

ABSTRACT

This study analyzes the concept of masculinity in women in the GOPAY advertisement "Pevita Ditembak, JoTa Bertindak" using John Fiske's semiotic theory. Through the thoughts put forward by John Fiske, the researcher looks for representations of female masculinity contained in this advertisement. The paradigm used in this study is a critical paradigm using John Fiske's semiotic approach which has 3 levels of observation, namely the level of reality, the level of representation, and the level of ideology. The results showed that the traits and characteristics of masculinity in the advertisements were very strong based on the results of the analysis at the level of reality which highlighted Pevita's character as a character who had a very strong impression, at the level of representation. The women shown are actually able to carry masculine values. He forms a new concept of the existence of masculinity that can affect his personality and role. In general, the ideology used in the GOPAY ad "Pevita Shot by JoTa Beraksi" is the ideology of masculinity. This ad confirms that the appearance of masculinity can also be played by women by offering female characters who are shown masculine

Keywords: Masculinity, Representation, Women, Semioti

