

UNDERGRADUATE THESIS

**PERSONIFYING RUSSIA'S MASCULINITY: PORTRAYAL
OF VLADIMIR PUTIN IN BAD HISTORY'S *PUTIN* AND
KLEMEN SLAKONJA'S *PUTIN*, *PUTOUT* MUSIC VIDEOS**



By

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ENGLISH LANGUAGE AND LITERATURE

FACULTY OF HUMANITIES

UNIVERSITAS AIRLANGGA

SURABAYA

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UNDERGRADUATE THESIS

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

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SURABAYA**

2022

DECLARATION

I declare that this undergraduate thesis submitted in partial fulfilment 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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Sidoarjo, 23 January 2022



Lunggiawan Dwiatmaja

121811233069

This thesis is dedicated to me,

to my father, and to my mother

APPROVAL SHEET

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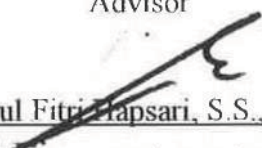
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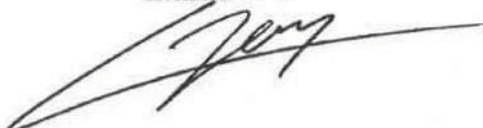
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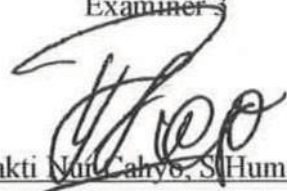
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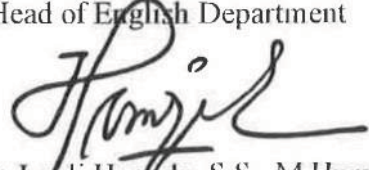
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Sidoarjo, 23 January 2022

Lunggiawan Dwiatmaja

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**“No winter lasts forever, no
spring skips its turn”**

-Hal Borland

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ABSTRAK

Praktik *gender* maskulin memiliki implikasi yang luar biasa di era akhir masa Soviet dan Rusia. Gagasan untuk melestarikan pemanfaatan praktik *gender* dipengaruhi oleh krisis maskulinitas di akhir masa Soviet dan runtuhnya Uni Soviet. Oleh karena itu, agenda 'remaskulinisasi' Rusia mulai digagas melalui sosok Vladimir Putin. Praktik ini menjadi alat bagi Vladimir Putin untuk berhubungan dengan pihak lain sebagai Presiden Rusia saat ini guna menjaga citra negara yang kuat. Putin telah dicap sebagai pemimpin maskulin selama masa kepresidenannya. Studi ini mengkaji bagaimana Vladimir Putin di media kontemporer, khususnya dalam dua video musik dari Bad History berjudul *PUTIN (My Heart Is Cold)* dan Klemen Slakonja berjudul *Putin, Putout*. Studi ini mengkaji tentang tanda-tanda simbolik yang melekat pada diri Vladimir Putin. Metode yang digunakan dalam studi ini adalah metode kualitatif, dengan pendekatan semiotika oleh John Fiske. Teori yang digunakan adalah teori maskulinitas yang dicetuskan oleh Raewyn Connell. Studi ini menunjukkan bahwa kedua video musik tersebut merepresentasikan Vladimir Putin sebagai karakter pria yang kuat, sejalan dengan agenda remaskulinisasi yang diinginkan oleh Rusia.

Kata kunci: maskulinitas, representasi, Rusia, semiotika, Vladimir Putin

ABSTRACT

The masculine gendered practice had tremendous implications in the era of late Soviet and Russia. The idea to preserve the gendered practice utilization was influenced by the crisis of masculinity in late Soviet and the fall of the Soviet Union. Therefore, the agenda of ‘remasculinizing’ Russia started to begin through the figure of Vladimir Putin. It becomes the public relations tool for Vladimir Putin as the current President of Russia to maintain the country's strong image. Putin has been labelled as a masculine leader throughout his presidency. This study investigates how Vladimir Putin is portrayed in contemporary media, particularly in two music videos by Bad History titled *PUTIN (My Heart Is Cold)* and by Klemen Slakonja titled *Putin, Putout*. This study examines the symbolic signs attached to Vladimir Putin's persona. The method used in this study is the qualitative method, with the semiotics by John Fiske as the approach. The theory used is Raewyn Connell's theory of masculinities. This study shows that both music videos represent Vladimir Putin as a strong-man character, that is in line with the remasculinization agenda which Russia wants.

Keywords: masculinity, representation, Russia, semiotics, Vladimir Putin