

ABSTRACT

Movie is a part of communication. Movie does not only provide entertainment to people who watch, but also information including gender. Based on previous researches, adventure movies produced by Warner Bros Pictures seemed to accentuate males as dominant characters. Therefore, this research aimed to describe the male gender role on adventure movies produced by Warner Bros Pictures. The male gender role is a social construct which is used as guidelines as how a man should behave. This research used quantitative content analysis method and the samples used are five adventure movies produced by Warner Bros Pictures that are produced in 2016. This research used 24 male gender role which are classified into five categories, they are standard bearers, workers, lovers, bosses, and rugged individuals. The result showed that the male gender role that dominate the main characters in adventure movies produced by Warner Bros Pictures is bosses, that is a leader and risk taker who fights to protect the weaklings, a role model for the others, and dare to face dangers.

Keywords: male gender role, movie, content analysis