ABSTRACT

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It has been a general consent for society that masculinity is a term for men and femininity is a term for women. In traditional gender roles, what we call as masculine is simply not doing feminine things. This condition evokes binary opposition between men and women’s behavior. Masculinity today is an interesting topic to be analyzed since traditional gender role indicates that men are dominant. However, today, the notion of gender equality rises in our life. Masculinity equals to femininity. By looking at this case, the representation of masculinity in this research is portrayed in the male model of Mama Lemon advertisement in television, which is different from the portrayal of traditional gender role. This study aims to examine the representation of masculinity in washing dishes advertisement, Mama Lemon in television. With the application of Goffman’s pattern of gender portrayal in advertisements, this study found 12 scenes as the primary data. Theory of New Man and Hegemonic Masculinity are used to find whether the portrayal of masculinity in the male model of Mama Lemon advertisement is different from the traditional gender role. The finding shows that there are some changes in the pattern of gender portrayal in the representation of masculinity in the male model of Mama Lemon advertisement. However, these changes do not alter the idea of traditional gender role which regards men as superior. Instead, these changes reinforce the domination of men.

Keywords: Advertisement, Gender Advertisement, Masculinity, Representation.