

REPRESENTATION OF NEW MASCULINITY IN KEANU VERSION OF MS GLOW ADVERTISEMENT ON YOUTUBE

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Abstract

Masculinity is a gender representation that is often used in advertising to persuade consumers. The purpose of this research is to reveal a new representation of masculinity in Keanu's version of Ms Glow advertisement on Youtube. This research focuses on the new masculinity depicted in Keanu's version of Ms Glow ad on Youtube. The data in this study are words, phrases, images, and colors that are in each scene of Keanu's version of Ms Glow's advertisement on Youtube. This study is included in qualitative research. The approach used in this research is John Fiske's semiotics which involves codes and signs. These signs and codes are a form of social practice. The new masculinity construction that appears is analyzed by paying attention to all aspects that exist in each advertising scene. The analysis carried out in this study was carried out in 3 stages, namely by paying attention to the level of reality, the level of representation, and the level of ideology. The results of this study indicate that the Keanu version of Ms Glow's advertisement on Youtube uses a new masculinity with the masculinity style found in this study, which is shown by showing a man who looks casual, has bright skin, and gestures that are graceful or waving. This shows the nature that leads to a new masculinity. The term new masculinity refers to a modern representation of masculinity. This modern masculine is not seen in the physical appearance that leads to social and culture.

Keywords : Representations, Masculinity, Advertising

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1. INTRODUCTION

In the current era of globalization, a lot of media have sprung up that provide a place to convey a message to the general public or the public, one of the messages that is often produced is advertising. Advertising is a fairly effective medium for conveying a message and reaching a larger audience. At this time many advertisements use the concept of gender as a construction that attracts the interest of consumers or audiences, advertisements often make the concept of gender without paying attention to the actual ideology or putting aside the existing reality for the sake of achieving advertising goals, this certainly causes a lot of disputes among the public. According to PPPI (Association of Indonesian Advertising Companies), advertising is any form of message about a product delivered through a medium, financed by the initiator and aimed at part or all of society (Tamburaka, 2016).

Advertising has a function to persuade or influence a predetermined audience in order to achieve the target of a company. In general, advertising plays a very important role in the business world and is even considered the lifeblood of a company, because the behavior of a product depends on how advertising influences its audience or audience. Then the company will compete to advertise its product as a weapon to compete in business competition. Along with the development of technology, industrialization, and commercialization in Indonesia, sometimes a company and advertisers produce advertisements by ignoring ethics in advertising. Society or audiences are sometimes presented with a reality that is not in accordance with the prevailing culture or ideology in Indonesia or seems to be made up for the sake of achieving advertising goals.

Ms Glow is a beauty product that is currently being used by many people and is being talked about in Indonesia. This product often displays advertisements depicting masculine male figures who take care of their bodies by using men's beauty products such as facial cleansing soap, facial cleansing serum, facial cleansing cream, skin moisturizer, skin serum, and many other body care products. In contrast to most advertisements for other beauty products which display masculine constructs such as According to (Sari, 2020), this includes a strong physique which can be seen from a muscular body and a mentality that is more resistant to pressure.

Ms Glow actually presented an ad that had just been uploaded on Ms Glow's Youtube on January 28, 2022 with the title Cute is Fate, Good Looking is a Choice!. The advertisement displays the construction of masculinity which is rarely used in men's facial and body skin care products, especially in Indonesia. Namely by featuring Keanu Angelo as the star of the advertisement, Keanu is a content creator from Indonesia with a slightly feminine character.

However, in the advertisement, Keanu is portrayed as a masculine man who is not oriented towards certain achievements, showing muscles, or an establishment. Instead, Keanu is imaged as a slightly feminine man who normally has a fat body and brown skin, long hair, and graceful or waving gestures. This depiction of masculinity is in contrast to the culture in Indonesia, because in general, men in Indonesia rarely have a slightly feminine character and are considered taboo if they exist. However, Ms Glow actually constructs a slightly feminine man into a masculine male figure in her advertisement.

In this research, a semiotic study will be carried out to find out more about the construction of messages built by Ms Glow in her advertisements uploaded on YouTube social media, namely the Keanu version of Ms Glow's advertisement. This ad is interesting to study because many men end up using the product, through each scene shown in the ad, it indirectly provides a lot of new concepts of masculinity where men are currently portrayed as being more concerned about grooming their bodies, having graceful gestures and waving like women. feminine.

The author will analyze more deeply by using semiotic theory because the true description of masculinity can be traced with semiotic theory. Then the author takes the title "Representation of Male Masculinity in Keanu's Ms Glow Ads on Youtube" as a scientific paper. The writer will use John Fiske's semiotic method. John Fiske's semiotic theory views semiotics as a theory that seeks to connect signs with meaning, and about how a sign is communicated into codes. John Fiske's semiotic theory has three levels of analysis, namely the level of reality, the level of representation, and the level of ideology.

2. METHODS

This research is a descriptive qualitative research to review and find answers to the main questions posed in this research, namely the representation of masculinity in Keanu's version of Ms Glow's advertisement entitled "Sweet is Fate, Good Looking is a Choice!" on YouTube social media. As explained by (Moleong, 2016) qualitative research is research that intends to understand the phenomenon of what is experienced by research subjects holistically, and by means of descriptions in the form of words and language, in a special natural context and by utilizing various scientific method. Then this study uses John Fiske's semiotic analysis approach to capture messages from the representation of masculinity in the research object by looking for signs and codes in the advertisement. John Fiske argues that all communication involves signs and codes (Ummah, Wardhani, & Prasetya, 2020).

John Fiske also considers semiotics as a study that is used to interpret texts which in this case have signs that have been encoded by the media. The focus of attention on semiotics can be

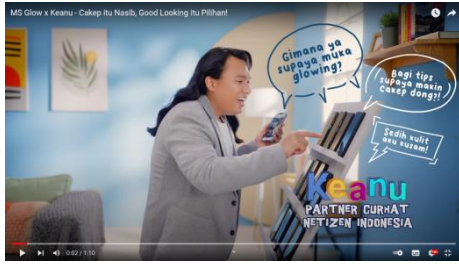
stated simply that there are only two, namely the relationship between a sign and a meaning (Fiske & Hartley, 2004). John Fiske argues that every event broadcast by a media has been encoded through social codes which are divided into three levels. The first is the reality level which refers to the appearance used by the advertising model. Both levels of representation refer to technical codes, such as camera, lighting, editing and music. At the three levels of ideology, all elements are organized and categorized in ideological codes.

3. RESULTS AND DISCUSSION

The Keanu version of Ms Glow's advertisement on social media Youtube is a commercial advertisement. In this ad, Ms Glow advertises her body care products by portraying Keanu as a masculine man who cares about taking care of his body. Keanu is a celebrity on Instagram social media who has feminine characteristics and has graceful or waving gestures which mean that he is not in accordance with the characteristics of masculinity in general. Here Keanu is also described as a metrosexual man who is closely related to the concept of new masculinity. With the sign of wearing a suit with clothes in a t-shirt then holding a cellphone to reply to netizen comments, this appearance and depiction is a construction of a metrosexual man who is closely related to the concept of new masculinity according to (Prasetiyo, 2022) How to dress that shows new masculinity, including wearing t-shirts combined with a suit, this way of dressing is commonly referred to by metrosexuals who show luxury but are still relaxed, look more casual and not stiff.

Keanu is described in the advertisement as a man who is a confidant partner for Indonesian netizens, as well as a netizen who is looking for solutions from body and facial care. There are several scenes where Keanu seems to really care about the cleanliness and beauty of his body with the term glowing, then Keanu is also shown with graceful and waving body gestures and talks a lot like a feminine woman.

The writer chooses 3 scenes which the writer feels really represent the concept of new masculinity which is shown in Keanu's Ms Glow advertisement on Youtube. The first scene is the scene of Keanu who plays the role of a sad netizen and asks "Keanu who acts as a partner to confide in Indonesian netizens how to make the skin look bright. The second is a scene of debate between Keanu who acts as a netizen and Keanu who acts as a partner to confide in Indonesian netizens about body skin problems. The third scene became an influencer on social media after using Ms Glow's products. The following shows screenshots of each scene that the author has chosen in this ad along with a discussion of new masculinity in Keanu's version of Ms Glow's ad on Youtube social media.



Gambar 1. 1 Scene 1



Gambar 1. 2 Scene 2



Gambar 1. 3 Scene 3

Reality Level

In figure (1.1), the code of appearance is shown. In this scene, Keanu is shown in a casual style, looking relaxed but still neat. The hair style is neatly combed long, thick, black and looks very shiny. His face is shown with a clean shaven mustache and beard. The two expression codes shown, Keanu is smiling and laughing a little at the questions asked by netizens via social media regarding tips on caring for the body so that it looks glowing (bright). The three gesture codes, Keanu, who acts as a confidant partner for Indonesian netizens, walks with gentle and waving gestures while looking at netizens' questions on their cellphones. The fourth environmental code, the environment that is displayed looks like a situation inside the house like on a sunny morning with sunlight coming in through the window so that the lighting looks very bright. Neatly arranged table shelves, leaf paintings displayed, and walls painted blue add to the atmosphere of the environment, which looks brighter and more peaceful.

Based on an analysis of the codes at the reality level above, Keanu appears to be shown busy reading comments by netizens via social media using his mobile phone or 59 smartphones.

The comment contains complaints from netizens who ask Keanu how to look good and have glowing (bright) body skin.

Then Keanu is shown reading the comments casually, smiling, laughing and looking very confident. Keanu read the comments initially on the sofa like the living room then walked with graceful gestures or waved in front of a wall shelf which contained many cellphones or smartphones in his possession which also contained comments from netizens.

According to the writer, this scene is a form or illustration of a young man today who cares about the care of his body and then also has gestures like a feminine woman. Because in this scene Keanu appears to have very clean and glowing (bright) skin and is described as if he is an expert in taking care of his body so that many netizens ask Keanu for advice, then Keanu also walks gracefully or waving. So through the signs displayed in the scene, according to the author, Ms Glow is trying to show the masculine nature of men who take care of their bodies and have graceful or waving gestures, look rich with the technology they have, such as lots of smartphones, then wear suits. The use of this suit is also related to power because suits are usually used to show a formal impression and social status (Ummah et al., 2020).

Figure (1.2) is almost the same as the previous image, showing the code gesture of a man who is graceful and slightly waving, worthy of a feminine woman. The difference is that Keanu in this scene acts as a netizen who wants to get glowing body skin like Keanu who acts as a partner to confide in Indonesian netizens. Then in this scene the expression shown by Keanu who acts as a netizen looks sad because he doesn't have glowing (bright) body skin. Furthermore, in image (1.3) in this scene, Keanu, who plays the role of a netizen, is shown to be a social media influencer after using Ms Glow's product, he is described as having glowing (bright) skin. Wearing a shirt with a jacket. Looks successful and well-established by being shown a lot of endorsement items (advertisements) in the scene.

Based on the codes that exist in the reality level above, it can be said that Keanu's version of the Ms Glow advertisement on YouTube social media represents the concept of inward masculinity with new things. The masculinity in this ad is not fixed on the physical image of a tall, big, and muscular man. However, the masculinity in this advertisement is more directed to the appearance of how to dress, how to care for the body, and body gestures.

Representation Level

This level is related to technical codes, such as camera, lighting, editing, and sound. At this level there are several codes that appear through scene snippets from images (1.1), images (1.2), images (1.3) or the three scenes have codes that are almost the same for the three of them. The first is the code for the camera technique. The three of them use the medium shot technique, which means they want to show details of body parts more clearly and show a little bit of the

items around Keanu. The shooting angle used is the eye level angle. The two codes for lighting techniques, the lighting used in the three scenes uses natural lighting techniques, which means you want to give a cheerful and peaceful impression. By relying on the morning sun that enters Keanu's house through the window of his house. The three editing codes for the three scenes use the editing cut technique. With the transition of the image from a long shot to a medium shot, it means that it aims to clarify the object's activities, namely Keanu as a netizen actor and Keanu who acts as an Indonesian netizen's confidant partner.

Based on the codes that appear at the representation level, it shows that this ad wants to focus audiences or viewers on Keanu who acts as a netizen and also Keanu who acts as a confidant partner for Indonesian netizens and some of the items around him. It can be seen from several codes, such as camera techniques which always use medium shot techniques and lighting that relies on direct sunlight towards the object, namely Keanu, who is surrounded by lots of endorsements (advertisements). This illustrates that Ms Glow really wants to show or focus audiences or viewers on a new image of masculinity.

Ideology Level

Through the codes that the author has shown at the reality level and representation level, it can be concluded that the ideology used in the Keanu version of Ms Glow advertisements on YouTube social media is the ideology of masculinity which leads to a new masculinity or so-called new masculinity. The new masculinity view has the belief that men and women can determine their own appearance. There are no rules governing men having to look like a masculine man who is muscular, looks brave, aggressive, and fearless.

In the new masculinity gender that is upheld is the concept of equality between men and women, men can look like feminine women and vice versa women can also look like masculine men. The body movements or gestures displayed in gender new masculinity are usually men shown with graceful body gestures or waving like dancing, then wearing makeup products and using body and facial care products like feminine women. According to (OCTAVIANI, 2016) Appearance trends focus on the total look of Korean boy band members which then produces an appearance that emphasizes their masculine side, combined with femininity.

Then the ideology of new masculinity also leads to the characteristics of metrosexual men. In general, metrosexual men have the characteristics of paying great attention to appearance, adhering to gender equality, adhering to free or liberal views, being narcissistic or self-worshipping, and having social habits. Metrosexual men are also more concerned with body or facial care products, as evidenced by an investigation conducted by Alexander Adam in the article "The Explosion of the Men's Beauty Industry" (Adam, 2017) saying that at least the cosmetics industry for men globally reached 14.8 billion pounds in 2016 Then research

conducted by the marketing company J. Walter Thompson with the headline "The State of Men" in (MALE BODY CARE MARKET TRENDS - Indonesia Imaji, 2019) states that 54% of men currently regularly use care products, namely moisturizing creams and eye creams. The depiction of new gender masculinity and metrosexual men is reflected in the character of Keanu who acts as a netizen and Keanu who acts as a confidant partner for Indonesian netizens.

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4. CONCLUSION

Based on the results of the analysis and discussion, the authors found that Keanu's version of the Ms Glow advertisement that was aired on the social media Youtube, the

advertisement represented the concept of male masculinity, especially in new masculinity and metrosexual men. This ideology is presented through male figures, namely Keanu who acts as a netizen and Keanu who acts as a confident partner for Indonesian netizens in 8 scenes that the author has analyzed. The two characters of Keanu are described as very concerned about the care of their bodies and skin, have jobs as social media celebrities, have graceful or waving gestures or gestures, and wear t-shirts combined with suits which are generally these traits possessed by feminine women. Ms Glow in this advertisement really wants to show the ideology of new masculinity and metrosexual men through the depiction and signs that are presented in the character of Keanu.

The concept of new masculinity and metrosexual men is still taboo in Indonesia because in general Indonesian people still adhere to the old or traditional ideology of masculinity where men are supposed to be shown as muscular and oriented toward certain achievements. Ms Glow actually wants to present a concept that is contrary to the ideology used by the public through this advertisement as if she wants to make Indonesian people aware that concepts of masculinity such as new masculinity and metrosexual men are concepts of masculinity that are appropriate and appropriate for use in everyday life.

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