

ABSTRACT

Magazines aimed at women and girls “fill in the contours and colors of what it means to be a woman and how women should relate to men. It is argued that women magazine determines what is considered as appropriate gender performance in the society. The studies about female magazines have been conducted many times, however, the focus of the studies are mostly on the construction of femininity or womanhood. This study discusses about masculinity that is represented in one of female magazines, *Cosmopolitan Indonesia* magazine. The study was conducted because media is one of the factors that construct gender roles besides social and culture. This study aims to find how the masculinity is being represented in one of the rubric of *Cosmopolitan Indonesia* magazine, entitled *Man Manual*. This study uses content analysis as the method of the study. Hegemonic masculinity theory as well as hyper-masculine theory is used as the theory of this study. This study found that the form of the masculinity in *Cosmopolitan Indonesia* magazine contradict with the values of *bapak* (father), which has been the ideology of being masculine in Indonesia. Instead, the study finds that the form of masculinity that is found is the *cowok trendi* (trendy guy) form of masculinity which is identified as secular young men, who care about their appearance, live the middle-upper urban lifestyle, and also have sexual adventure.

Keywords: bapakism, content analysis, *Cosmopolitan Indonesia*, Hegemonic masculinity, *Man Manual*