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## REPRESENTATION OF MEN'S MASCULINITY IN THE "NEW SPIRIT" VERSION OF DJARUM SUPER CIGARETTE ADVERTISEMENT (2021)

*Indra Dwi Pratama, Indah Wenerda*

### Abstract

This study aims to determine how male masculinity is represented in the cigarette advertisement of Djarum Super New Spirit. Representation is a process of constructing social reality around and how society interprets it. Masculinity itself is a gender character that is socially attached to a person by society.

The research was conducted using qualitative research, using the semiotic theory of Roland Barthes. Roland Barthes' semiotics is an approach used to find meaning from audio and visual elements that are displayed by focusing on denotative meanings, connotative meanings, and myths. Connotative meaning is the actual meaning or visible meaning, denotative meaning is the meaning behind signs, and myth is what is in people's minds because of the influence of something. Data collection techniques used in this research are Observation, Documentation, and Literature Study.

The results of this study indicate that in the 2021 Djarum Super New Spirit advertisement, masculinity can be seen from the actors, the sports displayed, the tools used, as well as verbal and non-verbal elements. Men or men are represented by traditional masculinity, namely masculinity before the 1980s where this type of masculinity is characterized by courage, leadership, strength, and being a dominator.

Full Text:  
[PDF](#)

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