

ABSTRACT

Advertisement of television is not just the most relied media for selling a product, but also could build an image. One of advertisement which doing it through the television is a product about facial treatment for men. This advertisement is often to show the masculine-image off. Masculine is constitute an gender concept that was made for man by a culture. The Garnier Men Power White advertisement - version Joe Taslim and Chico Jeriko is showing the different masculine-image than the other advertisement about facial wash for men, that is the merger between image of urban-man and metropolis-man.

This research is head for give expression of denotation meaning, connotation, and myth wich exist of that advertisement. The researcher using the analysis by Roland Barthes about signified, signifier, denotation, connotation, and myth. The result of denotatonly research is showing an image from the racing that one of metropolis-man activities. But connotationly, it is showing the representation of man type which dominant in life.

Society's opinion which trough by the signs of this advertisement is showing the perspective as the gentleman, metrosexual-guy, and the braver man where a man is reputed like a women, because they are making an treatment for themself especially of the face section in order to make it brighter, cleaner, and etc. as if a women. And the man who's doing that is not a effeminate or act like a women, but it is an lifestyle for men who lives in this era. Then, that sign is direct to social relation of society toward a man. This research is hoped to could increasing and giving the knowledge to developing of Communication Science and being the reference toward opinion way of society to construed the advertisement about facial wash for men.

Keyword(s) : Advertisement, Representation, Masculinity, Semiotics, Roland Barthes, Facial Wash.