

CHAPTER I

INTRODUCTION

1.1 Background of Study

When we seek about masculinity thing in advertisement, the most easily get is of course cigarette advertisement. The cigarette advertisement mostly shows the representation of masculinity whether it is a new man or a new lad. Both terms will always change and adept to the new era and understanding of masculinity. The most famous cigarette advertisement is Marlboro. Marlboro advertisement is one of the examples portraying masculinity. Marlboro cowboy, a successful icon in the Marlboro advertisement, is able to build a brand identity by displaying the side of masculinity which is free and adventurous (M.Ling, Daniel, and Pamela 2011). In Indonesia, one example of cigarette advertisements that successfully presents the idea of masculinity is *Gudang Garam* "Pria Punya Selera" advertisement which is always showing the image of masculinity inside their advertisement. Their tagline which is "Pria Punya Selera" has typographic characteristics that are masculine, decisive, and sturdy (Novi 2004)

Furthermore, naturally, smoking is patterned by gender. Smoking is an activity identical to men and the proportion of female smokers is low. As shown by the cigarette advertisement, smoking is closely associated with men's activity because the models are dominated by men, and activities practiced by them represent masculinity. In the past, the cigarette advertisement itself shows the

activity of smoking inside their video advertisement. Nowadays, the picture showing or portray smoking activity itself is prohibited by the government and law. The smoking activity shows inside the video advertisement changed more into men's activity like climbing, blending with nature, fighting, and more likely something that look masculine. From those facts, it can be seen that cigarette advertisements are always associated with men and masculinity whether the terms of a new man or a new lad, but probably the new lad one is more than new man. (M.Ling, Daniel, and Pamela 2011)

Traditionally, masculinity described men to be strong, powerful, rational and competitive. Nowadays, the ideas of masculinity in the men's cigarette advertisements show that men should pay attention to their physical appearances. This assumes that the stereotype of men who is innately strong, powerful, rational and competitive has changed to be more feminine with their nurturance and narcissism (Edwards 2006). A man who started to pay attention to their physical appearance or narcissism is called metro-sexual men. Historically, the term 'metro-sexual men' was popularized by Mark Simpson, who an English writer and journalist, in 1994 through the article '*The Independent*' (Ayunita 2). In Indonesia, the movement of metro-sexual men caused by the entry of grooming products in 1997 through the big cities in Indonesia such as Jakarta, Surabaya, and Bandung (Sari 17). This leads to the man's habit of consuming grooming products and made them categorized as 'metro-sexual men'.

Raewyn Connell stated that the terms of masculinities are not equivalent to men; they concern the position of men in a gender order. They can be defined as the patterns of practice by which people, both men and women (though predominantly men), engage that position. Masculinity is also multiple, with internal complexities and even contradictions, also change in history, and that women have a considerable role in making them, in interaction with boys and men. (Connell 2005)

The term ‘hegemonic masculinity’ is a term that refers to the effort of men to understand and stabilize gender relation, relation of men toward men and men toward women (Connell & Messerschmidt 831). Thus, hegemonic masculinity is not about the domination of men toward women but also toward other men. The term ‘hegemonic masculinity’ works when a group or organization of men with the same attitude and interest could be the one who increase their prestige and status rather than others. Hegemonic masculinity is supported by the culture which promotes the dominance of men since hegemonic masculinity consists of word “hegemony” which according to Gramsci is a simple meaning of cultural control (Connell & Messerschmidt 832)

Hegemonic masculinity is defined as successful ways of being man in particular places at a specific time (Beynon 16). Hegemonic masculinity is introduced as a concept which, due to its understanding of gender as dynamic and relational and of power as consent, could explain both the persistence of male power and the potential for social change (Duncanson 232). Since hegemonic masculinity

defines men power towards gender relation and it is historical, so hegemonic masculinity came into existence in specific circumstances and was open to historical change (Connell & Messerschmidt 832). Therefore, the domination in the past may be different in future because the meaning of masculinity may also change. Men's domination used to be considered as negative because masculinity is problematic and represents a risk factor (Gough in Tim Lomas 2). In contrast, today's men dominating gender relation in different way.

The word domination is not always being strong and roughness. The concept of hegemonic masculinity is powerful but it does not mean violence and rough. The hegemonic masculinity dominates the society through getting accepted by society and culture warmly. Men who received the benefits of patriarchy without enacting a strong version of masculine dominance could be regarded as showing a complicit masculinity. It is in relation to this group, and to compliance among heterosexual women, that the concept of hegemony is most powerful. Hegemony did not mean violence, although it could be supported by force; it meant ascendancy achieved through culture, institution, and persuasion (Connell and Messerschmidt 832)

In Indonesia, the advertisement, especially cigarette advertisement usually portrays the ideology of masculinity. Usually, cigarette's advertisement in Indonesia portrays a man with the muscle and strong body travel around or doing adventure. A man usually portrays as strong and fearless against anything. Even doing something dangerous like climbing without any tools or items stick on his

body or doing adventure and taming a wild beast without any fear comes on his face.

In the past, the cigarettes advertisement often shows the activity of smoking whether male or female models, both are smoking in the video advertisement. But the domination of male smokers is higher than the female smokers (M.Ling, Daniel, and Pamela 2011) even to this days. Nowadays, the cigarette advertisements in Indonesia are showing the ideology of masculinity which is closely related to men. Today's cigarette advertisement portrays a man with neat and clean suit and also shiny pomade on his hair with elegance attitude. As Beynon said, masculinity is cultural (Beynon 2). For example, men were used to be rough, fearless, and messy, but today masculinity is not deal with rough and messy anymore but more to be neat, clean and elegant. The terms can be related to the new man theory. It is the term to explain today's men and being masculine. Edward stated that new man is the concept of masculinity which is pro-feminist (Edward 34). According to Beynon (2002), *New Man* is divided into two, namely new man as nurturer and new man as narcissist. New man as nurturer is a reaction against the first wave of feminism; these men support all women's movement and take the previous women's roles in domestic area like child-rearing. Moreover, they become good listener, opposes to violence, and emotionally literate and sensitive (Beynon 121). New man as the narcissist is associated with commercial masculinity (Beynon 102). The men's lifestyle magazine in 1980s as popular culture also supported the concept of new man as narcissist. In the lifestyle magazine, men are represented as erotic

objects replacing women (Beynon 103-104). In short, the characteristics of new man as narcissist are high body, healthy consciousness, muscular, care about their appearances, and interest in shopping, fashion, clothes, and grooming (Beynon 121).

Therefore, some of the advertisement portrays a man as a funny person in his groups or among his friends while another advertisement portrays a man as a rich person with his branded style and stuff. Although still some advertisement portrays *New Lad* ideology but still the domination of *New Man* ideology still powerful and strong amongst today's society. The thing which make the advertisement of "*Gudang Garam Signature Brown Reveal Your Signature Moment 2016*" interesting is this advertisement showing the *New Man* ideology while others cigarettes advertisement often showing the concept of youth, happiness, and togetherness.

However, in this advertisement the main male model is illustrated as a man who can dominate the woman. It is assumed that the main male model represents New Man figure. According to Edward, new man figure is accepted more in society because of their support toward women. In this advertisement, the main male model is assumed to be illustrated as New Man nurturer by dominate the woman. Also, he is assumed to be portrayed as narcissist since his fashion style.

This study used New Man theory as the main theory because this advertisement represents New Man figure and maintaining the domination process

among women. This study uses the qualitative method and a critical approach using Goffman's pattern of gender portrayal in advertisements to analyze the data. The writer argues that this TV commercial represents a New Man figure and the main male model maintains his domination over the women.

1.2 Statement of the Problems

Based on the background, the writer wants to describe how masculinity is represented in *Gudang Garam Signature Brown Reveal Your Signature Moment 2016*?

1.3 Objective of the Study

The object of the study is describing the construction of masculinity from the male model in *Gudang Garam Signature Brown Reveal Your Signature Moment 2016* advertisement, which represents *New Man* figure and the main male model maintains his domination over the women.

1.4 Significance of the Study

The significance of this study are various. This conducted study is assumed to have contribution in Gender study, an interdisciplinary field which sexualities, masculinities, feminites and gender systems are discussed. It is expected to give clear description about masculinity. This study also provides an alternative understanding on being masculine for larger society. In addition, this study is also assumed to give practical significance, such as to the advertisement maker. It hopes

to enlarge their insight about masculinity. They will have more reference in the production of advertising in order to improve the messages that correspond the target market and build a strong brand image. Last, the writer hopes this study will be useful and contribute to the future cultural studies researches in Universitas Airlangga for those who are interested in analyzing masculinity.

1.5 Definition of Key Terms

Gender : Gender is a social term, refers to the meanings, it can be inferred as values, and characteristics that people ascribe to different sexes (Blackstone 2003)

Masculinity : Masculinities are not simply being as men; it is about the position of men in a gender order. They can be defined as the patterns of practice by which people (both men and women, though predominantly men) engage that position (R. Connell n.d.)

New Lad : The “new lad” emerged in the 1990s as a “backlash against the feminism that gave birth” to the “new man” (Benwell 2003, 37) by “drinking with mates, taking risks, telling dirty jokes, and, most of all, looking at skimpily dressed women” (McKay, Mikosza, and Hutchins 2005, 282).

New Man : New Man is a term to explain how men and masculinity are today, as a potential response to second wave feminism (Edwards 2006).

New Man is continuously more acceptable type of masculinities. They are accepted more in society because of their support toward women. Edwards stated that New Man is pro – feminist because men are still narcissist and invention(Edwards 2006). It is like they have left the notion of oppression and started to support women. They involve their feminine sides such as more caring to the existence of women rather than oppose them.

Representation: It is used in order to generate meaning about people or experience that can be applied in media and cultural analysis (Purvis 2006)