



**WOMEN STEREOTYPES IN ABBA'S SONGS: A
POPULAR CULTURE ANALYSIS**

AN UNDERGRADUATE THESIS

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Nothing Last Forever, We Can Change the Future - Alucard

The Writer

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ABSTRACT

Mairanata, Heronimus Rama Theola Putra. (2024). Women Stereotypes in ABBA's Songs: A Popular Culture Analysis. S1. Thesis. English Department. Faculty Letters and Language Education. Widya Kartika University. Surabaya. Advisor I: Dr. Nopita Trihastutie, S.S., M.A. Advisor II: Dr. Zulidyana Dwi Rusnalasari, S. Hum., M. Hum.

This study examines the stereotypical representations of women in ABBA songs. Using Linda Brannon's gender stereotype theory, this study investigates how gender is portrayed in roles, specifically about women. Song titles that are examined in this research include Dancing Queen (1976), Lay All Your Love on Me (1980), Chiquitita (1979), Slipping Through My Fingers (1981), and Angeleyes (1979) by ABBA. The words of the song and numerous other writings are sources of information. A qualitative descriptive technique was employed to elucidate the substance of the investigation. The steps of analysis were to uncover women's stereotypes, which included searching for themes, style of language, hidden meaning, and gender stereotypes. The researcher then examined American historical events that happened between 1970 and 1980 from newspapers, magazines, and posters and looked for correspondence between songs and the American women's concept. The findings show that the women concept in the songs highlights desiring affection, seeking attention from men, being emotionally sensitive, demonstrating competence to men, providing total care for their children, and devoting themselves to their families. The correspondence between ABBA's and American women's concepts highlights incorporating physical frailty into the existing preconceptions of women. In conclusion, ABBA songs reinforce gender stereotypes about women by highlighting conventional feminine traits, their shortcomings, and their overall superiority over men. American society and the idea of women in ABBA songs are comparable in that they recognize the virtues and shortcomings of women who share the same characteristics, they can be reconciled.

Keywords: Stereotypes, Popular Culture, Music

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