

ABSTRACT

Gender has been known as social matters in our lives. In terms of gender, there are two different kinds of gender, which is masculine and feminine. Masculine is a term that associate with men while feminine is a term for women. In traditional gender roles, masculine mostly related as strong, dominant, and rational. On the other hand, feminine associates with weak, inferior, and irrational. Both terms create diversity between men and women. Men has long been dominant over women. However, in nowadays era, many people gain their awareness towards gender equality. Men and women could be seen as equal. It suggests that masculinity has the same position as femininity. This idea can be seen through the representation of the male model as a father in *Zwitsal Amazing Softness* commercial. The aim of this study is to examine the representation of masculinity in *Zwitsal Amazing Softness* commercial. This study uses Fiske's codes of television and finds 7 scenes as the primary data. These scenes are analysed by using the theory of New Man and Hegemonic Masculinity to find the representation of the male model in *Zwitsal Amazing Softness* commercial. This study finds that there are several changes in representing masculinity. It shows that the idea of traditional gender roles still exists. In summaries, these changes only reinforce the domination role of men and make them one step ahead against women.

Keywords: Hegemonic Masculinity, Masculinity, New Man, Fatherhood, Zwitsal