ABSTRACT

Recently, there are huge number of men wearing makeup appear in social media especially Instagram. As male, they deal with makeup whereas makeup was firmly handled by women. This phenomenon appears in Instagram account *@Endi_feng*. He is considered himself as a man but he performs his gender identity differently with what the society expects men should be. This research aims to find out the way @Endi_feng performs his expression of gender which does not meet the society perception of being masculine. By using semiotics theory by Roland Barthes, the writer analyzes the signs appear in his account qualitatively. The findings show that @Endi_feng Instagram account depicts a different idea of masculinity which is no longer about being strong and tough since men can engage with makeup and beauty as well as women.

Keywords: Endi Feng, gender expression, gender performativity, Instagram, masculinity.