

ABSTRACT

The emergence and the huge popularity of Korean boyband is one of the reasons for the researcher to examine the masculinity issue in the boybands. The writer found a unique concept. In this video, all of the members are wearing working costumes. From the concept of this video, the writer wants to know about the ideology of wearing working costumes in their music video. The focus of this study is to find the representation of masculinity in BTS's music video entitled *Dope*. Researcher uses qualitative approach and television culture by John Fiske to analyze the video clip. By using the concepts of television culture and soft masculinity proposed by Sun Jung as the framework, the research expected to get the representation of masculinity in this video. In this discussion, researcher focused on dress, make-up, accessories, gesture and expression for the level of reality. In the level of representation, the writer focused on camera works, lighting and narrative. And finally, the writer analyzed the level of ideology. This study found that the masculinities in this videoclip were constructed by hybrid ones. The representation of masculinity in Bangtan Boys entitled *Dope* combines the new concept of soft masculinity and traditional masculinity. Although they use make up and can dance, they still embrace the concept of masculinity associated with logic, aggressive, protective, smart, and taking care.

Keywords: *masculinity; traditional masculinity; boyband; bishonen; BTS music video; soft masculinity*