


**Liberal Feminism’s Representative of Visual Signs  
in Katy Perry’s Music Video “Dark Horse”**

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<b>SUBMISSION TRACK</b>	<b>A B S T R A C T</b>
Submitted : 11 September 2023 Accepted : 20 November 2023 Published : 25 November 2023	Liberal feminism, a prominent faction within the feminist movement, advocates gender equality, individual freedom, and women's rights. Modern artistic works, notably music videos, often act as implicit visual manifestos for promoting these ideals. This study aimed to analyze visual signs representing liberal feminism in Katy Perry's "Dark Horse" music video and identify the predominant aspects of liberal feminism depicted in it. Employing a qualitative descriptive method, data was collected by downloading a music video and watching it repeatedly to find elements of visual signs in the form of screenshots. The data was then analyzed to reveal the meaning that represents liberal feminism using Charles Pierce's triangle of meaning, along with various liberal feminist theories, including those by Tong, Worell, Hanifah, et al. The results found 11 visual signs representing the dual objectives of liberal feminism—freedom, liberality, and individuality, as well as equal rights and opportunities in political and social contexts. The second goal, emphasizing equality of rights and opportunities, was particularly prominent. As a result, "Dark Horse" implied that women possess the capability and entitlement to attain parity with men in various facets of life, as their abilities are comparable, if not superior.
<b>KEYWORDS</b>	
Semiotic, Visual Sign, Liberal Feminism, Music Video	
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**Introduction**

In contemporary society, the issues of gender equality and women's rights hold significant importance. Feminism, as a socio-political and cultural movement, plays a crucial role in addressing gender disparities and advocating for equality across all genders. In many instances, the feminist movement has emerged in response to patriarchal cultures. Patriarchy is a social system that places men as the main authority in all social organizations (Pinem, 2009:42). For all purposes of social, cultural, and economic life, men are thus in a superior position to women, which causes an imbalance between the genders. In this case, the feminist movement was formed, which is a movement or emancipation of women to demand justice and equal rights with men. Jaggar (1983) explained that feminism refers to everything that is sought by all individuals to end the subordination of women, regardless of any basis. In simpler terms, feminism represents a universal endeavor to achieve gender equality and justice, involving all members of society to eliminate gender disparities.

Among the various factions of feminism, liberal feminism emerges as the predominant school of thought, highlighting the significance of gender equality, women's rights, and individual freedom within the framework of liberal democracy. According to Betty Friedan (1963), liberal feminism refers to the pursuit of gender equality through the proactive challenge of conventional gender roles and the advocacy for women's rights within the existing societal structure. Her work placed significant emphasis on emancipating women from the confines of domestic roles and asserting their rights in all

spheres of life, particularly in education and professional careers. Essentially, liberal feminism strives to eliminate societal constraints that curtail women's opportunities and self-determination, encouraging their full integration into society. This perspective of liberal feminism is frequently employed by artists, particularly musicians, to influence society's perception of women, one of which is in music videos.

A music video represents a visual form of communication that harmonizes musical elements with visuals to communicate messages, narratives, or emotions to the audience. Within music videos, visual signs serve as a medium for relaying information through representational media, incorporating art, symbols, typography, imagery, illustrations, and colors to convey meaning. Dyer (1986) further expounds that visual imagery in music videos facilitates audience comprehension as images possess a more profound impact than words, offering a greater capacity to convey excitement, mood, and imagination. Additionally, according to Hall et al. (1980), music videos serve as dynamic platforms for cultural creation and reception, with audiences actively engaged in interpreting conveyed messages and themes, reflecting the complex interplay between culture, media, and society. Music videos frequently address societal issues, although such themes are often presented explicitly. Musicians often employ visual elements in their music videos to represent various social phenomena, including liberal feminism, as exemplified by Katy Perry's work in her music video "Dark Horse."

Renowned singer and songwriter Katheryn Elizabeth Hudson, known as Katy Perry, released the music video "Dark Horse" on February 21, 2014. The video explicitly alludes to magical black magic and depicts a warning to a man infatuated with a beautiful witch. Nevertheless, singer-songwriter Katy Perry won't just straightforwardly create her music video. Instead, she will infuse her music video with a range of implicit messages that touch on societal issues. Hence, the researcher has chosen the music video "Dark Horse" due to the presence of various visual signs that contain theories or implied messages about contemporary issues, notably the concept of liberal feminism. Nonetheless, many audiences may encounter challenges in comprehending the meanings or implicit messages represented by these diverse signs. Consequently, this research utilized Peirce's semiotic theory to unveil the implied meanings encapsulated within each visual sign featured in the music video and how they convey issues related to liberal feminism.

In Charles Peirce's view, semiotics is the science devoted to studying signs and their role in communication. He developed semiotic theory as a framework for comprehending the communication process and extracting meaning from signs (Chandler, 2001). He categorizes signs into three primary components, referred to as triadic elements: the sign, the object, and the interpretant. In the context of this research, Katy Perry endeavors to convey her music video's message through visual elements, such as props, settings, facial expressions, gestures, movements, and objects. These elements are instrumental in interpreting the ideology of liberal feminism, advocating for women's complete autonomy without reliance on men, as the views believed by Tong (2008), Worell (2001), and Hanifah et al. (2017) regarding liberal feminism are used in this study. Therefore, the researcher is interested in digging deeper into the visual signs in Katy Perry's music video "Dark Horse" to reveal the meaning that represents liberal feminism in these signs by using the triangle meaning by Charles Peirce. Apart from that, the researcher also followed up on research findings by identifying the most dominant aspects of liberal feminism in the music video.

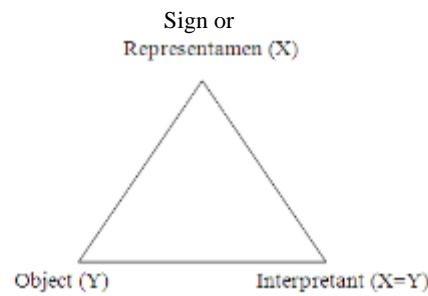
The study of visual signs is not new. Several researchers have studied the presence of visual signs in the music video. Some of them are: First, the research conducted by

Pratiwi, Sudipa, and Dewi (2022) titled "The Main Character in 'Lowlife' Music Video by Neck Deep Band : A Semiotic Approach," the primary focus was the examination of visual components and their denotative and connotative meaning conveyed by the lead character in the music video "Lowlife" by the Neck Deep Band. This research employed a qualitative descriptive approach based on Dyer's (1993) visual communication theory and Barthes' (1957) theory of denotative and connotative meaning. The results revealed that the lead character, Jett, embodies the five elements of visual communication, which encompass appearance, manner, activities, props and settings, and image. Jett's character personifies a critical and cynical expression, offering a critique of the privileged social class leading a monotonous life with an air of haughtiness. Second, research entitled "A Semiotic Analysis on LAY's and EXO's Selected Music Videos" was conducted by Sagimin and Sari (2020). This research focused on the study of denotation, connotation, and myths of visual signs in the videos "Goodbye Christmas" by Lay and "Universe" by EXO, using Barthes' theory. The results of this study found that visual images communicate implied meanings regarding human-encumbered problems as well as the realizations, attempts, and outcomes of those attempts. Lastly, the research carried out by Latifah, Dewanto, and Astutik in 2023, titled "A Semiotic Analysis of Visual Signs and Meanings on Prince Ali Soundtrack Music Video From Aladdin Movie 2019," delves into the examination of visual signs and their interpretations within the music video "Prince Ali," performed by Will Smith. Employing qualitative descriptive techniques and Dyer's analytical framework, this research found 25 visual signs within the "Prince Ali" music video whose meanings are in line with Dyer's theoretical framework, which encompasses five distinct visual signs: appearance, attitude, activity, props, and background.

Based on the three previous studies presented, the differences between those previous studies and this research are visible in the theoretical framework and the focus of the analysis. Those previous studies predominantly used the theory by Dyer and Barthes. Conversely, the present research utilized Charles Pierce's triangle theory of meaning, which investigates three fundamental components: the sign, the object, and the interpretant, as an appropriate analytical tool to uncover the implied meaning embedded in music video. Additionally, this research is strengthened by the incorporation of liberal feminist theory put forward by Tong, Worell, and Hanifah, et al. Apart from that, the other most prominent difference lies in the focus of this study, which analyzes the visual sign meaning displayed in the music video, which represents liberal feminism. Based on the series of backgrounds above, the formulation of the problems in this study are: 1) how the meaning of the visual signs featured in Katy Perry's music video "Dark Horse" presented the issue of liberal feminism; 2) what are the most dominant aspects of liberal feminism represented through visual signs in Katy Perry's music video "Dark Horse"?

### **Theory of Triangle Meaning by Charles Pierce**

In this study, the researcher analyzed the meaning of visual signs in Katy Parry's music video "Dark Horse" using the theory of triangle meaning pioneered by Charles Pierce (1839-1914). Pierce clarified the triangle of meaning into three main elements that are interconnected, including:



**Sign**

A sign refers to the form of a physical object that can be captured by the human senses and is anything intended to convey information that has a specific meaning. So in a sign, there is meaning that serves as an interpretation of the intended message. A sign, in Peirce's definition, is a physical object that serves to signify another item by displaying the item it signifies. There are three components to Peirce's sign, which are as follows:

- a) Icon: the relationship of signs that are seen is based on the similarities between the elements referred to.
- b) Index: the relationship of signs is seen from the cause and effect between the elements.
- c) Symbol: the relationship of signs seen by convention between the sources used as reference material.

**Object**

A sign's object or reference is a social context, which acts as a reference for a sign or as something that eliminates a sign. According to Peirce, although objects are typically represented by concepts that exist in a person's brain, they can also be actual things that exist outside of a sign. Therefore, objects can be mental or hypothetical, as well as material that is sensed by the five senses.

**Interpretant**

According to Peirce, interpretant simply means meaning. Peirce also uses the terms "significance" and "signification" to describe interpretants. Peirce claimed that an interpretant is likewise a sign. In this instance, interpretation is also referred to as "the sign of the user," which is defined as the idea in someone's head that lowers the sign to a certain meaning or the meaning that is in one's mind regarding the thing the sign refers to.

Within the triangle meaning theory by Peirce, signs are regarded as the bridge between the object and the interpretant. The comprehension or significance of a message takes shape in the mind of the message recipient (the interpretant) through the connection established between the sign and the object. In the context of this research, the researcher applied Peirce's semiotic framework to spot visual signs in the music video, relate them to the objects, namely the concept of liberal feminism, and scrutinize how the researcher, as the message recipient, comprehends and interprets their meaning. This approach uncovers hidden or implied messages within the video, shedding light on their relevance to liberal feminist issues. Consequently, Peirce's semiotic theory is a potent tool for dissecting the intricate layers of visual meaning in contemporary artistic expressions like a music video.

**Theory of Liberal Feminism**

The foundation of liberal feminist theory is equality and national freedom. The intended subject in this instance is women, who are emphasized as intelligent beings with the same skills as men and must be accorded the same rights as men. According to liberal feminist theories, there are two fundamental objectives of this movement. The first is the right to freedom, liberty, and individuality; the second is the right to receive equal treatment before the law and in all other areas of life, such as education, economy, politics, the legal system, and social interactions. The first objective is in line with the notions put forth by Tong and Hanifah et al. Additional ideas that support the second purpose are those of Worell and Tong (16). In this study, the researcher utilized liberal feminist theory consistent with the viewpoints of Tong (2008), Worell (2001), and Hanifah, et al. (2017), which elaborates on the two fundamental objectives of liberal feminism as follows:

***Freedom, liberty, and individuality***

Every human being has the right to freedom, as do women. They have the freedom to do whatever they want. This is based on Tong (2008), who emphasizes that women can accomplish whatever they desire rather than simply advocating for the idea that they should be able to do more than men. This statement indicates that women have complete autonomy over their own lives and are unrestricted by the demands of others. Furthermore, women also possess the right to individuality. As explained by Hanifah et al. (2017), liberal feminism is essentially a perspective on women who have complete freedom and individuality. Individuality is the result of independence, self-determination, and assertiveness (Wortham, 1975). so that by having full individuality, women are free to make decisions and take action based only on themselves, to be self-reliant, and to bear the consequences of their actions.

***Equal rights and opportunity***

Equal opportunity has always been associated with liberal feminism. Equal means that men and women are afforded the same privileges and opportunities in all spheres of life. As stated by Worell (2001), liberal feminism aims to end discrimination between women and men in the social, political, legal, and educational spheres. Women can outperform men if they are given equal opportunity in all spheres of life. They are clever individuals with the same skills as men. This is in line with Tong's view, which states that liberal feminism's main objective is to bring about sexual equality; as a result, society should grant women the same rights and opportunities in politics, economic prospects, and education as men. There are no distinctions between men and women in this situation or any other area of life. This liberal feminist wants to remove the patriarchal ideals that dominate society and unfairly disadvantage women in many spheres of life.

**Research Method**

In this study, the researcher employed a qualitative descriptive method to address the problem formulation. According to Kriyantono (2009), qualitative research focuses on collecting data as deeply as possible to explain the phenomenon in depth. In addition, descriptive research methods are also applied in this study to describe a characteristic of the phenomenon being studied. In this study, the researcher took data sources from Katy Perry's YouTube channel, especially the music video entitled "Dark Horse," which was released on February 21, 2014. The researcher focused on Katy Perry in the music video as the subject of this research. The data analyzed in this study is the visual sign displayed



in the music video. More specifically, the visual sign that represents liberal feminism is the focus of this analysis. The data to be used in this study was presented in the form of screenshots of images, words, phrases, sentences, and tables. Furthermore, the researcher acted as the main instrument to collect and analyze data to conclusions.

In collecting data, the researcher downloaded the music video "Dark Horse" from Katy Perry's YouTube channel and watched it repeatedly. After that, the researcher screenshotted and recapped certain scenes included in the visual sign and added them to the folder. After that, the data was analyzed to reveal the meaning that represents liberal feminism using Charles Pierce's (2008) theory of the triangle of meaning (Chandler, 2001). Also employed are various liberal feminism theories by Rosemarie Putnam Tong (Tong, 2008), Judith Worell (Worell, 2001), and Hanifah et al. (Hanifah et al., 2017). Furthermore, the researcher explained the meaning of the visual signs that represent liberal feminism found in the music video. Then, In the last step, the researcher concluded.

**Result and Discussion**

In the domain of visual semiotics, this study has ventured into uncharted territory, delving into the realm of music video and the intricate interplay between visual signs and the representation of liberal feminism. The primary objective of this study is to conduct a semiotic analysis of Katy Perry's "Dark Horse" music video, with a focus on examining the visual signs that convey the principles of liberal feminism and identifying the dominant aspects of liberal feminism within the video.

Within the 7 tables outlined, 3 revealed freedom, liberty, and individuality, while the remaining 4 showed equal rights and opportunities within the political and social spheres. Significantly, the second dimension, emphasizing equal rights and opportunities, emerges as the most dominant theme throughout the music video. These findings conclusively demonstrate that "Dark Horse" visually embodies the tenets of liberal feminism, particularly in advocating that women possess the capacity and entitlement to secure equivalent rights and opportunities to men in diverse spheres of life, supported by their comparable or even superior abilities.

**Sign**



**Figure 1.** Cleopatra's Costume

<b>Object</b>	Katy Perry wears a Queen Cleopatra costume and explores her character as a respectable queen who is strong and has no boundaries against anything.
<b>Interpretation</b>	In all parts, Katy Perry incarnates as Queen Cleopatra, wearing a Cleopatra costume. She also explored Queen Cleopatra's character as a woman of honor who was strong, and nothing could limit her, so she could do whatever she wanted. The Cleopatra costume worn by Katy Perry interprets the freedom of a woman to get and do whatever she wants without being limited by anyone.

**Table 1.** Representation of Freedom, Liberty, and Individuality in Cleopatra's Costume

In Table 1, Katy Perry wears a Queen Cleopatra costume, which directly involves the depiction of the character of Queen Cleopatra, who is known as a queen who is strong and has sexual freedom, as well as beauty that can conquer any man in the world (Moore, 2015). In addition, Cleopatra is also considered a fighter for feminism. Armed with an analysis of the historical adaptation of Queen Cleopatra in Shakespeare's "Antony and Cleopatra", Rahmah (2006) explained that during her life, which was set in the Elizabethan era, where all were subject to and dependent on men, Cleopatra was intended as a figure who broke this ideology. Cleopatra uses her rights to be free to do whatever she wants without being limited or dependent on men. She is a queen who is smart, strong, and honorable, so she uses her abilities to be someone who does not struggle in domestic work and is free to choose her life partner.

As shown by Katy Perry in her music video. Katy Perry seems to deliberately use Cleopatra's costume to convey liberal feminism, especially regarding women's freedom and individuality. Based on the story and character of Queen Cleopatra, Katy Perry explicitly showed how a woman with a noble and strong personality used her right to individuality to be who she wanted to be. Women don't have to only do domestic work; women can be leaders, as Katy Perry's role is to be a queen in the kingdom. In addition, women can also freely choose their life partners because they are not slaves to men who have to depend on them. These two points are also explained in detail in the following findings.

**Sign**



**Figure 2.** Katy Perry as The Queen in The Palace

<b>Object</b>	Katy Perry sat gracefully on a throne, surrounded by ladies-in-waiting, bodyguards, and her people. She becomes a queen who leads a palace.
<b>Interpretation</b>	In this section, Katy Perry's position as a queen interprets that women can be something that is generally only aimed at men in the political and social fields. Those women can be leaders. Katy Perry sitting gracefully on her throne showed that she is an intelligent and powerful woman, as she deserves as a leader. She proved that as a woman, she has the same abilities as men, so she has the right to have the same opportunities or positions in politics as men. In addition, this section also showed that Katy Perry, as a queen, is highly lauded and respected by her ladies-in-waiting, bodyguards, and even her people. Thus, this also proves that equal degrees and equal opportunities for women are accepted in the social sphere.

**Table 2.** Representation of Equal Rights and Opportunity in Political and Social Aspects Through the Queen's Position

Table 2 explains that Katy Perry's role as queen who leads the kingdom represented equal rights and opportunities where women can become leaders as men are entrusted with that position. This may not be acceptable in the ideology embedded in certain societies because they think that women are not capable enough to hold all

responsibilities, especially in the political field. Randazzo (2012) said that in a patriarchal culture, a woman ruler is considered an unusual thing that can cause extreme cases of anxiety. It emphasized that women should stay in the private sphere and that men should be the only ones authorized to be involved in public affairs.

However, in this music video, Katy Perry breaks all these ideologies by showing that women can and deserve to be leaders, no matter how big the responsibility is. Actions, expressions, and gestures shown by Katy Perry clearly show that women can also be powerful and should be respected, not just confined to domestic work. It's not a destiny for women, but more the ideology of a society that is less open. Women have the right to be involved in public affairs, including political affairs because their abilities are equal and can even be higher and more proper than men's. So, through the music video section, the representation of equality and the provision of equal opportunities in the form of the position of women as rulers in political matters can be accepted by society, which is how it should be.

**Sign**



**Figure 3.** A Sphinx-shaped throne

<b>Object</b>	Katy Perry sat on a throne in the form of a Sphinx
<b>Interpretation</b>	In this section, Katy Perry designed her throne with the Sphinx model to represent the great power of women. Just as the Sphinx is interpreted as a symbol of great power, the scene of Katy Perry sitting on the throne shows that she, as a woman, has great power comparable to men if she is made a leader.

**Table 3.** Representation of Equal Rights and Opportunity on The Sphinx

Table 3 explains that Katy Perry represented equal rights and opportunities for women through a Sphinx-shaped throne. This refers more to proving that women's abilities are not weaker than men's, thereby negating equal rights. The Sphinx is an ancient figure made up of various signs depicted throughout Greek, Near Eastern, and Asian civilizations, including the head of a male or female human, the body of a lion, and the wings of a giant bird (Claus, 2022). In this case, Claus explained that the part of the human head on the Sphinx is not specifically defined as female or male. Thus, it could imply that any gender can wield great power. In this music video, Katy Perry, who sat on a throne in the form of a sphinx, showed that women also have great power, as so far only men have deserved this recognition. Therefore, with equal abilities, they must also receive equal opportunities in any field, let alone political matters.



**Sign**



**Figure 4.** The First Suitor King



**Figure 5.** The Second Suitor King



**Figure 6.** Third Suitor King



**Figure 7.** Fourth Suitor King



**Figure 8.** Fifth Suitor King

<b>Object</b>	Katy Perry rejected five proposals from rich kings, including the first suitor with large diamonds, the second suitor with various foods, the third suitor with various forms of gold, the fourth suitor with his unique gold-plated face shape, and even the last suitor with a giant golden pyramid.
<b>Interpretation</b>	In this section, Katy Perry is proposed by five wealthy kings. They came out flaunting their wealth to woo Katy Perry, but it didn't sway her. Katy Perry's rejection interprets a woman's freedom of choice. They have power, freedom, and individuality over themselves, so no object or person can influence or even limit them.

**Table 4.** Representation of Freedom, Liberty, and Individuality Through The Rejection of Five Applicants

Table 4 illustrates the freedom and individuality of a woman through the rejection of Katy Perry's proposal to five wealthy kings, even though they seduced her with wealth. This case rarely happens in reality because marriages prioritize the price of the bride and groom, which are often misinterpreted as dowries. According to Dhanakoses (2019), dowry is defined as an asset that must be paid by the groom to the bride and vice versa. In this case, the families are more concerned with how much dowry they can receive than the feelings of love from the bride and groom. Women, who are often required to look for wealthy men, must put aside their right to freedom and individuality by prioritizing their feelings for the sake of their parents' demands.

However, through the music video, Katy Perry showed that women's rights are more important and cannot be exchanged for anything. There is no right price to buy a woman's rights. Especially when it comes to love, which cannot be forced by anything or anyone. Thus, this implied that no matter how big the position how rich a person is, or even how expensive the goods offered, they cannot subdue a woman if that is not what

they want. This is because they have complete freedom of choice without any restrictions from others. They are also able to live independently to enjoy pleasure and bear the consequences of their decisions, so this also proved that a woman could live life without depending on men.

**Sign**



**Figure 9.** The Eye of Horus Symbol

<b>Object</b>	Katy Perry used a small stick with a single-eye symbol known as the Eye of Horus symbol.
<b>Interpretation</b>	In this section, the eye of Horus symbol used by Katy Perry represents women's equal rights and opportunities. This is because the eye of Horus is known as a symbol of prosperity and protection. So the scene of Katy Perry holding a cane with the eye of Horus symbol showed that Katy Perry, as a woman, is capable of being a leader who is responsible for prospering and protecting her people.

**Table 5.** Representation of Equal Rights and Opportunity Through The Eye of Horus

In Table 5, Katy Perry used the eye of Horus symbol to represent equal rights and opportunities for women in the public sphere, especially politics, and society. This is concerned with the meaning of the Eye of Horus. The Eye of Horus has long been associated with prosperity and protection among the ancient Egyptians, and this association has persisted into contemporary Egypt (ReFaey et al., 2019). So through the scene in the music video, Katy Perry proved that women can become leaders and deserve to be involved in political affairs because they are also able to hold responsibility as leaders, namely to prosper and provide protection to the people. So, in this case, society can give trust and equal opportunities to women without doubting their abilities.

**Sign**



**Figure 10.** Magic

<b>Object</b>	Katy Perry has the magic power to bewitch kings who dare to get involved with her.
<b>Interpretation</b>	In this section, magic is used to interpret the strength and power of women. This magic power refers to the great and unexpected abilities of women. In the music video, Katy Perry used her magic to curse the kings who came to wither her. Through this scene, Katy Perry proved that, as a woman, she has tremendous

strength to be able to stand on her throne as a queen. She showed she was a strong woman, as strong as a man. Even in the scene of combing the kings, it was implied that women's abilities and strengths can be greater than men's, so she can get rid of men if they are arbitrary and intend to limit their rights.

**Table 6.** Representation of Equal Rights and Opportunity in Magic

Table 6 explains that Katy Perry represented the power of magic as a form of struggle for equal rights in political affairs. The term "magic" in this case refers to the power of women in handling political affairs, which is a form of proof that women are not weak enough to be claimed to be incapable of being used as leaders. However, the scene of bewitching the king shows that women's abilities can be even greater than men's, so they are also able to handle matters that are men's affairs. In addition, women are also able to defend their rights; they can get rid of anyone who tries to limit their rights to receive equal opportunities.

**Sign**



**Figure 11.** Wings Costume

<b>Object</b>	Katy Perry climbed the giant golden pyramid, and when she reached the top of the pyramid, she spread her costume wings with a stern facial expression and shouted.
<b>Interpretation</b>	In this section, Katy Perry used a wing costume that represented the freedom of a woman. She climbed a large pyramid depicting the form of a woman's struggle so that she could be at the top. Katy Perry's firm expression and screams emphasized that women are free and able to achieve everything they dream of in various aspects of life without being dependent on or limited by any party.

**Table 7.** Representation of Freedom, Liberty, and Individuality in Wings Costume

Table 7 shows the freedom, liberty, and individuality of women in achieving all the things they want in various aspects of life. They can be involved in political, social, etc. affairs without depending on or being limited by others. In many cases, women are forced to just stay at home and bury their dreams, ambitions, and desire to be active in the public sphere. However, in the scene in this music video, Katy Perry emphasizes that women have the freedom to express themselves without any pressure from men or society. They are free to do what they want. They can choose to be involved in political affairs, becoming leaders based on their will and ability.

**Conclusion**

This study focused on investigating the visual signs within Katy Perry's "Dark Horse" music video, acknowledging their significant role in conveying messages, particularly about liberal feminism. Visual signs serve as a crucial component for musicians and audiences to express their perspectives and interpretations of social issues in the music video. The core objective of this research is to uncover the implicit meanings embedded in these visual signs, particularly those associated with liberal feminism, and to identify dominant aspects of liberal feminism found in the music video "Dark Horse."

To achieve this objective, the researcher utilized a qualitative descriptive approach and integrated Pierce's triangle of meaning theory, which classifies signs into three components: sign, object, and interpretant, along with the theory of liberal feminism advocated by Tong, Werell, and Hanifah et al.

The findings found 11 visual signs that represent the two fundamental principles of liberal feminism. These signs are organized into 7 tables aligned with those two goals: 3 revealed freedom, liberty, and individuality, while the remaining 4 showed equal rights and opportunities within the political and social spheres, as portrayed through the visual narrative of the "Dark Horse" music video. Particularly, the second goal, emphasizing equality of rights and opportunities across various aspects, emerges as a dominant theme within the music video. This reinforces the main message conveyed by Katy Perry's "Dark Horse" music video, which advocates that women possess the capacity and entitlement to secure equivalent rights and opportunities to men in diverse spheres of life, supported by their comparable or even superior abilities. In essence, this research provides a distinctive perspective to explore the implicit visual representation of liberal feminism within the "Dark Horse" music video, shedding light on how this prominent music video effectively communicates these ideals through its visual signs.

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