

ABSTRACT

In this Seventeen's music video titled Thanks, there is a depiction of behind the stage activity by several men who are Seventeen's members as a music industry workers. The purpose of this research is to discover how metrosexual men are being depicted in this music video. In this research, researcher used qualitative research method with Charles Sanders Peirce semiotic approach. Researcher used Charles Sanders Peirce's tricotomy of signs such as representament (icon, index, symbol), object (qualisign, sinsign, legisign), and interpretant (rheme, decisign, argument). This video music has some scenes that show metrosexual phenomenon that are being depicted by a man who is wearing make-up, choosing clothes, following the fashion style trend, and working in music industry. The summary of this research is, there are metrosexual men's activity that usually being identified by women in this music video. The factors that made that thing happened are the demands from society and work that made men or women obligated to groom themselves. Therefore, the transition from traditional masculinity that rose metrosexual phenomenon happened.

Keywords: metrosexual: semiotic, music video, Korean Wave, K-POP