

CHAPTER V

CONCLUSION AND RECOMMENDATION

This chapter is divided into two parts: conclusion and recommendation. The conclusion wraps up the discussion on portrayal of toxic relationships in Taylor Swift's selected music videos. Meanwhile, the recommendations part suggests further research.

5.1 Conclusion

The object of this research is Taylor Swift's music videos entitled *All Too Well*, *Blank Space*, and *I Knew You Were Trouble*. The focus of the research is to show the portrayal of toxic relationships in Taylor Swift's selected music videos from the perspective of semiotic theory by Roland Barthes. This research provides some evidence from every scene taken which includes the symbol of toxic relationships. The researcher found there are four objects as the symbols of toxic relationships that appear in the music videos such as the red lipstick, the jewelry, the red apple, and the key pendant which interrelated to the understanding of toxic relationships.

However, the semiotic theory of Roland Barthes which involves the order of signification process is applied to determine the meaning of the symbols. Containing denotative, connotative, and myth meaning, the order of signification process is engaged in further analysis of showing portrayals of

toxic relationships in Taylor Swift's music videos. The symbol of the red lipstick represents the symbol of power abuse experienced by the main character as it can be seen in the music video scene, this object is used to show that the character forces herself not to be herself when she dressed up like an adult. It gives an understanding that the meaning of red lipstick used represents the emotional abuse experienced by the character as the trigger of a toxic relationship. Then, the second symbol is the jewelry that refers to the controlling behavior through power. It can be seen from the scene that the jewelry is not only used as the accessories, but also has a symbolic meaning which shows the power towards other people. The representation of the jewelry led to the understanding of controlling behavior in toxic relationships shown by the main character of the music video. The symbol is the red apple that represents the symbol of controlling behavior through temptation. The symbol presented creates a meaning that the apple is symbolized as the fruit of temptation and sin. This meaning gives an understanding that the temptation is used to control and manipulate a partner as a result of a toxic relationship. The last symbol in this research is the key pendant that refers to the meaning of betrayal in commitment. The music video presented the key pendant as the symbol of trust and commitment from the man to the main character and led to emotional abuse as an attachment in their relationship.

According to the analysis, the researcher discovered that all the symbols mentioned that existed in the music videos were under the work of toxic

relationship which occurs in the relationship of the character in the music videos. The semiotic meaning portrayed by the four symbols in Taylor Swift music videos entitled *All Too Well*, *Blank Space*, and *I Knew You Were Trouble* represent the toxic relationship through the objects found in the scenes uncovering emotional abuse and controlling behavior as the sign of toxic relationship.

5.2 Recommendation

According to the analysis of this research, there are two recommendations that can be used as the approaches in the analysis of the music videos according to the result of this research. These two recommendations include the defense mechanism theory and the theory of feminism. The recommendations can provide an inspiration in order to further analysis of *All Too Well*, *Blank Space*, and *I Knew You Were Trouble* music videos.

The first recommendation is the use of the development of psychoanalysis theory, which is defense mechanism theory. When people feel threatened or victimized by something, they employ defense mechanisms to shield themselves from emotions of guilt or anxiety. At the unconscious level, defense mechanism help prevent negative emotions or enhance positive emotions in the person. In addition, these music videos present several elements that lead to some major defense mechanism discussed by the psychoanalysts. Thus, the use of defense

mechanism theory is recommended to analyze the character's personality when they experienced the different types of toxic relationships.

The second recommendation is the feminism theory of the women's movement in the music videos. Feminism theory focuses on a broad general idea of social life and human experience that develops from a woman-centered perspective. Through this theory, it can be proven that the women can break the stereotyping of being victims in a toxic relationship. The result of this research shows that the main character who experienced a toxic relationship in two different music videos is a woman. Therefore, the feminism theory of women's movement to break the stereotype of women who are always being victim is quite recommended as an approach in these music videos.

