

ABSTRACT

The purpose of this qualitative study is to study the use of taboo language found in selected hip hop music lyrics, to explore how gender is represented in selected hip hop music videos as well as to compare the perceptions of Malaysian audience and local representatives of the hip hop and media industry. Forty Master in English as Second Language (MESL) students and four representatives from the local hip hop industry participated in the study. The forty four respondents answered the questionnaire for survey and a semi-structured interview was conducted with the three representatives from the local media industry.

The results showed that taboo words in the selected hip hop songs are typically related to the male gender. The study also found that different groups of people in the society perceived words in hip hop song lyrics as taboo language differently, based on the factor of different culture familiarity. It was discovered that some words that are regarded as taboo language are perceived as urban slang and are non-offensive towards any gender while words are regarded as taboo language if they relate to the topic of sex. However, the media representatives perceive sex as a commercial product in the entertainment industry. In hip hop music videos, male characters are typically associated with consumption of alcohol, fame, wealth and power; whilst female characters are portrayed as secondary roles with the emphasis on beauty and sex appeal. In summary, hip hop music videos and its popular culture of prescribing gender stereotypes may remain to be prescribed in this particular way due to economical gains of the media.

ABSTRAK

Kajian kualitatif ini dijalankan dengan tujuan untuk mengkaji penggunaan bahasa tabu yang terdapat dalam lagu-lagu hip hop yang tertentu, untuk mengkaji bagaimana gender dipaparkan dalam muzik-muzik video hip hop yang tertentu dan untuk mengkaji pendapat di antara penonton rakyat Malaysia, serta wakil-wakil daripada industri muzik hip hop dan media tempatan. Sebanyak empat puluh orang pelajar Ijazah Sarjana Bahasa Inggeris Sebagai Bahasa Kedua (MESL) dan empat orang wakil daripada industri muzik hip hop tempatan telah mengambil bahagian dalam kaji selidik yang dijalankan, iaitu sebanyak empat puluh empat responden kesemuanya. Interview juga telah diadakan bersama tiga orang wakil daripada industri media tempatan.

Hasil kajian menunjukkan kebanyakan bahasa tabu yang terdapat dalam lagu-lagu hip hop tertentu mempunyai kaitan dengan gender lelaki. Hasil kajian juga mendapati setiap lapisan masyarakat mempunyai persepsi yang berbeza terhadap kandungan bahasa tabu dalam lagu hip hop, berdasarkan faktor kebiasaan dengan sesetengah budaya. Di samping itu, hasil kajian ini juga telah mendapati bahawa sesetengah perkataan yang dianggap sebagai bahasa tabu dipandang sebagai slanga dan tidak mengaibkan mana-mana jantina, manakala perkataan yang dianggap sebagai bahasa tabu adalah perkataan yang mempunyai kaitan dengan topik seks. Namun, pihak media menggagap topik seks sebagai sebuah produk komersil dalam dunia hiburan. Di dalam muzik video hip hop, kebanyakan watak lelaki dikaitkan dengan minuman arak dan pengambilan dadah, serta dipaparkan sebagai seorang yang terkenal, kaya dan berkuasa. Wanita pula dipaparkan sebagai watak pembantu di mana kecantikan pada

paras rupa serta daya tarikan seksual mereka dijadikan tarikan utama. Sebagai kesimpulan, muzik video hip hop merupakan sejenis produk hiburan yang ditonton oleh semua lapisan masyarakat, dan budaya media yang memperketengahkan watak stereotaip gender yang tertentu kemungkinannya akan terus dipaparkan demi mengaut keuntungan.

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