

ABSTRACT

The portrayal of man on Extra Joss energy drink's advertisement is interesting to be analyzed. Since 1994, Extra Joss still uses actor as brand ambassador to promote their product. Moreover, the images of man relates to masculine identity. This study aims to find and reveal representation of masculinity on Extra Joss Rio Dewanto version ads. The data were collected from April to November 2015 from official website. There were 4 versions, but only 2 versions as primary data. The two data selected relates to the traditional masculinity issue. By applying Television Culture of John Fiske which encoded by three levels social codes. This study concerns on scenes of the object analysis. This study also used New Lad and New man concept by Tim Edwards to identify and analyze representation of masculinity on Extra Joss Rio Dewanto version. Qualitative method and interpretive approach also are applied on this study because it needed an intense interpretation to get deep signification process. This study concludes that Extra Joss Rio Dewanto version is still dominated by traditional masculinity codes.

Keywords : Masculinity, representation, television culture, new Lad, Extra Joss' advertisement