

# HYPERREALITY OF WOMEN IN TAYLOR SWIFT MUSIC VIDEO "BEJEWELLED"

Nabilah Lailatul Anhar (Corresponding author)

Kalbis Institute

Jl. Pulomas Selatan Kav. No.22, RT.4/RW.9, Kayu Putih, Kec. Pulo Gadung, Kota Jakarta Timur,  
Daerah Khusus Ibukota Jakarta 13210 E-mail: Nabilahlanhar@gmail.com

Altobelli Lobodally

Kalbis Institute

Jl. Pulomas Selatan Kav. No.22, RT.4/RW.9, Kayu Putih, Kec. Pulo Gadung, Kota Jakarta Timur,  
Daerah Khusus Ibukota Jakarta 13210 E-mail: altobelli.lobodally@kalbis.ac.id

## Abstract

Women, often burdened by their role and discriminated in our society. However, in "Bejeweled", a music video made by Taylor Swift, women are portrayed as a character where they are able to easily gain power. This research aims to reveal the hyperreality of women in "Bejeweled" music video. The researcher uses the Hyperreality Theory by Baudrillard and the Semiotic Analysis technique by Roland Barthes through denotation, connotation, and myth. The Researcher also use descriptive analysis with detailed description of women hyperreality in the music video. Researchers found that women can carry out resistance, conquer the opposite sex, and express themselves through their femininity but still carry out their nature. Even though the video clip shows that women tend to be competitive, materialistic, and exhibitionist, women are still not supported nor liberated. This shift and consolidation make the struggles that the creators convey in the music video for "Bejeweled" a mere falsity.

**Keywords:** hyperreality, music video, simulacra, semiotics, women

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## 1. INTRODUCTION

Women live in a world that poses role controversies for them. It also appears in various mass communication products. Women often appear in these products as figures that appear as simulacrum. Within the media frame, women tend to be positioned as sexual objects for public entertainment. Even women are often trapped in beauty standards in society. Women are dictated to look according to the public's wishes, in other words to satisfy other people.

On the other hand, the mass media also "blurred" perspectives on women's struggles, the reality of which is even now difficult to realize and has a difficult path. However, the mass media can describe this as an easy thing to achieve and become a dream that can come true at any time without showing the reality of the challenges that exist in society. The development of the women's movement and its role over time has been widely published in various forms of mass media, one of which is the film *Mona Lisa Smile*. In the film, women's ambitions are only limited to having a husband and a home. Moreover, even when they get married, they devote themselves to household chores and raising children. They are characterized as women who are proud of their home and prioritize their husband's work over their own (Omar & Abbas, 2022:495).

Thadi, in his research on the image of women in the media, found that women in the mass media can be presented as someone who has 'power'. Women in the mass media can play a role in raising their issues to the wider public sector. In fact, women can also be shown to be non-discriminatory and cornered in terms of mental and physical identity and can standardize social roles. Even women have the same abilities as men if given the opportunity (Thadi, 2014:37).

In 2022, singer Taylor Swift produced a music video for her song 'Bejeweled'. Taylor Swift is known for her career as a country and pop musician. At the same time Taylor is also a role model for many women where her

success in the music industry inspires a lot. Taylor has been actively winning awards for her songs and music videos since 2013. In 2022 Taylor won the MTV Music Video Award for Best Director and Video of the Year for her directorial debut in her new video "All Too Well". short film concept.

Taylor Swift also supports a number of social movements for women's struggles. One of them is the social movement "Me too" which fought the issue of sexual violence in 2013. This movement was the beginning of the women's struggle that Taylor Swift did. Taylor testifies in court regarding the radio DJ who sexually assaulted her. Then Taylor also started talking about her political beliefs in 2018 through her social media. Taylor inserts a lot of messages of her thoughts in the works he produces.

Her new album "Midnight" in 2022 so far has three music videos that also contain hints about her as a woman. The Bejeweled video clip on the Midnight album tells the story of a woman who experiences discrimination by her sisters and stepmother. But the woman was actually able to put up a fight. This resistance is shown in the scene when the woman actually refuses to marry the prince who is holding a contest. In fact, the woman only wanted the castle owned by the prince. This depiction can be shown in the following scene:



Figure 1. 2 Video clips of Bejeweled – Taylor Swift (www.YouTube.com)

Visual signs in Taylor Swift's video clip Bejeweled will be studied using semiotic research methods. Semiotics is the field of science regarding the signs contained in an object and examines the object to find out the meaning that is in the object. Semiotics according to Roland Barthes is the study of how a person or human interprets signs. In his semiotic model, Roland Barthes has levels of meaning which are explained by the term denotation which literally means the object, connotation means the sign that already exists in the denotation by bringing the culture that we have as actors who interpret the sign. Meanwhile, myth is a type of speech in which a phenomenon is normalized or considered normal by society (Griffin, 2011:33).

The researcher uses Roland Barthes' semiotic model because in his method Barthes interprets signs using three levels of meaning, it is appropriate to dissect the research problem, namely the myth of the struggle of women which is widely described as an easy thing to achieve.

In this study, researchers used the Hyperreality Theory of Jean Baudrillard. The concept of hyperreality according to Baudrillard is drawn from the characteristics of western society where their culture is a representation of a simulated world, namely a world formed from random signs and codes without any clear source. The relationship between these signs involves a sign that was originally produced and then a sign that appears to be reprocessed. The unity of the two is called a simulacrum where reality does not apply, there is only the simulacrum itself. Baudrillard said that one of the postmodern periods is a hyperreality society. This idea is based on his assumptions about human dependence on the media which he calls *the Mediascape reality* (Thiry-Cherques, 2010).

## 2. RESEARCH METHODS

This study uses Roland Barthes Semiotics Analysis for its data analysis technique. In Roland Barthes' semiotic model, there are levels of meaning which are explained by the term denotation which literally means the object, connotation means the sign that already exists in the denotation by bringing the culture that we have as actors who interpret the sign. Whereas myth is type speech in which one normalized phenomenon or considered

commonplace by society (Griffin, 2011:338). The denotation intended in this research is all the hyperreality depictions of women that appear in the video clip "Bejeweled".

The theory used in this research is Hyperreality Theory. The concept of hyperreality according to Baudrillard is drawn from the characteristics of western society where their culture is a representation of a simulated world, namely a world formed from random signs and codes without any clear source. The relationship between these signs involves a sign that was originally produced and then a sign that appears to be reprocessed. The unity of the two is called a simulacrum where reality does not apply, there is only the simulacrum itself (Thiry-Cherques, 2010).

Baudrillard presents Disney Land as a good example of hyperreality. "Disneyland is the perfect model of all the entangled simulacra arrangements. These are primarily games of illusion and fantasy: Pirates, Frontier, Future World, etc. This imaginary world is supposed to ensure the success of the operation." Here reality is replaced with illusion and imagination; this leads people to experience better than the real world (Antony & Trambo, 2021:3316).

This study, which reveals the hyperreality of women in the video clip "Bejeweled" by Taylor Swift, uses a critical paradigm. According to Andi Mirza Ronda, a critical paradigm is a paradigm of knowledge that "always suspects" that there is an interest behind something (Ronda, 2018:14). The critical paradigm certainly looks at a reality that is used as the object of its research critically. This paradigm views that there is a mismatch between the reality that occurs and the reality that should occur in society (inequality, injustice, oppression, marginalization, etc.). Reality as an object of research in this case is a historical process and pseudo-social forces in society (Pujileksono, 2015:29).

In this research, researchers used a qualitative approach. Qualitative research uses inductive thinking in its analysis process, is concerned with the dynamics of relationships between observed phenomena, and always uses scientific logic. Quantitative research is a system that uses quantitative data, but places more emphasis on the depth of formal thinking of a researcher in presenting answers to the problems faced. (Gunawan, 2013:80).

The data analysis technique in this research uses Roland Barthes' Semiotic Analysis. Barthes stated that there are three data analyzes namely Denotation, Connotation and Myth. Arthur Asa Berger states in his book that the meaning of denotation is direct, and can be called an image of a signified. Thus, if you pay attention to an object such as a barbie doll, the meaning of the denotation contained is "this long doll  $11^{1/2}$  and have sizes  $5^{1/4}-3-4^{1/4}$ . This doll was first made in 1959." Meanwhile, the connotative meaning becomes slightly different from and is connected with the culture that is implied or hidden in the wrapper – about the meaning contained therein. The meaning will be related to American culture, regarding the image it will convey and the consequences it will have, and so on (Berger, 2015:65).

Barthes technically states that myth is the second order of the semiological system, while signs are in the first order in that system (ie the combination of signified and signified) and become signifiers in the second system. In other words, the signs in the linguistic system become markers for the mythical system, and the unity between the signifier and the signified in that system is called "signification". Barthes uses special terms from the nature of his language. He also describes the signifier in myth as a form, and the signified as another concept (Berger, 2015:66-67).

The denotation in this study is every sign related to the hyperreality of women contained in the video clip "Bejeweled". Connotation in this research is the subjective interpretive meaning of each sign related to the topic of this research. Meanwhile, the myth in this research is the way cultural products view women.

### 3. RESULT AND DISCUSSION

#### 3.1 Analysis Results

##### Shot 1



##### Shot 2



Figure 1: Scene in the Bejeweled Video Clip

Duration: 04:06 - 04:25

**DENOTATION:** In the first shot, a Woman with blonde hair sitting inside of a glass filled with liquid. Her body leaned inside the glass. Both of her hands rests on the mouth of the glass, her left hand holds the side mouth of the glass whereas the right one is on top of her elbow with red nail polish. Then both of her feet rests on the other edge of the glass mouth. The woman looked straight ahead while singing. Her eye makeup has gradient colour of blue and black, then there are two colored stones, grain shaped, below her eyes, and a few more other small stones near her nose.

The two women are seen in the second shot occupying two glasses in the room. The glass on the left is occupied by a blonde girl, while the glass on the right is occupied by a black haired woman. They move in sync. They knelt on the side of the glass facing the center, then both of their hands held a green oval shaped object with a red round shape on top, then they lifted the object and squeezed it, and the water inside the object poured onto their face and body, synchronizing with their laughter.

**CONNOTATION:** During this scene, the creators used medium shots and long shots to show detailed expressions and context of the activities carried out by Taylor (blonde) and (dark haired) Dita Von Teese as the Fairy goddess. Taylor and Dita perform a show called burlesque. After their dance, a medium close-up shot of Taylor and the Fairy goddess shows details of tear-shaped sapphires on their faces. Then during this scene there are lyrics as follows:

*"Sapphire tears on my face*

*Sadness became my whole sky"*

In the first shot, a medium shot technique is used. This type of shot is used to show the subject's facial expressions and emotions while still providing some context to the surrounding environment. The purpose of using medium shots is to create a more intimate and emotional connection between the audience and the subject, often used in dialogue scenes to emphasize the characters' emotions and reactions (Nabella, 2022:106).

In the second shot, a long shot technique is used in shot one. The long shot technique can contribute to storytelling by providing a sense of space and context, and by establishing the setting and atmosphere of a scene. Long shots can also be used to convey a character's isolation or vulnerability, or to show the relationship between a character and their environment (Ghosh, 2022:4).

Burlesque is a form of entertainment that often involves humour, parody, and exaggeration. This can include elements of dance, theatre, and the performing arts, often with a focus on gender play and subversion of social norms. Burlesque performances may involve elements of striptease, satire, and exploration of feminine identity (Ovens, 2013).

The new burlesque phenomenon can be seen as something new in myth or as another iteration of the popular imagination of gender roles, sexuality and local legends. The performative interaction between these fantasies emphasises the matrix of meaning in which we live. Therefore, there is not one particular question of empowerment or powerlessness that is frequently asked about the appearance of women, but questions about the postmodern condition and about the narratives that surround us. By as a simulacrum and living a history of meaning without their own reference (Staškiewicz, 2018:121).

Burlesque has a long history so there is no single definition that can truly explain whether this burlesque performance can be interpreted as a woman's struggle or even the objectification of a woman's body itself because burlesque performances have many types and different practice standards in reality.

Sapphires are commonly used in jewellery and other decorative arts because of their beauty and durability. In the late Middle Ages, sapphires were considered a sign of status and sometimes an expression of the political ambitions of political elites (Koltsova, 2022:221).

In this scene, Fairy goddess (Dita Von Teese) helps Taylor prepare for her talent show, namely burlesque. It can be concluded that Taylor uses the concept of a burlesque performance to show a form of women's struggle (empowerment) but uses elements of her own sexuality because the performance she performs is still considered striptease even though they do not remove all their clothes. The emphasis is in the middle of the show where the creator uses the sapphire symbol to show status and express his ambition.

Here it can be seen that women are exhibitionists who use their sensual character and body as material for resistance but remain mere objectivists. Women are seen to feel free to express themselves through their vulgar appearance rather than as freedom. In reality, women are only seen as entertainment and mere objectification, not as something empowering. This freedom becomes a false reality that is built with the video clip. Every sign that shows women in it is just a simulation. Freedom is a reality built by the creator as an attraction and selling point of the video clip.

After carrying out Roland Barthes' first stage of significance, the next stage is to analyze how signs work through myth. In Roland Barthes' view, myth is not an unreasonable or unspeakable reality, but a communication system or message that functions to express and provide justification for the dominant values prevailing in a certain period. In Barthes' understanding, myth is the encoding of social meanings and values (which are actually arbitrary or connotative) (Rusmana, 2014:202).

It can be concluded that myth is a connotation that has settled in society. Based on the results of Roland Barthes' analysis of the meaning of denotation and connotation carried out on eight scenes. The myths found by researchers in the video clip "Bejeweled" by Taylor Swift are as follows:

Researchers found in the journal 'The Role of Women in Society: from preindustrial to Modern Times' discussing the development of women's roles in the form of agricultural practices in the preindustrial and modern eras that they practice dividing roles or work loads depending on gender where women tend to get tasks or have specialize in indoor activities. This eventually resulted in norms about women that were appropriate in society. Society believes that the natural culture for women is to be in the house (Giuliano, 2015).

Banerjee in her journal 'Status of Women and Gender Discrimination in India: A Statewise Analysis' revealed that the role of women in Indian society has indeed increased, but they still experience gender discrimination and lag behind several developed countries. The development of women's welfare is hampered because government policies fail to provide equal status for women (Banerjee, 2013).

According to Olonade in his journal 'Understanding gender issues in Nigeria: the imperative for sustainable development' the role of women in the household greatly influences the development of society in Nigeria. Women may have careers or roles in other sectors that are not generally carried out by women, but women are encouraged to prioritize their roles in the household for the advancement of community development (Olonade et al., 2021).

Journal titled 'Are gender stereotypes changing over time? A cross-temporal analysis of perceptions about gender stereotypes in Spain' examines how the development of male and female gender stereotypes has changed over time in Spain. According to Lopez and Gracia, women tend to be seen as valid and acquire feminine characteristics, which if women adopt masculine characteristics can hinder their role in society. While the view

for men who adopt feminine characteristics is considered to be profitable and becomes a trend (Lopez-Zafra & Garcia-Retamero, 2021).

Yang stated in his journal 'Differences in Gender-Role Attitudes between China and Taiwan' that in China women tend to be more approved of their role as women who work for wages and disagree with women who only carry out household roles. Meanwhile, Taiwanese society is more flexible in viewing the role of women who can carry out both roles (Yang, 2016).

According to Stroebe et al in her journal 'Female Dominance in Human Groups on the study of primates and humans' women rarely reach high positions in society. However, in certain situations, if women are in groups with a high percentage of men with high conflict, women can also become more dominant. This depends on aggressive behavior directed at women, where the higher it is, the more it will eliminate their dominance (Stroebe et al., 2017).

Gladden in his journal 'Marketing communications in a time of change: mobility providers, safety and women during the interwar period in the UK and North America' stated, when women's place in society developed during the interwar period, they became travelers and decision makers with rights themselves. Companies are responding to and influencing this change by encouraging women to take up opportunities that were previously out of their reach. However, even in this context, women appear to retain a priority of safety relative to their more traditional social roles (Gladden, 2022).

According to Barclay and Carr in their journal 'Rewriting the Scottish canon: the contribution of women's and gender history to a redefinition of social classes' in modern times in Scotland women have challenged the traditional ways of their roles regarding social class and power relationships throughout Scotland's history. His time was influenced by the Marxist class construct where role in work was questioned based on gender, body shape and relation to contribution in the local community. In modern times, Scottish women have brought insight and then shifted their role where women can become key political actors (but do not have political power,) which requires new forms of power relationships that focus on networks and relationships within social class (Barclay & Carr, 2013).

From research conducted in Indonesia, Ahidah said in her journal 'Roles of Women in Society' a woman will face conflicting expectations and requests related to her role as a child, wife, mother, and her work in society. Women in carrying out their roles in society depend on the culture of society where women live. From the point of view of the roles between men and women, both carry out their roles in the domestic, public and social spheres, but in reality, more roles are borne by women (Ahidah, 2013).

After the researcher discovered the myths about women in society, the researcher found that there had been a consolidation of the myths of women in society with the myths of women in the video clip "Bejeweled". The strengthening of women's myths is as follows:

Women must carry out their nature as wives (role burden from social demands), women can carry out resistance and resistance, women are people who can be empowered and defend their femininity, and women can conquer the opposite sex.

Meanwhile, this research also found that the myth of women in society experienced a shift in the meaning of women in the video clip "Bejeweled". The shift in women's myths is as follows:

women are competitive, materialistic and exhibitionist, whereas in the literature it is found that women try to excel and be equal, but in some areas there is still a very high percentage of discrimination against women.

### 3.2 Discussion

The "Bejeweled" music video by Taylor Swift features numerous images of women in diverse roles. Researchers have discovered numerous instances when artists have characterized women as competitive, even among other women. In order to attain their aim of leading better lives by marrying men who have advantages so they can enhance their position, women are depicted in the video clip looking down on rivals and perceived as inferior women who stand in their way. They even engage in verbal abuse, specifically slut shaming.

The researcher also found a sign depicted through the character of the stepmother who is materialistic and indoctrinates the stereotype that a woman is considered successful if they get a proposal and marry a man who is considered respected or has a high social status. Researchers see that women are burdened with the view that women's success in life is only measured by their role, namely being a wife and then being seen as a people who have submissive or obedient behavior who are only happy by being an object to be exhibited.

However, in the video clip, researchers found signs that women could resist even after the violence they received.

However, this resistance or resistance is depicted as being achieved very easily where a woman can miraculously have the privilege of winning a competition. Women are also described as able to deceive men by luring them with their femininity.

Taylor as the house wench is depicted as being oppressed by her environment and weak, then in an instant Taylor is able to fight back and prove herself by expressing herself, highlighting her feminine character in a vulgar way and even positioning or displaying herself in a way that can be objectified by people. Taylor also showed that with her femininity she can become dominant and get back everything she feels has been taken from her where Taylor can be in a decision-making position and become an empowered woman even in an environment that is completely lacking in support and resources. Taylor shows how easily she can use men as a platform for more goals.

Researchers conclude that there were seven consolidations and one shift from the findings in the "Bejeweled" video clip and existing literature. The consolidation that occurs where the creator in the video clip "Bejeweled" makes his depiction of women but is also relevant to existing literature or also occurs in society, among others, women who can resist or resist, women are also empowered and can express themselves through their femininity, then they can conquer the opposite sex and be in a decision-making position, however, women are also burdened with the social demands of their role as partners or wives. Meanwhile, the shift that researchers found was the depiction of women found in video clips where women were competitive, materialistic and exhibitionist. In the literature it is found that women try hard to become empowered and carry out resistance, but the social environment and government policies are still not supportive so it is difficult to be considered empowered and they still face discrimination.

This research uses Hyperreality Theory. Jean Baudrillard's concept of hyperreality is a critical theory of postmodernism that applies to media, literature, and other fields. Hyperreality is a state in which the illusion of reality is formed, and they pretend to be the real thing. People live in a world where they are always confused by reality and mixed reality. Even reality is suppressed under fantasy and illusion, and this imagination often rules the world. Baudrillard's theory of hyperreality is better applied in postmodern literature and media. Media and literature have always been influenced by hyperreality, and films, advertisements, news, social media, etc. represent such artificial realities that the world today cannot realize truth and originality.

Jean Baudrillard's theory of hyperreality refers to the process of evolution of reality into a state in which it becomes difficult to distinguish what is real and what is not. The concept of hyperreality is a critical theory of postmodernism and is often associated with the idea of simulation. Baudrillard defines "hyperreality" as "the generation of a model of the real without origin or reality."

Baudrillard's concept of hyperreality is characterized by simulacra and simulation, which are used to understand social phenomena, events and processes in modern virtual spaces. People admire fictional heroes and shallow characters in both media and literature. Children and teenagers are under the influence of modern technology and communication, and the IT revolution is always accelerating to address the imaginative world. Technology is creating a new world order where people find simulacra more comfortable and interesting to live in. Hyperreality will gradually lead humans to chaos and confusion, as a result everything will happen.

Apart from McDonald's, the concept of Disneyland or Disney World is also an example of hyperreality. Disneyland is seen as a simulacra arrangement in which imaginary, illusory, and fantasy worlds are presented as substitutes for reality. This is an attempt to hide the facts and is considered better than the truth.

McDonaldization, on the other hand, is a term coined by George Ritzer to describe the process by which the principles of the fast food industry dominate various aspects of society, including the food industry, media, education, and health care. McDonaldization principles are characterized by efficiency, calculation, predictability and control.

Given that McDonaldization is regarded as a form of hyperreality, there is a connection between Baudrillard's concept of hyperreality and it. McDonaldization is a process that develops simulated reality, luring its patrons or consumers into a world of simulation, hyperreality, and boundary explosion, especially as it becomes globalized and a component of postmodern hybridization, which combines traces of modernity with regional customs and culture.

The globalization that occurs behind Taylor Swift's work and image is an instantiation of popularity. The instantiation of popularity that Taylor used as a tool or strategy to gain market share, this made Taylor trapped in a simulacra created by himself. In the end, the capitalist world gets a new 'toy' where the new toy is used to bring in profits. Taylor's advocacy against patriarchal culture, unconsciously shackled again because he was trapped in

a world full of patriarchy itself.

The researcher reveals that representations or images of women's struggles that look so easy to do and achieve instant results where women can take control and have the freedom to make decisions in their lives are mere illusions. Taylor Swift, as the creator of the video clip "Bejeweled," is a simulacra that creates this fakeness that feels real. Because in the midst of society, women still have complex difficulties in being able to reach a position or achieve that role. This pseudo reality can be considered as a reality that occurs by the audience where Taylor Swift fans have consumerism and make Taylor Swift a role model so they are easily lulled into the fakes that are presented, regarding women. Like the experiences of people depicted from McDonaldisation and Disneylandization, the video clip for "Bejeweled" presents those experiences in which illusions and fantasies about women's struggles are created and felt.

As a female musician, Taylor Swift is trapped in a music industry pattern that is steeped in patriarchal culture. Her work is just a simulacra, where every audio visual is actually a simulacra. However, not many people realize that Taylor Swift is also a businesswoman who was formed during her journey in the music industry. Taylor's idealism was traded unconsciously as a simulacrum where Taylor forgot that she was carrying the struggle of women.

"Bejeweled" is closely related to the vulgar depiction of the expression of sensuality which is used as a liberation for the role of women. It seems that women can instantly determine where their body and the clothes they wear can easily become symbols of liberation and struggle, even though they unconsciously use their bodies with these sensual characters which then remain to be watched by people.

Taylor Swift uses the imaginary world she creates in her music as a simulacrum of adoration because of how popular she is. In reality, video clips only serve as a form of mass communication. However, this product is not just a medium but has carried a message of struggle as if it were carried out by Taylor Swift for women who like Taylor Swift is actually building a new Disneyland that provides pseudo-power for its devotees. Like the ready-to-eat food items it manufactures for its fan base, New Disneyland makes sporadic but quick appearances.

Fans of Taylor Swift, particularly women, genuinely 'celebrate' what seems to be a struggle for freedom. The war that Taylor Swift is waging through her music, as seen in the "Bejeweled" music video, is actually only a small portion of the false-capitalization of women. Support for the struggle for women becomes an apparent reality in the fabric of the video clip sign, and instead is just an attempt to present profits to the capitalist world including Taylor Swift herself.

#### 4. CONCLUSION

The study "Hyperreality of Women in Taylor Swift's Bejeweled Video Clip" tries to expose the hyperreality of women that can be found in Swift's "Bejeweled" video clip. The researcher in this instance used Roland Barthes' semiotic analysis research technique, which includes the steps of denotation, connotation, and myth. The researcher then examined the phenomena of women that she discovered in the "Bejeweled" video clip using Jean Baudrillard's Hyperreality Theory.

Researchers discovered that women were portrayed as competitive, even among themselves, in Taylor Swift's "Bejeweled" music video. Women are portrayed as having a societal burden in the roles they play, with the idea that they are successful if they marry, become submissive spouses, and rise in social status as a result. They are seen doing everything in their power to attain their aims. The study came to the conclusion that women's struggles to achieve top jobs were merely hyperreal. Although there are variances in reality about the hardships of women and the role of women in society, Taylor Swift, as the creator, provides simulations and fantasies that are so real that this pseudo-reality is considered the truth or something that truly occurs in society.

Taylor Swift, as a popular figure, uses the world she creates in music as a simulacra of devotion. Video clips are only a byproduct of mass communication. However, this product is more than simply a medium; it has delivered a message of hardship as if it were carried out by Taylor Swift for females who admire her. Taylor Swift is actually constructing a new Disneyland for her fans, which will provide them with pseudo-power. New Disneyland arrives on a regular basis but is instantaneous, similar to the ready-to-eat food goods it makes to satisfy its fan audience.

This study discovered that Taylor Swift's music clip "Bejeweled" depicts female hyperreality. Researchers will present ideas divided into three components as a result of this research, namely:

The first is academic advice where researchers suggest that for future research they can use two other theories,



namely Structuration Theory and Spatialisation Theory. Through this research, the next researcher can present how apparent power is in the structure of the study of mass communication products, namely video clips, as well as the presentation of a product in producing its work so that it is accepted by the audience.

The second, practical advice. The researcher suggests for video clip makers to be able to see and present the ideology of struggle holistically. Including the ideology of the overall struggle as a woman, not just white women. Video clip makers should also be aware that attempts to use their struggles and support are actually just efforts to seek profit.

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