

ABSTRACT

Nowadays, the idea of masculinity in men's grooming product advertisement shows that men should pay attention to their physical appearance. This leads to the assumption that the stereotype of a man who is innately strong, powerful, rational and competitive has shifted to the one which is more in tune with feminine with their nurturance and narcissism. However, there are some advertisements in Indonesia, which shows the intersection between the *New Man* and the *New Lad* concept. Slickboy Deluxe is one of men's grooming products which advertisement shows the intersection between two ideas of masculinity. The aim of this study is to know the construction of masculinity in Slickboy Deluxe pomade advertisements. This study used qualitative research with semiotics approach proposed by Roland Bathes as well as masculinity theory. This study finds that as a result of interaction between two concepts of masculinity; the advertisements represent the more dominant construction of *New Lad* that embraces traditional masculinity stereotypes though Slickboy Deluxe advertisements stereotyped represent the idea of *New Man*. In short, the stereotypes of traditional masculinity still exist even in men's grooming advertisements.

Keywords: Masculinity, Construction, New Man, New Lad, Pomade