

ABSTRACT

This thesis is written to examine male perceptions among representation masculinity in men's health Indonesia magazine. It is very important to explain masculinity in men's health magazine cover to readers because it will give knowledge to understand how the representation of masculinity from the magazine's content. This thesis using male's body theory because from Reeser. And the findings using semiotic by Roland Barthes. This thesis showsthat the man's body can explain about the masculinity in mass media. This thesis is using qualitative method which the writer using five samples about the research. The writer using monthly magazine November 2015 – March 2016. Those samples can give information to writer about transition model in end year and early year. Masculinity can be seen from the body and his behavior. Masculinity can also representing about muscular and sex health. The conclusion from the research is that the cover in men's health shows masculinity from the behavior, hobby and sex. Besides the man can show masculinity when he have good muscle and be a businessman.

Keywords : Masculinity, Semiotic, Male's Body