



**CONSERVATORY OF MUSIC  
COLLEGE OF CREATIVE ARTS  
UNIVERSITI TEKNOLOGI MARA**

**MUF655  
RESEARCH PROJECT**

**FEMINISM THROUGH HIP-HOP :  
A CASE STUDY OF “HAL” BY ARABYRD, SOPHIA LIANA,  
HULLERA AND DJ ZIQQ & “RANI CYPHER” BY RAJA KUMARI  
FEAT. SIRI, MEBA OFILIA AND DEE MC**

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**OCTOBER 2021 - FEBRUARY 2022**

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## ACKNOWLEDGEMENT

There are so many people I want to thank for making this research happen.

First and foremost, praises and thanks to Allah S.W.T, for His showers of blessings throughout my research work to complete the research successfully.

And of course the first one I want to thank is my supervisor Miss Afiqah Aisyah Saiful Bahar. Thank you for taking a chance on me as your degree research student. It was a great privilege and honor to study under her guidance. Thank you for the patience, continuous support, encouragement and providing invaluable guidance with all my last minute works. Her vision, sincerity, motivation and dynamism have deeply inspired me. I am extremely grateful for what she has offered me.

I dedicated this research to my best friend, my emotional support, my sweetheart, my darling Boo, who was a better person than I am even though she was a cat. Thank you for the unconditional love.

My completion of this project could not have been accomplished without the support of my family and classmates. To AAYER pods (Syrul Azlan, Nur Azrin Zamzam, Yasmin Syuhada and Edriz Imran) thank you for the unlimited support. To Farhana Faizul, please forgive me for my 3am mental breakdown I know you love me forever. To the person with an incredible heart, Safurah Hazri whose laughter is like sugar. It makes life sweeter. The moon is beautiful isn't it ? and lastly to Hanna because she owed me an iced latte. I would never bring her to buy Tokyo Banana anymore.

And last but not least, UiTM has given Ruvi a Degree ! UiTM has presented Ruvi with Education ! Ruvi is freeeeee !

## **ABSTRACT**

This research aims to discuss the efforts of feminist musicians to promote female empowerment and gender equality in rap music. The objective of this research is to identify existing feminism elements and to analyze the major feminism elements. To do so, is by apply the thematic analysis method to quantifying qualitative research.

## **CHAPTER 1 – INTRODUCTION**

### **1.1 BACKGROUND OF THE STUDY**

From my earliest memories, the term "hip hop" has always been associated with me. Music from a select groups, such as Too Phat and Ruffedge, was a part of my childhood, and I am an avid follower of their work to this very day. After a while, I began to question whether a local mainstream female rapper could give positive hip-hop until earlier this year, when the song "Gila," by Kaka Azraff, Noki, and Loca B, which emphasised mental health awareness received the Anugerah Juara Lagu 35 award for best female rapper. Later, after doing further research, I came across 16 BARIS, a rap cypher event that was hosted by famed rappers and former members of Too Phat, Joe Flizzow and Malaysia DMC Champion DJ Cza, among others. Female talents such as Loca B, Zamaera, Lil Asian Thiccie, Hullera, and most recently a hijab-wearing artist, Bunga, demonstrate that the Malaysian music industry embraces female talents who will most likely dominate the popular music industry and work alongside males in the future, as evidenced by their recognition.

This study focuses on two songs that are similar in genres and beliefs, yet are diametrically opposed in the context of literature. In the first song, titled "Hal," which will be published in 2020, girls are empowered by the message that they may live independently in today's society despite a range of hurdles. If we don't make difficulty or "Hal," we should insist on ignoring what other people think we should say as a woman. The second song, "Rani Cypher," which will be published in 2021, depicts the storey of how women face greater difficulties in the workplace because of their gender. It discussed how women must put forth more effort and accomplish more.