

ABSTRACT

Nurul Rahmawati. 1195030174. The Construction of Masculinity in Men's Skincare Advertisements. A Graduating Paper. English Literature Department, Faculty of Adab and Humanities, State of Islamic University Sunan Gunung Djati Bandung. Advisors: 1. Dr. Andang Saehu, M.Pd., CHS., CIIQA.; 2. Irdan Hildansyah, S.I.Kom., M.I.Kom.

This research aims to identify the denotative and connotative signs of linguistic and visual elements in several men's skincare (NIVEA Men, Pond's Men, Garnier Men, and Vaseline Men) advertisements, and analyze the myth of masculinity portrayed in these advertisements. The research questions explore the meaning conveyed by linguistic signs and the portrayal of masculinity through visual elements. The method used to analyze this research is a qualitative method with content analysis approach. There are eight (8) data analyzed in this research, which were collected through field transcripts, outlines, audiotapes, and photographs. The findings reveal several characteristics of masculinity based on the denotative and connotative meaning of the advertisements' narration. Men are portrayed as intellectual, possessing leadership abilities, embracing challenges, and displaying strength and adventure. The myth of masculinity is further represented through visual elements such as actors, settings, properties, and color saturation. In the NIVEA Men Deep advertisement, the myth of masculinity reflects men's affinity for sports, particularly football, and their leadership qualities. The NIVEA Men Crème advertisement portrays masculinity by highlighting men's foresight. The Pond's Men Acne Solution Facial Wash and Pond's Energy Charge advertisements depict men as sturdy oaks, emphasizing their strength, ambition, and discipline. The Garnier Men AcnoFight Anti-Pimple Face Wash and Garnier Men Power White Moisturizer advertisements portray masculinity through muscular bodies, beards, and mustaches, along with the depiction of outdoor activities. Meanwhile, the Vaseline Men 2 Steps to Brighter Skin and Vaseline Men Range advertisements depict men as strong, dominant, proud, ambitious, and powerful. Overall, the combination of narration and visual elements effectively reflects the concept of masculinity. The narrations convey denotative and connotative meanings, while the visual elements contribute to the portrayal of the myth of masculinity.

Keywords: Roland Barthes' Semiotics, Masculinity, Men's Skincare Advertisements

ABSTRAK

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Penelitian ini bertujuan untuk mengidentifikasi tanda denotatif dan konotatif dari elemen linguistik dan visual pada beberapa iklan perawatan kulit pria (NIVEA Men, Pond's Men, Garnier Men, dan Vaseline Men), serta menganalisis mitos maskulinitas yang digambarkan dalam iklan-iklan tersebut. Pertanyaan penelitian mengeksplorasi makna yang disampaikan oleh tanda-tanda linguistik dan penggambaran maskulinitas melalui elemen-elemen visual. Metode yang digunakan untuk menganalisis penelitian ini adalah metode kualitatif, yang mengacu pada analisis isi. Ada delapan (8) data yang dianalisis dalam penelitian ini, data dikumpulkan melalui transkrip, outline, rekaman audio, dan foto. Temuan penelitian ini mengungkapkan beberapa karakteristik maskulinitas berdasarkan makna denotatif dan konotatif dari narasi iklan. Laki-laki digambarkan sebagai sosok yang intelektual, memiliki kemampuan kepemimpinan, menyukai tantangan, serta menunjukkan kekuatan dan petualangan. Mitos maskulinitas direpresentasikan lebih lanjut melalui elemen-elemen visual seperti aktor, setting, properti, dan saturasi warna. Dalam iklan NIVEA Men Deep, mitos maskulinitas merefleksikan kedekatan pria dengan olahraga, khususnya sepak bola, dan kualitas kepemimpinan mereka. Iklan NIVEA Men Crème menggambarkan maskulinitas dengan menyoroti kejelian pria. Iklan Pond's Men Acne Solution Facial Wash dan Pond's Energy Charge menggambarkan pria sebagai pohon yang kokoh, yang menekankan kekuatan, ambisi, dan kedisiplinan mereka. Garnier Men AcnoFight Anti-Jerawat Face Wash dan dan iklan Garnier Men Power White Moisturizer menggambarkan maskulinitas melalui tubuh laki-laki yang berotot, memiliki jenggot, dan kumis, serta penggambaran aktivitas di luar ruangan. Sementara itu, iklan Vaseline Men 2 Steps to Brighter Skin dan Vaseline Men Range menggambarkan pria sebagai sosok yang kuat, dominan, bangga, ambisius, dan bertenaga. Secara keseluruhan, kombinasi antara narasi dan elemen visual secara efektif merefleksikan konsep maskulinitas. Narasi menyampaikan makna denotatif dan konotatif, sementara elemen visual berkontribusi pada penggambaran mitos maskulinitas.

Keywords: *Semiotik Roland Barthes, Maskulinitas, Iklan perawatan kulit pria.*