

COMPARING THE MYTH OF MASCULINITY IN SELECTED MUSIC VIDEOS OF BACKSTREET BOYS AND BTS: A SEMIOTIC ANALYSIS

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ABSTRACT

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In many years, being masculine meant males to be manly. Within culture, masculinity has grown to be considered as a distinct but mutually exclusive characteristic that can coexist in any human being, regardless of gender. With very fast developments, now listening to music can be accessed anywhere. Besides music, there are music videos which are made the song being sung has more meaning through the visuals or story presented in it. The purpose of this research itself is to compare the myth of masculinity in the music videos *I Want It That Way* by Backstreet Boys and *Butter* by BTS.

This research used a qualitative method, which is appropriate for analyzing data in the form of screenshots from music videos and lyrics. The researcher collects data through observation methods, which comprises non-participant observation. According to Roland Barthes, the concept of semiotics can be utilized to uncover hidden meanings in language. The steps in data collection are as follows: observe the data, identify the data, and categorize the data as denotative, connotative, and myth of masculinity. As for the steps of analyzing the data are as follows: explaining the denotative meaning, the connotative meaning, and the myth of masculinity from Backstreet Boys *I Want It That Way* and BTS *Butter* music videos.

The founding of the result in this research shows that there are 30 data, that identified to the myth of masculinity with three cultural standards (status norm, toughness norms, and antifemininity norms) thorough analysis of all the data that contained in Backstreet Boys *I Want It That Way* and BTS *Butter* music videos.

I. INTRODUCTION

Masculinity, it is a characteristic of maleness and manhood. For many years, being masculine meant men had to be tough, manly, and cold. However, within society, masculinity has come to be regarded as a unique but mutually exclusive trait that can coexist in any human, regardless of gender. The term "masculine" can refer to behaviors, activities, and products, as well as inanimate objects, that are associated with the male sex because of some inherent feature, such as relative superiority or strength. A man may have a range of traits. The ones he will express will be affected by the context he is in. For example, men in hospital often feel they have to rein in their emotions, but on the football pitch men cry and hug their team mates (Moynihan, 1998). Meanings of masculinity also vary across cultures and admit to cultural borrowing; masculinities imported from elsewhere are conflated with local ideas to produce new configurations (Cornwall & Lindisfarne, 2003: 23). Masculinity can be found not just in a person's physical appearance, but also in things that originate from within them, such as their qualities, behavior, and attitude. How to notice someone's masculinity can be seen in the way they wear make-up, dress, and facial expressions.

Gender stereotypes for being masculine are aggressive, ambitious, competitive, forceful, dominant, strong personality, athletic, and invulnerable. These are all characteristics possessed by a man in the sense of being masculine, which are inversely different from the characteristics of a woman emotional, expressive, gentle, loyal, understanding, and warm. Even in social life, when men show such traits like have a warm personality and express his feelings more, they will always be questioned with the question "are you a real man?". Men's "natural" qualities merge with social theories of men as they constantly invent and reinvent themselves as people with "stiff upper lips," as "boys who don't cry," not in a vacuum, but in an interactive process (Moynihan, 1998).

Gender is a visible characteristic of differences between women and men that can be seen in their behavior and values, which are usually formed by

social and cultural environmental factors. According to the WHO website, "Gender interacts with but is different from sex, which refers to the different biological and physiological characteristics of females, males and intersex persons, such as chromosomes, hormones and reproductive organs." According to Aquilla (2023) someone who is not cisgender and does not identify within the gender binary — of man or woman, boy or girl — may identify as nonbinary, genderfluid, or genderqueer, among other identities. Sex refers to biological physical differences, while gender is how people identify.

For Roland Barthes, semiotics is where the sign system reflects the assumptions of a particular society at a certain time. According to Barthes (1977), though it will doubtless be required someday to change its character, semiology must first of all, if not exactly take definite shape, at least try itself out, explore its possibilities and impossibilities. Barthes' theory itself is identical with the meaning of denotative, connotative, and myth related to the social environment or reflecting the assumptions of a society at a certain time.

Music is not only to please our thoughts or feelings, but also to relieve stress when we are in a bad state, which can be called "music therapy". The fact that so many teenagers acknowledge that they sometimes find inspiration and enthusiasm in music is proof of this. Aside from music, there are also music videos that can be employed to enjoy ourselves. We can observe what the artist intends to portray through the music video, not only to promote the song but also to examine the meaning of the song. Making music videos has developed quickly over time in terms of graphics, video definition, information offered, and other factors. When we compare music videos from previous musicians to those from current artists, we can detect a difference, yet many people still like old music videos since the meaning of the songs presented is acceptable and not too difficult to understand.

Backstreet Boys, or BSB for short, was a famous boy band in the 90s era originating from Orlando, Florida, United States. Formed on April 20, 1993, with five members, namely Nick Carter, Howie Dorough, Brian Littrell, A.J. McLean, and Kevin

Richardson, and carries the genres of pop and pop rock music. According to Erlewine, benefiting from the strength of their harmony vocals and balance of heartfelt ballads with propulsive dance anthems, their third album, 1999's Millennium (home to their worldwide smash "*I Want It That Way*"), topped the charts and was certified multi-platinum across the globe, while follow-up Black & Blue extended their reign. Apart from the song *I Want It That Way*, they have many other very well-known songs, one of which is *As Long as You Love Me*, *Shape of My Heart*, *Larger Than Life*, and others.

Then for the current era, there is BTS or referred to in Korean Hangul is “방탄소년단” which is read “Bangtan Sonyeondan”, or it can be called Beyond The Scene or Bangtan Boys, which is a boy group from South Korea. There are seven members, namely, Kim Namjoon (RM), Kim Seokjin (Jin), Min Yoongi (Suga), Jung Hoseok (J-Hope), Park Jimin (Jimin), Kim Taehyung (V), and Jeon Jungkook (Jungkook), debuted on June 13, 2013. BTS has a relatively unknown music career, having begun with hip-hop-themed tracks. In comparison, BTS has become the most well-known boy group in the world, particularly among teenagers who enjoy K-Pop. According to the official website of Bighit, while imparting a positive influence through activities such as the LOVE MYSELF campaign and the UN ‘Speak Yourself’ speech, the band has mobilized millions of fans across the world (named ARMY), collected four No. 1 songs in a span of 9 months, performed multiple sold-out stadium shows across the world, and been named TIME’s Entertainer of the Year 2020.

II. METHODOLOGY

In this study, the researcher applied a descriptive qualitative method because the research data is in the form of words. Sudaryanto (2015) in his book entitled “Metode dan Aneka Teknik Analisis Bahasa”, there are qualitative and quantitative methods. Qualitative research, as its name suggests, is a way of life that involves understanding the meaning of an individual or group in a social context. This research itself must be understood. Concepts, thoughts, and experiences so that when written, it is made with good and clear words. Applying a QCA approach might help solve the problems of casual complexity (Ragin, 2006). Moreover, a QCA is particularly suited to exploratory

research and area studies that use a limited number of cases (Ragin & Rihoux, 2004). QCA is the most effective strategy for bridging the gap between case-oriented and variable-oriented research. QCA allows for the investigation of interactions between situations, leading to more sophisticated hypotheses while remaining focused on individual cases. Qualitative research is also a process of data collection; analysis is like language (which cannot be numbered). Because the data for the research is from a music video, the researcher uses qualitative research to examine and identify data.

1. Data and Source of Data

a. Data

In this study, the researcher uses observation methods with non-participant observation as a technique for collecting data. With technological advancements, researchers can now record data gathered by utilizing a computer. QCA is the most effective strategy for bridging the gap between case-oriented and variable-oriented research. QCA allows for the investigation of interactions between situations, leading to more sophisticated hypotheses while remaining focused on individual cases. The data was also taken from the official Backstreet Boys and BTS YouTube channels, which were downloaded by the researcher. The following are the steps taken by the researcher to collect data:

b. Source of Data

The source data for this research was taken from *I Want It That Way* by Backstreet Boys and *Butter* by BTS from their official YouTube.

2. Method and Technique of Collecting Data

In this study, the researcher uses observation methods with non-participant observation as a technique for collecting data. With technological advancements, researchers can now record data gathered by utilizing a computer. QCA is the most effective strategy for bridging the gap between case-oriented and variable-oriented research. QCA allows for the investigation of interactions between situations, leading to more sophisticated hypotheses while remaining focused on individual cases. The data was also taken from the official Backstreet Boys and BTS YouTube channels, which were downloaded by the researcher. The following are the steps taken by the researcher to collect data:

- a. The researcher watches *I Want It That Way* by Backstreet Boys and *Butter* by BTS music videos.
- b. Classifying the data meanings from music videos and lyrics that contain the denotative meaning, the connotative meaning, and myth using Roland Barthes' theory.
- c. Finding the myth of masculinity in the music videos of the Backstreet Boys *I Want It That Way* and BTS *Butter*.
- d. The results of the research will be described in the discussion chapter.

3. Method of Analyzing Data

In this study, the researcher uses a qualitative method. The data will be analyzed through the semiotics theory of Roland Barthes which contains the denotative meaning, the connotative meaning, and myth. The following are the stages that the researcher takes while analyzing the data:

- a. The researcher analyzes the denotative meaning in the Backstreet Boys *I Want It That Way* and BTS *Butter*.
- b. The researcher analyzes the connotative meaning in the Backstreet Boys *I Want It That Way* and BTS *Butter*.
- c. The researcher analyzes the myth of masculinity in the Backstreet Boys *I Want It That Way* and BTS *Butter*.
- d. The researcher takes conclusion from the study's findings.

III. RESULT AND DISCUSSION

In this chapter, the researcher examines the meanings of denotation, connotation, and the myth of masculinity in Backstreet Boys *I Want It That Way* and BTS *Butter* music videos. The researcher applies Roland Barthes' theory. Following the data collection process, it was found 30 data, 12 data (8 data from music video screenshots and 4 data from lyrics) from Backstreet Boys *I Want It That Way* and 18 data (13 data from music video screenshots and 5 data from lyrics) from BTS *Butter* music videos, and the discussion of the myth of masculinity between Backstreet Boys *I Want It That Way* and BTS *Butter* music videos.

1. Backstreet Boys 'I Want It That Way'

In this explanation of Backstreet Boys, *I Want It That Way*, the denotative and connotative meaning are investigated through six elements which appear in the music video. They are place, fashion, choreography, make-up, event, and the lyric. This element was picked based on what is generally considered or viewed as manly in a person, as the main topic of this study is the myth of masculinity in music video.

A. Place



E1: Airport
 R1: All Backstreet Boys members are in the airport
 C1: The scene shows where the Backstreet Boys fans gathered to send the Backstreet Boys members away by plane.

E2: Airport
 R2: All backstreet Boys members are in the airport
 C2: The scene was taken at the airport, where people usually use the airport to travel for work or just for a vacation by air. The airport provides flight facilities to the destinations that have been provided and shortens the time of travel because it passes through the air, which is usually why people who are busy (such as CEOs) or who have a short time will choose planes for their trips.

Fig. 3.1 The denotative and connotative meaning of place

The figure 3.1 shows that The Backstreet Boys are at the airport, with their supporters standing behind them. Looking at figure 2 from another meaning, airports are commonly used by individuals to go by air vehicle since they are speedy. In this music video,

the Backstreet Boys are flying somewhere on their private plane, and their fans see them off and say 'goodbye' before they depart, ensuring that all of the Backstreet Boys members have a wonderful flight and safely reach their destination.

B. Fashion (Outfit)



- E1: Black Outfit
- R1: The outfit worn by all Backstreet Boys members
- C1: In this scene, all Backstreet Boys members are wearing predominantly black clothes, especially their top clothes, they are all black.

- E2: Airport
- R2: All backstreet Boys members are in the airport
- C2: The scene was taken at the airport, where people usually use the airport to travel for work or just for a vacation by air. The airport provides flight facilities to the destinations that have been provided and shortens the time of travel because it passes through the air, which is usually why people who are busy (such as CEOs) or who have a short time will choose planes for their trips.

Fig. 3.2 The denotative and connotative meaning of black outfit

The figure 3.2 shows that all Backstreet Boys members worn black outfit, although some use other colors such as blue and gray, the dominant clothing color that they use are black. If you look at other meanings, the color of clothes in long times ago, usually men at those times rarely used flashy colors, they always used dark colors which usually they always thought that dark colors were very cool colors if they used them.

C. Choreography



- E1: The members make the same movement of crossing your legs and opening your left hand
- R1: All Backstreet members doing the choreography *I Want It That Way*
- C1: In this picture, we can see that all Backstreet Boys members make the same movement. They are doing a simple choreography for their song, *I Want It That Way*.

- E2: Airport
- R2: All backstreet Boys members are in the airport
- C2: The scene was taken at the airport, where people usually use the airport to travel for work or just for a vacation by air. The airport provides flight facilities to the destinations that have been provided and shortens the time of travel because it passes through the air, which is usually why people who are busy (such as CEOs) or who have a short time will choose planes for their trips.

Fig. 3.3 The denotative and connotative meaning of Backstreet Boys' *I Want It That Way* choreography

The figure 3.3 shows that The Backstreet Boys' choreography in this music video is not a difficult choreography but a relatively easy choreography, and they also only use choreography during the chorus of the song *I Want It That Way*. Currently, using complicated choreography is still relatively rare, they prefer to use relatively easy choreography.

D. Make-up



E1: Make-up
 R1: Make-up of Howie's Backstreet Boys
 C1: In this picture, we can see that Howie had beard, mustache, and long hair Airport.

E2: Make-up
 R2: Make-up of Howie's Backstreet Boys
 C2: In this picture, we can see that Howie's appearance is usually worn by an adult man, by growing a beard and mustache, people will usually judge that he is an adult man. Hair can also be a defining feature of a person's personality. For example, a man with short hair is typically perceived as someone who follows the rules or has a neat appearance, whereas a man with long hair is typically interpreted as someone with a strong artistic spirit (or who is at ease with long hair).

Fig. 3.4 The denotative and connotative meaning of make-up by Backstreet Boys member Howie's

The figure 3.4 shows that make-up of Howie's Backstreet Boys is usually worn by an adult man. As seen in Figure 3.5, Howie has long hair, a thin mustache, and a thin beard. If we look at it from another perspective, men who have long hair will usually be considered people who have high art, because people who have high art on average have long hair. And in the past, long hair for men could be said to be quite popular among men.

E. Event



E1: Accompany the departure
 R1: Backstreet Boys fans accompanied
 C1: BSB's departure at the airport
 We can see that the backstreet boys' fans are behind Backstreet Boys.

E2: Accompany the departure
 R2: Backstreet Boys fans accompanied
 C2: BSB's departure at the airport
 Accompanying someone's departure to the airport can be interpreted as accompanying your loved ones who will be traveling and praying that the trip goes smoothly.

Fig. 3.5 The denotative and connotative meaning of black outfit

The figure 3.5 shows that the Backstreet Boys will take an air trip using their private plane. This is where Backstreet Boys fans took their idols by plane. Because here, the fans love the Backstreet Boys so much that they accompany all the members until they board the plane. Because they saw that their favorite idol was leaving by plane, their fans did not mind taking their idol to the airport and praying that their trip would be smooth and they would reach their destination safely. Because the Backstreet Boys are very loved by their fans, the fans accompanied the members until they boarded their plane and took off.

F. Lyric

<i>You are my fire</i>	
E1:	You are my fire
R1:	Lyric in Backstreet Boys song "I Want it That Way"
C1:	In this lyric, it says that you are a fire.

E2:	You are my fire
R2:	Lyric in Backstreet Boys "I Want it That Way"
C2:	"My fire" here does not mean hot fire or fire that can burn anything, but explains that "you" is his love, which is his life's passion.

Fig. 3.6 The denotative and connotative meaning of Backstreet Boys *I Want It That Way* lyric

The figure 3.6 shows that the meaning of "fire" here is not fire as we know, like fire that can burn anything. "Fire" here means love, which explains love for someone or an expression of love for someone special. Using the word fire also means that the love you have can be said to be as hot as fire. So, when expressing the word "love" you do not need to use the word "love" but you can use other figurative words to make the impression more romantic. Sometimes expressing love to a loved one does not need to use words that directly refer to it, to make it feel more special, they use other words that their partner will already understand the meaning of.

<i>But we are two worlds apart</i>	
E1:	But we are two worlds apart
R1:	Lyric in Backstreet Boys song "I Want it That Way"
C1:	Explaining that they are two worlds apart.
E2:	But we are two worlds apart
R2:	Lyric in Backstreet Boys song "I Want it That Way"
C2:	This could mean now their relationship is not going well, right now "I" and "you" were very different in everything, which made them always fight because they were not on the same frequency.

Fig. 3.7 The denotative and connotative meaning of Backstreet Boys *I Want It That Way* lyric

The figure 3.7 shows that "two worlds" here is defined as two people who are bound in a relationship but they are strangers to each other, just as two worlds are different from each other. As time goes by, a relationship will be faced with various problems, both parties must face these problems together, not avoid problems that result in divisions and then make both parties strangers to each other. If both parties no longer have the same principles, then their

relationship will not run smoothly in the future. Therefore, so that the relationship does not break down, it is better for both parties to communicate with each other to create a good relationship.

2. BTS "*Butter*"

In this explanation of BTS, *Butter*, the denotative and connotative meaning are investigated through six elements which appear in the music video. They are place, fashion, choreography, make-up, event, and the lyric. In this *Butter* music video, BTS uses more than one place, several types of outfits, unique choreography, unique make-up for each member, events used by BTS, and even their song lyrics *Butter*, have a funny meaning, telling about a funny love confession by a man towards his partner.

A. Place



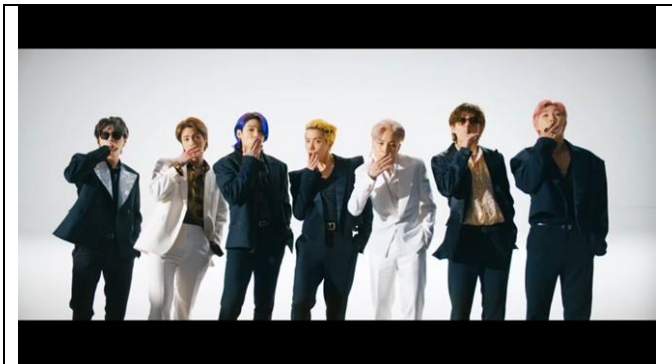
E1:	Prison (mugshot)
R1:	All BTS members are holding a placard about their identity
C1:	The scene shows all BTS members facing the camera holding a board containing their data information with a background of inch numbers (measuring height)
E2:	Prison (mugshot)
R2:	All BTS members are holding a placard about their identity
C2:	The mugshot itself is a place where criminals will be photographed with a placard containing their personal information such as name, date of birth, weight, and other information.

Fig. 3.8 The denotative and connotative meaning of prison (mugshot)

The figure 3.8 shows that BTS is holding a placard containing their personal information, such as name, date of birth, and other information. According to Cambridge Dictionary, mugshot is a photograph

taken by the police of a person who has been charged with a crime. BTS here adapts the concept of "photos like criminals". Because the meaning of this song is about teasing their partner, so they become criminals because they tease their partner until they get carried away with their feelings. That is why this "criminal-like photo" was used in BTS's music video.

B. Fashion (Outfit)



E1: R1: C1:	Tuxedo outfits The outfit worn by all BTS members The scene shows that some members of BTS wear tuxedos, suits, and blazers. The colors of their outfits appear to be only white and black.
E2: R2: C2:	Tuxedo outfits The outfit worn by all BTS members In this picture, we can see that some BTS members were wearing tuxedos, suits, and blazers. Tuxedos and suits are usually worn by men. Suit usually used for formal or informal events. Tuxedos are typically worn for more formal occasions, such as attending galas, dinners, or wedding receptions. Usually wearing a tuxedo and suit can give a man an elegant or dignified impression.

Fig. 3.9 The denotative and connotative meaning of tuxedo outfit

The figure 3.9 shows that the clothes worn by BTS on average are suits, which are usually worn by men. and in the figure above you can see that some of the buckets are white and black. The tuxedo itself is more identified with a businessman, where they always wear neat clothes every day. Men who wear a tuxedo will also look more dignified and elegant than everyday clothes. There are also various types of tuxedos, depending on whether the tuxedo will be worn for

formal or informal events. In accordance with their song, the tuxedo that BTS wears here gives the impression of a sexy and mature man.

C. Choreography



E1: R1: C1:	All the BTS members doing a hand kissing gesture All the BTS members doing the choreography <i>Butter</i> In this picture, all the BTS members make a gesture of kissing the back of their hand.
E2: R2: C2:	All the BTS members doing a hand kissing gesture All the BTS members doing the choreography <i>Butter</i> Kissing the back of the hand is synonymous with politeness, respect, and loyalty. For a man, doing this to a woman is usually synonymous with the meaning that this person is special to him, whereas for a woman, if she does this to a man, it is usually because she appreciates or respects that person.

Fig. 3.10 The denotative and connotative meaning of BTS' *Butter* choreography

The figure 3.10 shows that BTS members kiss the back of their hand. Usually, a man who does this gesture for a woman symbolizes politeness, respect, loyal, and admiration or gesture of diplomacy. It can also be said that the woman is special to the man or the woman who is older than him. But here the meaning of the movement that BTS does is a movement that is carried out by a man for the woman he loves because it relates to the theme of their song which is about love.

D. Make-up



E1:	Make-up
R1:	Make-up of Jungkook's BTS
C1:	In this picture, we can tell that Jungkook has long-medium purple hair and eye piercing.
E2:	Make up
R2:	Make up of Jungkook's BTS
C2:	We can see in this picture that Jungkook colored his hair purple. To get a very bright color, they usually dye their hair blonde first, then dye it to the desired color. Of course, being exposed to so many toxins might cause harm to our hair. Even though the brow piercing used by Jungkook is a patch, piercing the brows is extremely risky since it can induce infection, and the brows are so close to the eyes that if infected, they may attack the eyes.

Fig. 3.11 The denotative and connotative meaning of make-up by Jungkook

The figure 3.11 shows that Jungkook has purple hair, which means he dyed his hair first. Because no one has purple hair, unless they dye it first. It can be seen that there is also a piercing on his eyebrow, but the piercing that Jungkook is wearing here is not a real piercing, just a fake one. And it can be seen on his hand that Jungkook also has a tattoo. Most people who have tattoos will say that tattoos are a piece of art that reflects who they are. So, tattoos can become an identity that makes them more confident. In the figure above it can also be seen that apart from wearing fake eyebrow piercing, dyeing his hair purple, having tattoos, Jungkook also wears a ring on his finger and a necklace as additional accessories.

F. Event



E1:	Mugshot
R1:	All BTS members are holding a placard about their identity
C1:	The scene shows all BTS members facing the camera holding a board containing their data information with a background of inch numbers (measuring height).
E2:	Mugshot
R2:	All BTS members are holding a placard about their identity
C2:	The mugshot itself is a place where criminals will be photographed with a placard containing their personal information such as name, date of birth, weight, and other information.

Fig. 3.12 The denotative and connotative meaning of mugshot

The figure 3.12 shows that BTS is taking photos like criminals. Criminality itself is synonymous with bad people who commit crimes. But the concept for BTS here is where they become criminals who commit crimes, namely tempting 'ARMY', which is a crime of the heart that BTS has captured the hearts of 'ARMY'. So, they are photographed like criminals who will be interrogated for their mistakes.

F. Lyric

<i>Smooth like butter</i>	
E1:	Smooth like butter
R1:	Lyric in BTS song "Butter"
C1:	Explained that butter is smooth.

E2:	Smooth like butter
R2:	Lyric in BTS song "Butter"
C2:	It could be interpreted that he wants to make "you" his, but first he wants to get to know you before starting dating, because if everything goes smoothly according to plan, just same as "smooth like butter".

Fig. 3.13 The denotative and connotative meaning of BTS *Butter* lyric

The figure 3.13 shows that the butter is smooth. If interpreted in another meaning, it is a smooth treatment for loved ones, and wants to approach you as smoothly as possible like 'butter'. 'Butter' itself here is an expression of temptation or a funny confession because like butter which has a smooth surface, the confession expressed is a very smooth confession as if you don't seem to be confessing your feelings.

<i>Let me show you 'cause talk is cheap</i>	
E1:	Let me show you 'cause talk is cheap
R1:	Lyric in BTS song "Butter"
C1:	Explained that "I" will show you because talk is cheap.
E2:	Let me show you 'cause talk is cheap
R2:	Lyric in BTS song "Butter"
C2:	This lyric can be interpreted that "I" will not just use his mouth (making lots of promises) to persuade you, but "I" will show everything directly with actions.

Fig. 3.14 The denotative and connotative meaning of BTS *Butter* lyric

The figure 3.14 shows that talking too much or making too many promises will be in vain when the promises are not kept. Instead of talking a lot that does not come to fruition, it is better to show it directly with direct actions, because action will always have results. Because most women do not just want to be given promises through their mouths, but promises they can keep through their actions too. So, the woman believes that the man really likes her, because if a man likes a woman, then he will do anything for her.

3. Myth of masculinity between Backstreet Boys and BTS music videos

Myth is the coding of meaning and social values (which are arbitrary or connotative) as something that is considered natural. As soon as the signifying function is captured by myth, the meanings will be different. The MRNS identified three cultural standards that perpetuate men's power and privilege: the expectation for males to gain status and others' esteem (status norms), and the expectation to fortitude standards emphasize self-reliance and emotional and physical fortitude (toughness norms), while (antifemininity norms) prioritize avoiding conventional feminine behaviors.

Table. 3.1 identified the myth masculinity with three cultural standards status norms, toughness norms, and antifemininity norms

Masculinity		MYTH	
		Backstreet Boys	BTS
Status norms	Fashion (Outfit)	The clothing style that Backstreet Boys wore reflects how guys dressed in the 1990s, and the members also wear simple clothing, making them appear more manly in that year.	BTS uses several types of outfits for their music videos. Some types of outfits they use are the ones men usually wear, such as tuxedos, and the rest are simply used for fashion purposes.
	Settings (place)	The Backstreet Boys use a single location in their music video, and it appears simple but profound, where they just want to make their video feel simpler.	BTS's music video, Butter, features multiple locations. BTS intends to make their music video more colorful and descriptive of the feelings described in the

			song by using a variety of locations. Demonstrates a man's more expressive side and his affection.
Toughness norms	Choreography (movements)	<i>I Want It That Way</i> by Backstreet Boys is still quite simple and not tough. And they only use choreography for the chorus part of their song <i>I Want It That Way</i> .	As for BTS, they did choreography from the beginning of the song to the end of the song. Their choreography is also very hard that suitable for a man. Their movements are also quite difficult and energetic.
	Expressions	Backstreet Boys members' expressions in the music video, which are typically male expressions such as serious faces and a small smile, and they only use expressions that suit the song they are singing (improving it).	Based on the expressions used by members of BTS in their music videos, it appears that they express their faces by smiling a lot, and they can even smile in a taunting way, like a smirk.

	Lyric	For the lyrics, they directly explain what the purpose or meaning of their songs is, and explain the meaning of a relationship clearly from a man's point of view.	As for the lyrics of Butter, their song lyrics were also improved to make them more appealing. The lyrics are indeed a joke that a man usually uses to describe a woman he likes, the lyrics of this song also talk about a man's flirtation with his woman, where the lyrics are more expressive.
Antifemininity norms	Color outfit	Backstreet Boys wear 2 outfit colors, a white outfit, and a black outfit, where these outfits explain the clothes that men like to wear, both costumes are extremely plain and not too eye-catching.	The members of BTS dress colorfully. However, BTS makes use of vibrant hues like red, green, and yellow here. Women are typically the ones that employ vibrant hues like this.
	Make-up	In <i>I Want It That Way</i> music video, the make-up they wear is very light, almost as if they are not wearing make-up, reflecting the fact that males do not apply make-up and appear naturally.	The make-up that BTS use is neither too thin nor too thick, but it does appear to be make-up, particularly their slightly thicker eye make-up.

We can see from the table of masculinity from status norms with outfit (fashion) and settings (place) that Backstreet Boys more manly because the outfit that they wear in the music video is simple and eye catching and usually wears by men. As for BTS here, the outfits that BTS wear represent the freedom and flexibility to dress however we want, regardless of gender.

And for toughness norms with choreography (movements), Expressions, and the lyric, Backstreet Boys choreography was simply and they only use choreography for the chorus part of their song *I Want It That Way*, because during the Backstreet Boys era, singers or boy groups prioritized their vocals over choreography. As for BTS, they did the choreography from the start until the end of the song, and the choreography also hard and difficult. Difficult choreography like this is common for idols, especially South Korean idols, where most of their songs have their own choreography. As for the expression for Backstreet Boys, they are mainly male expressions such as serious faces and a tiny smile, and they only utilize expressions that complement the song they are singing (improve it). And for BTS, the BTS members express their feelings more, and appreciate their songs more. The lyrics of the song *I Want It That Way* by the Backstreet Boys are lyrics that directly explain about the essence of a complicated relationship. And the lyrics of BTS's song *Butter* have many unique metaphorical sentences in them.

Last but not least, antifemininity norms which include color outfit and make-up. The make-up used by the Backstreet Boys is a light make-up. Because using make-up in the 1990s was still something men were unfamiliar with. The Backstreet Boys members' hair is also real, particularly Nick's golden hair. Howie, a member of Backstreet Boys, wears long hair in this music video, and if we look at it from another perspective, men who have long hair will usually be considered people who have high art. As for BTS, they wear a heavy make-up. We usually see men using make-up, and they even use skincare to look after their faces. It seems natural for a man to use skincare this day. People often think that a man uses skincare or make-up as make-up is commonly associated with women (masculine with standard of feminine), even though skincare

for men is currently widely available on the market right now. The BTS members can be seen coloring their hair in shades of purple, blond, pink, and brown for the music video.

IV. CONCLUSION

The clothes in BTS's music video defied gender stereotypes, according to results and discussions. This differs from the Backstreet Boys, who wear stylish attire typically worn by men. According to Barry (2018) "when analysing the way in which boy bands do masculinity, clothes could be labelled as a key component to examine, as "fashion functions as a principal mean by which men's visible gender identities are established"". Perhaps many men now display softness and kindness. Which is frequently criticized since its characteristics are comparable to those of women. BTS challenges traditional gender definitions by expressing emotion, affection for one another, dressing in women's fashions, and actively utilizing cosmetics and caring for their skin, all of which are deemed feminine in Western discourses. Because we know that men must be tough, competitive, mentally strong, and cold. Men who use skin care and body care will most likely be mocked since they believe skin care and body care are only for women. Now, taking care of your body is critical, not just for women but also for guys. Men's skin and body care products are now widely available. But in K-Pop, make-up is actively worn by both female and male personalities, as "putting on make-up has become common among Korean men" (Oh 2015, 63).

The Backstreet Boys' music video is described as very simple, beginning with the two types of colors used in the video and ending with only one location, symbolizing the nature of a simple and trouble-free man. Meanwhile, BTS' music video, which features more than two types of clothing and multiple settings, may mirror the nature of a man who exhibits affection or feelings more openly. Discourses of masculinity in the 90s tend to be regarded as "conflictive," as this decade gave rise to "sensitive, new male heroes" in actors and other famous personalities (Marlin 2003, 239). The Backstreet Boys, a product of 1990s culture, have traits in common with boy bands from the decade and the early 2000s, and they may act in accordance with the views of the time regarding masculinity.

BTS has reinvented masculinity in a variety of ways, the most visible of which is their physical appearance. They represent the freedom and flexibility to dress however we desire, regardless of gender. Their music reflects a partial expression of their manly character due to the support of many hobbies. Not only experiencing hegemony masculinity or old masculinity, but BTS has also experienced a change in the concept of 'New Masculinity'. It is called relationship-oriented masculinity, emotion-centred and driven by humility (Song, 2020). According to the current era, our modern surroundings are more toxic than in the past, but this does not imply that the surrounding environment was not harmful previously. Every action we do, whether as men or women, will be critiqued or, worse, bullied by our surroundings. Because technology is getting better, people who dislike us can quickly make negative comments on our social media accounts, which might make us depressed. BTS here wants you to know that recognizing their vulnerability is not a bad thing because it can lead to meaningful work. BTS's global success raises the question of whether their music promotes a female-friendly masculinity or the actual identity of masculinity.

Masculinity of a person cannot be measured simply by observing the physical movements of specific genders. Sometimes guys act like women or dress like them, and vice versa. Men are acculturated into masculinity, which consists of social codes of behavior that they learn to reproduce in culturally appropriate ways, according to Beynon (2002). The Backstreet Boys' music video is believed to be very simple, beginning with the two types of colors used in the film and ending with only one place, expressing the nature of a man who is simple and does not wish to complicate things. Meanwhile, BTS's song video, which features more than two types of clothing and multiple settings, may mirror the nature of a man who exhibits affection or feelings more openly. It sends a much-needed message to individuals who are afraid of retaliation or criticism, demonstrating that this kind of expression is acceptable and even celebrated. They represent the freedom and flexibility to dress however we desire, regardless of gender.

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