

ABSTRACT

There are not many skincare products in Indonesia that provide skincare for men. One of the local brands that has skincare products for men is MS Glow For Men. Because skincare products in Indonesia are still limited to men, Ms. Glow for Men reaches their consumers, one of which is advertising. However, Ms Glow provides ad impressions that dare to be different. Generally, their skincare advertisers choose talents that represent the brand they are appointed, which is opposite to the common meaning of masculinity in Indonesian society today. This study focuses on the representation of masculinity of men in Indonesia as shown in the advertisement of Ms Glow for Men version "All Also Can" played by Babe Cabita and Marshel Widiyanto, and analyzed using the concept of Charles Sanders Peirce which is classified into three, namely signs, object, and interpretant. This study aims to find out the meaning of "masculinity" through the MS Glow For Men version of "All You Can" advertisements played by Babe Cabita and Marshel Widiyanto. This study uses a qualitative method with semiotic analysis to determine the representation of the meaning of masculinity, with the research subject being visuals in the MS Glow for Men advertisement and the object of research on the meaning of masculinity in the MS Glow for Men advertisement. The results of this study are Masculinity in the MS Glow advertisement version of All Can also be present in two existing masculinity concepts, namely the first is classic masculinity and new masculinity and explains the meaning of all can also which means that men can also use unlimited skincare from the concept of masculinity classics that have existed in the community.

Keywords: *Charles Sanders Peirce, MS Glow For Men Advertisement, Meaning Representation, Semiotics*