

**MASCULINITY REPRESENTATION ON VARIETY SHOW
(JOHN FISKE SEMIOTIC ANALYSIS ON VARIETY SHOW THE RETURN OF
SUPERMAN EPISODE 34)**

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Abstract

*The Return of Superman is one of variety show which won Viewer's Choice Best Program category on KBS Entertainment Award 2014. This variety show also become a trending topic on twitter in first broadcast in Indonesia. The Return of Superman succed delivering masculinity changing messages on South Korea, which men can do a domestic job like taking care and keeping baby in the house. That's why, researcher interested in analyzing variety show The Return of Superman with title "**Masculinity Representation on Variety Show**". This research focus on reality, representation, and ideology masculinity level on Return of Superman variety show. This research use qualitative descriptive method with semiotic analysis. Masculinity representation sign on this variety show, which become an object in this research analyzed with John Fiske semiotic's with The Code of Television theory. Data collection method is by sign analysis and literature study. This research showed that masculinity ideology on father form represented by appearance, environment, expression, behavior, camera, character, and setting. Masculinity changing outcome called masculinity hybridity and included new man as nurturer type of masculinity.*

Keywords : masculinity, semiotic, john fiske, variety show The Return of Superman.
