

## ABSTRACT

Elizabeth Tania Chitrahady, 2017. "Multicultural Identity in Queen". Advisor 1: Tribuana Sari M.Si. Advisor 2: Lynda Susana W.A.F., S.S, M.Hum., Examiner: Aidatul Chusna, S.S., M.A. Department of English, Faculty of Humanities, University of Jendral Soedirman, Purwokerto.

This research, entitled "Multicultural Identity in Queen", analyses how multicultural identity issue is represented by Queen. The object of this research is a band named Queen. The approach of cultural studies by Michael Ryan, the theory of identity by Thomas Nakayama, and the theory of multiculturalism by Bhikhu Parekh, are used to analyze the object of the research. Further, the method that is used to analyze is descriptive qualitative method. The identities that are used in this research are gender identity, racial and ethnic identity, religious identity, class identity, and age identity.

The result of this research shows that the way Queen represents multicultural issue is by displaying it through many aspects. First, Queen represents multicultural identity of gender by displaying various gender identity through their fashion in album cover, photoshoot, and music video, stage performance, lyrics of the songs, academic background, instruments the band plays, and the name of the band. Second, Queen displays multicultural identity of race and ethnic by displaying various racial and ethnic identity through the background of its member, the stage name of the vocalist, stage performance, lyrics, genre and arrangement of the songs, and the band logo. Third, the multicultural identity of religion is represented by Queen by having various religious identity in the background of the members of the band and the lyrics of its songs. Fourth, multicultural identity in social class in Queen is represented through the genres and lyrics of the songs, personal experiences of the members, stage performance, and the name of the band. The last, Queen represents multicultural identity of age through the popularity, issue, and arrangements of Queen's songs, the personal experience of the members of the band, the range of age of Queen's fans, and the figure of the vocalist, Freddie Mercury.

*Keywords: cultural studies, multicultural identity, band, Queen.*

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Penelitian yang berjudul "Multicultural Identity in Queen" ini menganalisa bagaimana Queen menunjukkan isu identitas multikultural. Objek dari penelitian ini adalah sebuah band bernama Queen. Penelitian ini menggunakan pendekatan kajian budaya yang dicetuskan oleh Michael Ryan, teori identitas yang dicetuskan oleh Thomas Nakayama, dan multikulturalisme yang dicetuskan oleh Bhikhu Parekh. Selain itu, metode yang digunakan dalam penelitian adalah metode deskriptif kualitatif. Identitas-identitas yang digunakan dalam penelitian ini adalah identitas gender, identitas rasial dan etnik, identitas religius, identitas kelas, dan identitas umur.

Hasil penelitian ini menunjukkan bahwa Queen mengangkat isu identitas multikultural dengan menghadirkan isu tersebut di berbagai aspek. Pertama, Queen mengangkat isu identitas gender yang multikultural dengan menunjukkan berbagai macam gender melalui pakaian yang digunakan dalam sampul album, pakaian yang digunakan dalam foto, pakaian yang digunakan dalam video klip, penampilan panggung, lirik lagu, latar belakang akademis, alat musik, dan nama band. Kedua, Queen mengangkat isu identitas ras dan etnik yang multikultural dengan menunjukkannya melalui latar belakang personel band, nama panggung vokalisnya, penampilan panggung, lirik lagu, genre lagu, aransemen lagu, dan logo band. Ketiga, isu identitas religius yang multikultural direpresentasikan Queen dengan menunjukkannya melalui latar belakang personel band, dan lirik-lirik lagu mereka. Keempat, identitas kelas yang multikultural direpresentasikan Queen dengan menunjukkannya melalui genre dan lirik lagu, pengalaman-pengalaman personel band, penampilan panggung, dan nama band. Terakhir, Queen merepresentasikan isu identitas umur yang multikultural melalui popularitas lagu, isu yang diangkat dalam lagu, aransemen lagu, pengalaman para personel band, cakupan usia penggemarnya, dan figur sang vokalis, Freddie Mercury.

*Keywords: kajian budaya, identitas multikultural, band, Queen.*