

UNDERGRADUATE THESIS

**THE NEGOTIATION OF MASCULINITY ON EYESHADOW PALETTE
PROMOTIONAL CONTENT: A SEMIOTIC STUDY ON URBAN
DECAY'S EYESHADOW PALETTES PROMOTIONAL CONTENTS AT
OFFICIAL @urbandecaycosmetics**



By

ZALFA RIZKI SALSABILA SATYA

NIM 121811233136

**ENGLISH DEPARTMENT
FACULTY OF HUMANITIES
UNIVERSITAS AIRLANGGA
SURABAYA**

2022

IR – PERPUSTAKAAN UNIVERSITAS AIRLANGGA

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**Submitted in Partial Fulfillment of the Requirements for the Sarjana Degree
of English Department Faculty of Humanities Universitas Airlangga**

By

ZALFA RIZKI SALSABILA SATYA

NIM 121811233136

**ENGLISH DEPARTMENT
FACULTY OF HUMANITIES
UNIVERSITAS AIRLANGGA**

SURABAYA

2022

iii

DECLARATION

I declare that this undergraduate thesis submitted in partial fulfillment of the degree of Sarjana Humaniora (S.Hum) of the English Department Faculty of Humanities Universitas Airlangga is entirely my own work and has been solely the result of my own original research. Hereby, I confirm that:

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Surabaya, 29 July 2022



Zalfa Rizki Salsabila Satya
NIM. 121811233136

DEDICATION

I dedicated this thesis to my family and dearest friends. Without their support and love, the completion of this thesis would never be possible.

APPROVAL SHEET

Title : THE NEGOTIATION OF MASCULINITY ON
EYESHADOW PALETTE PROMOTIONAL CONTENT: A SEMIOTIC STUDY
ON URBAN DECAY'S EYESHADOW PALETTES PROMOTIONAL
CONTENTS AT OFFICIAL @urbandecaycosmetics

Name : Zalfa Rizki Salsabila Satya
Student's Number : 121811233136
Department : English Department

Approved to be submitted on 29 July 2022 by:

Advisor



Nurul Fitri Hapsari, S.S., M.A.
NIP. 198301742012122002

And has been examined and accepted by the Board of Examiners: Surabaya, 29 July 2022:

Examiner 1



Edi Dwi Riyanto, S.S., M.Hum., Ph.D.
NIP. 196909222000031002

Examiner 2



Nurul Fitri Hapsari, S.S., M.A.
NIP. 198301742012122002

Examiner 3



Pujo Sakti Nur Cahyo, S.Hum., M.Hum.
NIP. 198509232015041003

Acknowledge by
Head of English Department



Dr. Layli Hamida, S.S., M.Hum.
NIP. 197512162003122001

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TABLE OF CONTENT

INSIDE COVER PAGE	i
INSIDE TITLE PAGE.....	ii
DEGREE REQUIREMENT.....	iii
DECLARATION	iv
DEDICATION	v
APPROVAL SHEET	Error! Bookmark not defined.
ACKNOWLEDGEMENT	vii
TABLE OF CONTENT	ix
LIST OF FIGURES	xi
ABSTRACT	xii
ABSTRAK.....	xiii
CHAPTER I INTRODUCTION	1
1.1. Background of the Study.....	1
1.2. Statement of the Problem.....	9
1.3. Objectives of the Study.....	9
1.4. Significance of the Study	10
1.5. Definition of Key Terms.....	10
CHAPTER II LITERATURE REVIEW	12
2.1 Theoretical Framework.....	12
2.1.1. Hegemonic Masculinity	12
2.1.2. New Man.....	14
2.1.3. Beauty Boy	17
2.1.4. Men and Makeup.....	19
2.2. Related Study	21
CHAPTER III METHOD OF THE STUDY	27
3.1. Research Approach.....	27
3.2. Data Source	27

3.3. Scope and Limitation	28
3.4. Population and Sampling.....	28
3.5. Technique of Data Collection	29
3.6. Technique of Data Analysis	30
CHAPTER IV DISCUSSION.....	33
4.1. The Portrayal of Masculinity on Urban Decay's Eyeshadow Palette Promotional Contents on Official @urbandecaycosmetics.....	33
4.1.1. Masculinity on Eyeshadow Palette Promotional Content 2019	35
4.1.2. Masculinity on Eyeshadow Palette Promotional Content 2020	48
4.1.3. Masculinity on Eyeshadow Palette Promotional Content 2021	59
4.2. The Negotiation of Masculinity on Urban Decay's Eyeshadow Palette Promotional Contents on Official @urbandecaycosmetics.....	70
CHAPTER V CONCLUSION.....	77
5.1. Conclusion	77
5.2. Suggestion for Further Research.....	78
REFERENCES	79

LIST OF FIGURES

Figure 1	The use of purple color in Urban Decay's promotional contents	5
Figure 2	Nature Republic eye makeup model	6
Figure 3	Boy de Chanel eye makeup model.....	7
Figure 4	Urban Decay eyeshadow palette promotional content 2019	35
Figure 5	Naked Reloaded Eyeshadow Palette product description	46
Figure 6	Urban Decay eyeshadow palette promotional content 2020	48
Figure 7	Urban Decay eyeshadow palette promotional content 2021	59

ABSTRACT

Urban Decay is one of the most famous makeup brands from America. In promoting its eyeshadow products, *Urban Decay* uses several male models as the face of the product. The portrayal of masculinity usually comes from cigarettes, alcohol, and automotive advertisements. However, *Urban Decay*, as a makeup brand, hired men in promoting their eyeshadow palette product. Therefore, this study aims to analyze how *Urban Decay* portrays masculinity through promotional contents on its Instagram. The content that will be used in this study is taken from the promotional content of eyeshadow in the last three years (2019-2021). This study is a study with a qualitative method. The theory used in analyzing the object of study is the semiotic theory by Roland Barthes and also the New Man theory. The results of this study found that *Urban Decay* is still negotiating with the portrayal of hegemonic masculinity from Western culture in promoting their eyeshadow products. However, the depiction was repackaged in the depiction of New Man.

Keywords: *beauty boys, hegemonic masculinity, new man, promotional content*

ABSTRAK

Urban Decay merupakan salah satu merk *makeup* ternama asal Amerika. Dalam mempromosikan produk *eyeshadow*nya, *Urban Decay* menggunakan beberapa model pria sebagai wajah produknya. Penggambaran maskulinitas biasanya berasal dari iklan rokok, alkohol, dan otomotif. Namun, *Urban Decay*, sebagai merk *makeup*, memilih laki-laki dalam mempromosikan produk *eyeshadow palette* mereka. Oleh karena itu, penelitian ini bertujuan untuk menganalisis bagaimana *Urban Decay* menggambarkan maskulinitas melalui konten promosi di Instagram-nya. Konten yang akan digunakan dalam penelitian ini diambil dari konten promosi *eyeshadow* dalam tiga tahun terakhir (2019-2021). Penelitian ini merupakan penelitian dengan metode kualitatif. Teori yang digunakan dalam menganalisis objek penelitian adalah teori semiotika Roland Barthes dan juga teori *New Man*. Hasil penelitian ini menemukan bahwa *Urban Decay* masih bernegosiasi dengan penggambaran hegemoni maskulinitas dari budaya Barat dalam mempromosikan produk *eyeshadow* mereka. Namun, penggambaran itu dikemas ulang dalam penggambaran *New Man*.

Kata kunci: *beauty boys, hegemoni maskulinitas, konten promosi, new man*