). According to Ricouer, a metaphor is a "seeing as" that makes the reader see something in a new way. Metaphor is a contextual change of meaning (Ricouer, 2016: 131). In this sense, the metaphor is used by the song writer to organize and structure a new meaning and reality about black women to the listener and a new perspective on that reality. This action creates a new meaning of women in black community. In the song, black women are represented as parties who have power and an important role in life, namely "run the world".

Visual Signs

To have a more comprehensive picture of black women's power which is represented in the song, the writer also uses visual signs as seen in the song's music video as data. This departs from the assumption that the messages in the text of the song lyrics are interpreted by Beyoncé to emphasize the importance of the message carried by the song. Discourses in the lyrics are visualized so that audiences will have a better comprehension of her ideology about black women and black people community and to achieve the goals agitating or inviting black women to reclaim their power or their position in the community.

The data in the form of visual signs are taken from the music video which has a duration of 04:50 minutes. The visualization begins with Beyoncé riding a large black horse on a dessert. A group of men then enter a barn where Beyoncé is standing with a group of sexy women behind her and a lion sitting next to her feet. The lyrics of the song come up when Beyoncé is dressed like a tribal chief with a background of a group of women carrying a red flag. When Beyoncé dances and sings, the two male dancers in front of her accompany her movements. Meanwhile, the army of men in front of them seems to be watching with

disapproving gaze. Among the images of Beyoncé and a group of women dancing, there are some parts that the writer assumed are important to be analyzed in relation to make an interpretation of visual signs as representations of black women. The visualization of this song displays several symbols, including animal and color, such as lions, hyenas, black horses, bulls, red flags, badges, cages, white apparel, tribal chief costumes, etc.

The visual sign of Beyoncé riding a black horse is a symbol of freedom. The meaning of freedom is emphasized by the color of the horse, which is black. The black horse symbolizes strength, independence, sexual allure, and high self-confidence. Women riding black horses represent a woman who wants freedom and independence. Another animal symbol seen in the second visual sign is the image of an angry bull. This animal symbolizes masculine power. This imagery represents a man who is angry and ready to attack or defend to maintain their power over women. The third animal symbol is two hyenas which symbolize integration between male and female aspects. They also symbolize freedom and independence. A hyena is an animal that lives throughout Africa, Arabia, Asia, and India. In African folklore, hyenas are associated with witches and have special powers. Hyena is also a symbol of wisdom and cleverness. Beyoncé wearing a white apparel controlling two hyenas is a representation of women's efforts to regulate their freedom and independence. Tying and controlling hyenas implies that women are able to control traits or characters symbolized by those animals such as wisdom, cleverness, independence, and freedom; traits or characters that are considered closely related to or belong to men.

Besides animal symbols, another symbol shown in the video is a visual of woman coming out of a cage. The cage is a symbol of restraint. The image of women coming out of the cage is a symbol of women who are trying to rebel from the restraints and oppression they experience. This image is a representation of the movement of black women to get out or be free from the oppressions they have experienced so far. This image is followed by the image of a group of men who are trying to attack women. This depiction is followed by a picture of a group of women who seem to retaliate their position. This image implies a call or agitation to black women to fight oppression by black men. Another visual sign shows that Beyoncé forcibly removes the badge on the male group leader's apparel. A badge is an emblem of one's power. Removing a badge from one's shirt is a symbol of seizing one's power. This image also implies a representation of women's efforts to reclaim power into women's hands. The last visual sign in the video is the image of Beyoncé and the group of women saluting the group of men. This scene represents the attitude of women towards men. Despite the efforts of women to re seize the power from men, respect for men is still maintained.

From the results of the verbal sign analysis above, we can see that the text of the song "Run the World (Girls)" contains ideas or messages that Beyoncé agitates or invites black women to reclaim their power in black people community or society and that black women are superior to black men. The main idea is elaborated in other stanzas of the song. The result of this text analysis is an objective aspect in the interpretation process because it is only based on what is in the text, while the results of the analysis of visual signs contribute to the subjective aspect of interpretation. The symbols contained in the song's music video are then interpreted by looking for their relationship with other texts, such as historical texts, black women oppression discourse, white people and black men sexuality object discourse, and African culture about the meanings represented by animal symbols. From the results of the analysis of visual signs, it can be seen that Beyoncé's discourse agitates or

invites black women to carry out a movement to reclaim black women's power and discourse on self-actualization and independence in the economic field. Those discourses are depicted by the usage of symbols in the music video. The interpretation of symbols or imagery categorized in this visual sign has dialectical meaning with the text interpretation.

Black Feminist Thought

In order to get an understanding that supports the interpretation of verbal signs and visual signs, it is necessary to explain that these signs are closely related to black feminist thought discourse. Therefore, it is necessary to look at the relation construction between song texts and historical discourse, black people culture, and black feminism movements in America. Budianta (2002: 201) says that feminism is an ideological critique of a perspective that ignores the problem of inequality and injustice in assigning roles and social identities based on gender differences. In its development, the movement of Black Feminism emerged as a part of the Multicultural Feminism School. This movement is based on the view that black women experience oppression and gender issues that are different from white women and other colored women. Black women face not only sexism but also the dangers of racism and classism. Oppression done to black women is structured and systematic taking place in the economic, political, and ideological fields. Oppression in the field of ideology is the strongest compared to other dimensions (Tong, 2010: 318).

Maria W. Stewart was the first black feminist figure in America to fight for the existence of black women in the community. Her ideas were voiced by several black American women writers who were actively working to support the black women's movement such as Sojourner Truth, Toni Morrison, Anna Julia Cooper, and others (Collins, 2000: 3). Music is an important part in the construction of African American culture. Black women make Blues music a special medium for expressing themselves. The Blues song lyrics usually contain a protest against the image that dominates black women who show themselves as "the other" (Collins, 2000: 106). Another genre known as Hip Hop emerged and became popular in the 1980s (Feldman, 2002: 8). According to Imani Perry in Collins (2002), Hip Hop songs are a place for educated women to propagate their ideology. Song is a very effective propaganda medium to construct or influence black women because they are exposed more to songs more than to books.

There are several female singers who have voiced the discourse of women's oppression and women's independence, such as rappers Sister Souljah, Alicia Keys, Aretha Franklin, and Beyoncé Knowles. They are some of the figures who contributed to the spread of Black Feminist Thought through their songs. In addition to the themes of discrimination, oppression, and inequality, the theme of respect from others, especially men, is a theme in the works of writers and songs. The oppression includes sexist and racist pornography. In pornography, Black women are usually shown as animals such as cats, cheetahs chained or caged by "white hunters" (Tong, 2010: 321). But not only by white men, black men oppression toward women is also carried out. Discriminating behavior and oppression are in the forms of not only sexism and racism but also classism when exploitation is carried out on poor women. In addition, the theme of independence is also often voiced by Billie Holiday. According to her, the independence of women in the economic field will provide a way for women to choose their relationships (Collins, 2000: 117).

"Run the World (Girls)" Song and Ideology Construction

A discourse not only represents problems and social relations, but also shapes them. According to Ricouer, a discourse is a language as an event and a language that talks about something (Ricouer, 2012: 211). Meanwhile, according to Pecheux, language is the initial material for the formation of ideology. Language is also used as a strategy to achieve success or to get other people to do something (Fairclough, 1995: 5-6). Thus, language becomes an important tool in production, construction, and even social control. Language plays an important role in the early formation of ideology and the significance of ideology in the reproduction of modern society. Language is used in a text as an event and carries messages and interests, not only as a means of communication. Language in a text is related to a particular context. With this relation, the meaning of a text becomes dynamic. Context will affect the ideological construction that is built in a text. The following interpretation activities are recontextualization activities, the process of re-entering the context, as Ricouer proposed.

Language in a text is related to particular context. Text is "any discourse fixed by writing" (Ricouer, 2012: 211). According to Fairclough, texts can be written or spoken, which are produced in discursive events (Fairclough, 1995: 135). A song, for example, is a text that contains various discourses. It becomes the discursive practice of the song writer or singer. For black people in America, songs have long been used as propaganda media. Blues, Jazz, Hip Hop, Soul, and Funk songs are popular within black people community. In this digital era, various digital platforms are used as media in disseminating art works as well as messages, ideologies, and various interests. YouTube is one of the very popular platforms running this function. Anyone can upload their video in that platform. Artists, including Afro American singers uses this platform to promote their songs coming in various genres.. They are watched by millions of viewers. One of the popular black female singers is Beyoncé Knowless. The number of viewers of her video clips shows a very tremendous number; the song "Run the World (Girls)" was watched by 510 million viewers, the song "If I Were A Boy" was watched by 511 million viewers, and the song "Halo" was watched by more than 1.1 billion viewers.

Considering the facts and concepts mentioned previously, it can be seen that Beyoncé's songs are well received by the public in general. The number of viewers of her music video shows a significant number and can be considered as a high-class singer. This also indicates that the message raised in her songs is well conveyed to the listeners. Various discourses in the songs, whether they are displayed in the form of verbal or visual signs, are not value-free. There are efforts to construct ideology in the actions and interactions made by the song writer through music video with their viewers. Ideology is a basic framework in organizing social cognition that is shared by someone in a social group, organization, or institution. Social cognition is a representation of mental systems such as sociocultural knowledge, beliefs and values, which are organized in social behavior (Van Dijk, 1995: 18). Construction or reproduction of ideology through the media of songs thus becomes important to put in the notes.

In the song lyrics, the song writer uses ideological words and raises discourses and ideology using these words. In the song "Run the World (Girls)", the ideological words can be seen in the clause "run the world", "run the motha", "bare children", "your checks", "get business", "smart enough", "college grad", and "strong enough". The words in those clauses are presented in a particular way in certain structure and order so as to form discourses. The words which are metaphors for black women function to create reality for

the audience and transform it into the audience's process of interpreting the song and music video. Through the verbal and visual aspects of this song, Beyoncé invites people to see black women in a new light. She presents black women who are different from the previous perspective that they are passive, less-educated, weak, and sexual objects. In her song, she proposes a new perspective that black women are shown as smart, strong, active, and independent subject. In the context of sexuality, black women are no longer objects, entities that are played, but rather as subjects. In the sentence "Boy, I'm just playing", shows a different perspective on black women. They also have the ability to "play" not just only "being played". These verbal and visual aspects then become signs as interpreted through the explanation and understanding stages in the previous section imply a correlation with black feminist ideology.

History recorded that African American women have always been oppressed in the economic and educational fields. Thus, they become very dependent on men. The low level of education causes women to always be inferior. The history of the Black Feminist movement in America records the efforts made by Black Feminists to obtain equal rights for women in both fields. Through this song, Beyoncé construct new perspectives of black women. She emphasizes the issue of the ability to reproduce children that only owned by women. This discourse is important to be presented because of the existence of the old perspective that women's reproductive ability is only something that is taken for granted. The significance of women's position and role in the survival of mankind and life is ignored. Having the acknowledgement of the power, Beyoncé then raises the issue that it is women who run the world, not men. The second perspective to be conveyed is the existence of well-educated black women. She believes that only well-educated women who have access in various fields and higher-class society. The equality in education will give black women more opportunities to have a better position in various aspects of their lives. Other perspective in the song is the equality in rights to work and do business in the economic field. This equality will make woman gain the ability to be independent and confident which is considered to be the solution to avoid various oppressive actions against women. The ability to produce economic value will add a significant base that women should run the world and free themselves from the oppression. Through the medium of this song, Beyoncé invites Black women to claim their rights and privileges as a woman. .

CONCLUSION

Paul Ricouer's theory and method in interpreting a text provide a new light of understanding a text. The interpretation results become more comprehensive because the interpreter goes through the stages of decontextualization and recontextualization. The results of the analysis of the verbal signs, visual signs, metaphors, and symbols in the song "Run the World? (Girls)" show that these aspects are working dialectically in representing the singer's ideology of black women power and her invitation for black women's viewer to take actions or behave in order to become a powerful and honorable woman. The use of transitivity analysis in the decontextualization stage gives an alternative to analyze the text and to discover discourses implied in the text. It shows researcher the ideational meaning conveyed in the sentences as the smallest unit in discourse. The result of this analysis shows the discourses of the independence of black women in the fields of economy, the equality in higher education, and reproductive ability. These discourses are reproduced to construct the ideology of black women with power that is superior to men. This construction is correlated with the black feminist movement which propagates feminist ideology through songs to urge black people to make social changes in their community.

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