

## Abstract

This thesis is written to examine perceptions among male students in Universitas Airlangga about the representation of masculinity in “L-Men Gain Mass” commercial. In this research, the writer does a qualitative method by interviewing fifteen male university students to gain their perceptions about the elements of masculinity in “L-Men Gain Mass” commercial. The writer interviews them in Universitas Airlangga and interprets the results by using Connell’s Hegemonic Masculinity supported by masculinity in sports. The respondents are interviewed by using in-depth interview, and become the subject of this study. Their opinions are the primary data and object for this study. The population is the L-Men Gain Mass commercial, and the sample is the selected scenes of L-Men Gain Mass which shows elements of masculinity. The result of this research covers male students’ opinions about the representation of masculinity in “L-Men Gain Mass” commercial. The perceptions about masculinity in “L-Men Gain Mass” commercial are different among male students in Universitas Airlangga. The masculinity in the commercial is not always accepted well by them because of their experience and understanding about masculinity. Many male students believe that being muscular like in the commercial is not the only ideal concept of masculinity because masculinity is relative according to different social group, especially in the university environment.

Keywords: L-Men Gain Mass; masculinity; perceptions; representation