

ABSTRACT

Masculinity is a gender character that is socially attached to men. In this era, the view on masculinity is changing. Masculinity is the result of culture's construction, as a result masculinity has many understandings. This study discusses the representation of masculinity on cosmetics and body care advertisement: The Face Shop-Iceberg version. This study analyzes the denotation, connotation, and myth that are contained in the advertisement of Roland Barthes's semiotics. The result indicates that the advertisement uses the concept of "new masculinity" as a brand that criticize the traditional one. For example, the brand shows more of his feminine side than his masculine side.

Keywords: *advertising, masculinity, representation, the face shop version iceberg.*