

UNDERGRADUATE THESIS
NEGOTIATING HEGEMONIC MASCULINITY: COMPARATIVE
STUDIES BETWEEN GILLETTE: WE BELIEVE THE BEST MEN CAN
BE (2019) AND GILLETTE INDIA: MAN ENOUGH – SHAVING
STEREOTYPES (2019)



By

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ENGLISH DEPARTMENT
FACULTY OF HUMANITIES
UNIVERSITAS AIRLANGGA
SURABAYA

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UNDERGRADUATE THESIS

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

By

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SURABAYA**

2022

DECLARATION PAGE

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I declare that this undergraduate thesis submitted in partial fulfilment of the degree of Sarjana Humaniora (S.Hum) of the English Departement 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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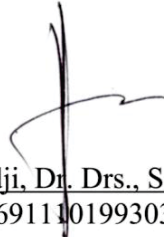
For the 13 years old version of Angel,
who never stops dreaming
and believing in God and herself.

APPROVAL SHEET

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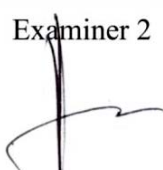
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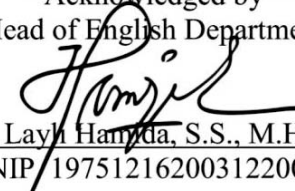
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Surabaya, 30 June 2022

Angel Godness Manuel

For I know the thoughts that I think toward you,
saith the Lord, thoughts of peace, and not evil,
to give you an expected end.
Jeremiah 29:11

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Abstract

Although hegemonic masculinity is the idea of male dominance and is centrally connected to men, not all men practice the hegemony. By using John Fiske's television codes as the approach, the author elaborates on the three levels of representation, then interpret each of the selected scenes using R. W. Connell's hegemonic masculinity. In this study, the author intends to show the representation of men's negotiation with the hegemonic masculinity in *Gillette: We Believe the Best Men Can Be* (2019) and *Gillette India: Man Enough – Shaving Stereotypes* (2019) ads. As a result, men, based on the representation in both ads, are aware of the impact of hegemonic masculinity on them and try to negotiate the notion. However, both ads have different approaches to show the viewers to negotiate the notion of hegemonic masculinity. *Gillette: We Believe the Best Men Can Be* (2019) uses typical man's stereotypes to deliver the message. Whilst, *Gillette India: Man Enough – Shaving Stereotypes* (2019) uses father-son's relation to show viewers the negotiation of hegemonic masculinity.

Keywords: *Patriarchy, traditional gender roles, gender stereotyping, hegemonic masculinity, television codes*

Abstrak

Meskipun hegemoni maskulinitas merupakan sebuah gagasan tentang dominasi laki-laki dan berpusat pada laki-laki, tidak semua laki-laki menjadi pelaku hegemoni maskulinitas. Dengan menggunakan pendekatan kode televisi milik John Fiske, penulis menjelaskan ketiga level representasi kemudian menganalisis setiap adegan yang dipilih menggunakan teori Hegemoni Maskulinitas milik R. W. Connell. Pada studi ini, penulis mengungkap representasi negosiasi terhadap hegemoni maskulinitas yang terdapat di kedua iklan, yakni *Gillette: We Believe the Best Men Can Be* (2019) dan *Gillette India: Man Enough – Shaving Stereotypes* (2019). Hasilnya, representasi laki-laki pada kedua iklan tersebut, mereka sadar tentang dampak dari hegemoni maskulinitas di hidup mereka dan berusaha mengatasi gagasan tersebut. Meskipun begitu, keduanya memiliki cara pendekatan yang berbeda dalam menyampaikan pesan kepada pemirsa tentang cara mengatasi hegemoni maskulinitas. *Gillette: We Believe the Best Men Can Be* (2019) menggunakan pendekatan dengan cara menunjukkan stereotip laki-laki, sementara *Gillette India: Man Enough – Shaving Stereotypes* (2019) menggunakan hubungan ayah dan anak untuk mengatasi hegemoni maskulinitas.

Kata kunci: *Patriarki, peran gender tradisional, stereotip gender, hegemoni maskulinitas, kode televisi*