

UNDERGRADUATE THESIS
**MASCULINITY IN “GUDANG GARAM INTERNATIONAL – THE MAN,
THE LEGEND, THE LEGACY” ADVERTISEMENT: A MULTIMODAL
ANALYSIS**



By

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

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Surabaya, 4 January 2022



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***This Thesis is dedicated to my late father,
my mother, my brother, and all of my
friends who have been supporting me from
the beginning until the end.***

APPROVAL SHEET

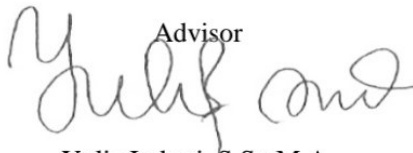
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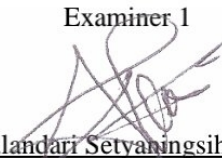
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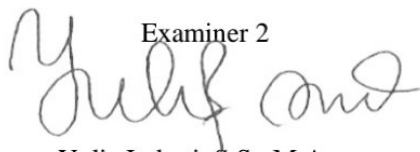
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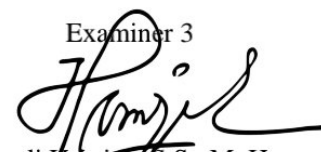
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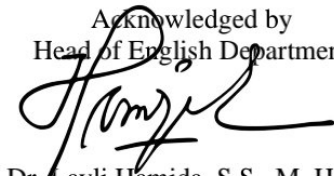
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ABSTRACT

The view of how smoking is associated with masculinity in Indonesia has been around since the influence of the Dutch colonial empire. Thus, cigarette advertisements can portray masculinity values in order to attract the audience. The masculinity values that are conveyed correspond to the culture it is aired on. The aim of this study is to find out how masculinity is represented in *Gudang Garam International – The Man, The Legend, The Legacy* video advertisement using multimodal analysis. This study is a qualitative research, and the data is taken from the aforementioned video advertisement. The verbal data is analyzed using Halliday's Systemic Functional Linguistics, while the visual data is analyzed using Kress and van Leeuwen's visual grammar theory. The multimodal elements found in the advertisement are narrative process, conceptual process, contact, social distance, attitude, information value, salience, and framing. The result shows that the masculinity value that got represented are courage, rationality, strength, and dominance. Courage is the value that got represented the most, followed by rationality. Strength and dominance got equal portrayal. In conclusion, the masculinity values that are portrayed are not only limited to the physical body, but also connects to a man's intelligence.

Keywords: *cigarette advertisement, masculinity, multimodal discourse analysis*

ABSTRAK

Pandangan terhadap kegiatan merokok yang dikaitkan dengan citra maskulinitas di Indonesia telah ada sejak zaman penjajahan Hindia Belanda. Oleh karena itu, iklan rokok bisa menunjukkan citra-citra maskulin untuk menarik penonton. Nilai-nilai maskulinitas yang terpampang sejalan dengan latar budaya tempat iklan tersebut tayang. Tujuan dari penelitian ini adalah menemukan bagaimana representasi maskulinitas dalam iklan video *Gudang Garam International – The Man, The Legend, The Legacy* menggunakan analisis multimodal. Penelitian ini menggunakan pendekatan kualitatif, dan data diambil dari video di atas. Analisis verbal dilakukan dengan teori *Systemic Functional Linguistics* milik Halliday, sedangkan analisis visual menggunakan teori *visual grammar* milik Kress dan van Leeuwen. Elemen multimodal yang ditemukan dalam iklan ini antara lain *narrative process*, *conceptual process*, *contact*, *social distance*, *attitude*, *information value*, *salience*, dan *framing*. Hasil penelitian menunjukkan bahwa nilai maskulinitas yang ditampilkan adalah keberanian, rasionalitas, kekuatan, dan dominasi. Keberanian adalah nilai yang paling banyak ditampilkan, diikuti dengan rasionalitas. Kekuatan dan dominasi ditampilkan secara seimbang. Dapat disimpulkan bahwa representasi maskulinitas dalam iklan ini tidak hanya ditampilkan sebagai sesuatu yang berkaitan dengan fisik namun juga sesuatu yang berkaitan dengan kecerdasan seorang pria.

Kata kunci: *iklan rokok, maskulinitas, multimodal discourse analysis*