

## ABSTRACT

Many people used to believe that men with excessive attention to physical appearance are likely to be considered as feminine. However, this condition seems to be different today. Nowadays, the appearance of men's grooming product in the media and many advertisements in Indonesia undermined the traditional ideology of the masculinity which considers that men never pay attention to their appearance. The aim of this study was to find out the representation of Indonesian masculinity in body lotion's television advertisements, *Gatsby Body Lotion*. This study used a qualitative research and applied Masculinity Theory. Finally, this study discovered that *Gatsby Body Lotion* television advertisement represents New Men. It is the type of masculinity that is close with feminine things, especially related to caring about appearance.

**Keyword:** Body lotion, masculinity, negotiation, representation