

Abstract

Masculinity has been an issue to our society. It is believed that there was a gradual change in masculinity values. In other words, there are shifting values of masculinity itself. One of the factors that causes changes in masculinity is cultural factor. As a cultural product, mass media, in this case is the magazine, it contributes to the establishment of the masculinity values. This study aims to reveal how the construction of masculinity is presented in the front cover of men's lifestyle and fashion magazine. To conduct this study the writer uses DAMAN magazine, the magazine geared to adult male that focuses on the lifestyle, fashion, entertainment, etc. The writer chooses DAMAN as the object because it is the Indonesian-based publication that covers international coverage. First published in May, 2007 by Destin Asian Media Group, DAMAN has private link access to Hollywood as its creative team based in the U.S. It is published six times a year with a print run of 45.000 copies (and growing) and distributed to some other countries, not only in Indonesia. It makes DAMAN as one of the top leading men's magazine in Indonesia. Through this study, the writer wants to answer the question, "how is masculinity constructed on the front cover of DAMAN magazine?" To complete this study, the writer uses semiotic theory proposed by Roland Barthes to analyze magazine's cover. The method used is qualitative. The writer assumes that DAMAN portrays masculinity in a unique way. Man who is in a dominate position, successful, and concern about his appearance, yet still possessing traditional masculinity values is 'the ideal man' version from DAMAN. Therefore, the writer concludes that the construction of masculinity found on the front cover of DAMAN magazine is the blending of two masculinity concepts, which are *New Man* and *New Lad*.

Keywords: *DAMAN, dominate position, gender, magazine, masculinity, new man, new lad, semiotic*