

ALLUSION

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The Representation of Masculinity in Mama Lemon Advertisement Supermarket Version

Representasi Maskulinitas dalam Iklan Mama Lemon Versi Supermarket

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Abstract

It has been a general consent within society that masculinity is a term for men and femininity is a term for women. In traditional gender roles, it may simply be thought that masculine is not doing feminine things. As a result, it evokes binary opposition between men and women position. Men has long been seen as the dominant. However, today, the notion of gender equality rises in our life. Men and women are then thought as equal genders. Thus, masculinity poses equal position to femininity. This idea is portrayed in Indonesia, particularly by the male model of one of the Mama Lemon television advertisements. This study aims to examine the representation of masculinity in Mama Lemon television advertisement. With the application of Goffman's pattern of gender portrayal in advertisements, this study found 12 scenes as the primary data. The selected scenes are then analysed by using The Theory of New Man and Hegemonic Masculinity to find whether the portrayal of masculinity in the male model of Mama Lemon advertisement is different from the traditional gender role. The finding shows that there are some changes in the pattern of gender portrayal in the representation of masculinity in the male model of Mama Lemon advertisement. However, these changes do not alter the idea of traditional gender role which regards men as more superior. Instead, these changes are portrayed to reinforce the domination of men.

Keyword : advertisement, gender, advertisement, masculinity, representation, ,

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