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# The Representation of Masculinity in G-Dragon's Crayon Movie Video

Nur Fita Sari  
Nur Wulan

*English Department, Universitas Airlangga*

## Abstract

Nowadays, the form of masculinity has shifted from the more patriarchal to the more pro feminist masculinity since men nowadays pay more attention to their appearance. Korean male artist always wear make-up on their face and color their hair like females usually do. Today's form of masculinity could be nurturing and narcissistic. This study aims to examine how masculinity is represented by Korean male artists. This study also explores the intersection between the New Lad theory and New Man theory in a K-Pop movie video that is represented by G-Dragon. In this study, the writer uses qualitative approach to gain a deeper analysis from the data in descriptive words. Interpretive approach matches very well with this study because the writer would use in-depth analysis by using semiotic theory by Roland Barthes to gain the data from the movie video. The samples of the data were taken purposively, they are three selected scenes of a movie video entitled Crayon by G-Dragon. From the study the writer finds that New Lad form of masculinity is more dominant in this movie video than the New Man masculinity. In the movie video, G-Dragon looks so rebellious and does violence towards women. Thus, some scenes there clearly show that he shows his masculine skill more than his fashion. It can be said that even though Korean male artists always pay attention to their appearance like most women do, it does not mean that they treat women well. In this research, it is proven that females are still being subordinated.

**Keywords:** gender, K-pop, masculinity, new man, new lad

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## Introduction

Nowadays there has been a shift in the understanding of masculinities. Men traditionally are depicted as being strong, powerful, and rational, but now men could also be nurturing. For instance, "Jack Harley, a biker with a history of violence and a criminal record, feels no unease about staying home to do the child care if his wife can get a better-paying job" (Connell 109). Moreover, today's masculinity is about how men look rather than what men do (Edwards 93). Men nowadays also pay attention to their physical appearance. They color their hair, wearing gel or pomade on their hair and also wearing accessories like ring, bracelet, and also necklace. The writer sees this as a more pro feminist form of masculinity in Korean Pop Culture that has become a phenomena recent days. The boy band groups in K-POP look pretty and stylish in their movie video, proving that they pay attention and take notice to their appearance and fashion.

According to Doobo Shim (2006), "over the past few years, an increasing amount of Korean popular cultural content – including television dramas, movies, pop songs and their associated celebrities – have gained immense popularity in China, Taiwan, Hong Kong and other East and Southeast Asian countries. News media and trade magazines have recognized the rise of Korean popular culture in Asia by dubbing it the 'Korean wave' (Hallyu or Hanryu in Korean)" (25). There are so many fans of South Korean artists and singers in Asia, including Indonesia, and it is getting more popular around the universe.

The success of South Korean singer, Psy, in America proves that the Korean wave is still expanding and getting more recognition worldwide. K-POP is very well-known in its origin place, South Korea, and starts to gain popularity on international level (Tuk 3). The writer chooses G-Dragon's Crayon movie video to analyze masculinity form among Korean male singers by using semiotic theory by Roland Barthes. The rising popularity of K-POP is the reason why the writer chooses Korean movie video as the object of this study. In this study, the writer analyzes a K-POP movie video that was popular in 2012, entitled "Crayon".

Crayon is one of the best singles of G-Dragon. The Crayon movie video is about youth spirit and ideology to party and have fun. Depicted as a young boy in this movie video, G-Dragon shows that his life is full of having fun. He loves pretty and sexy girls, goes to the club and spends lots of money. This song was released in 2012, it is one of the songs that were listed in a mini album entitled "One of a Kind" and GD received a lot of awards for this song. He won Golden Disk 'Crayon' [Song of The Year, CeCi Popularity Award] on January, 27th (YG Entertainment). The success of Crayon as well as G-Dragon is the writer's reason to choose them as the object of this study.

In this movie video entitled Crayon, G-Dragon shows a lot of New Man concept with feminine touch but still shows the ideology of New Lad which refers to the traditional masculinity. To prove the issue of masculinity representation in the Crayon movie video and how masculinity is represented by G-Dragon, the writer uses semiotics approach by Roland Barthes to find any signs, image and symbols as the data to analyze the movie video and then relate it with New Man and New Lad theory by John Beynon. New Man is a concept of masculinity that is pro feminist and offering a more nurturing and narcissistic form of masculinity. In contrast, New Lad is a concept of masculinity that depicts patriarchal men who love sport, drinking, pornography and sex (Edwards 34). This study aims to give insights to people especially fan girls and fan boys that the gaps between masculinity and femininity have become blurred, but it does not necessarily change the behavior of men. Indeed, men are still patriarchal in one way or another.

In this study, the writer uses qualitative approach to gain deeper analysis from the gathered data in descriptive words. According to Cresswell (2009), qualitative approach aims to explore and understand the meaning in a given text related to social or human problems (26). In doing this research, the writer obtains the data needed to analyze the movie video. The tools used to obtain data include participant observation, in-depth interviews, and in-depth analysis. Interpretative approach matches very well with this study because the writer would use in-depth analysis by using semiotics by Roland Barthes to analyze the data from the Crayon movie video and the signs that emerge in the movie video. Semiotics is used to interpret the signs related to the representation of the New Man and New Lad theory of masculinity by John Beynon.

## **Related Studies**

In the previous studies, there are also some studies that analyze masculinity issues. One of them is written by Gita Noviasari in her study "Tampilan Maskulin Dalam Video Klip Super Junior 'Mr. Simple' dan 'No Other'" (the Representation of Masculinity in Super Junior 'Mr. Simple' and 'No Other' Movie Video) from the Faculty of Social and Political Sciences Universitas Airlangga. She explains how masculinity representation is developing. She uses semiotic theory by Roland Barthes as the method for data analysis to analyze and explore any kind of signs that appear in both video clips. Similar to this study, the writer uses semiotic theory by Roland Barthes as the method to analyze the codes and symbol in the Crayon movie video by G-Dragon. Then, the analysis will be related to the concepts of New Man and New Lad by John Beynon. The data used in Noviasari's study include primary data in the form of all signs that appear in the video clip, as well as secondary data such as books, articles, journals and any references related to the topic being studied. From her analysis and interpretation data, she found that masculinity which is constructed by Super Junior from both video clips is a combination of the concept of feminine (indicated by a concern for others and make up), New Man (shown in the way they wear clothes and their fashion), and the traditional masculine (shown through the concept of dominance and muscular body). Unfortunately, the author did not explain the signs specifically and deeply enough. She also did not relate it with Korean culture and Indonesian culture.

Meanwhile, the second study discussed in this section is entitled "Representasi Maskulinitas Boyband Dalam Video Klip (Analisis Semiotika Tentang Representasi Boyband Dalam Video Klip Bonamana Oleh Boyband Super Junior)" (The Representation of Boyband Masculinity in Super Junior's Bonamana Movie Video: A Semiotics Analysis) by Sari from Social and Political Sciences Universitas Mulawarman. The study explains how the masculinity is represented in the video clip of Super Junior entitled Bonamana. In this study, the author uses clothes, accessories, haircut models, make up, body gesture, and expression of each member of the boy band Super Junior as the research components. This

study uses qualitative approach to collect the data for analysis. The writer uses Semiotics by Roland Barthes to analyze the video clip by seeing sign system that is divided into denotation and connotation which will create a myth to produce an interpretation. From the study, the writer finds that in video clip Bonamana, Super Junior is represented as an idol. The style of their fashion is being controlled by their management. This is one of the strategies to promote their artists. The management is not only selling their voices and their talents in music industry, but also promoting their image as an idol. Then, masculinity in the video clip also has the various types. Some scenes represent masculinity as a New Man; while some scenes represent traditional masculinity. It proves that masculinity in Bonamana video clip is a commodity in Korean entertainment industry. Unlike this study, the writer uses a solo singer movie video which shows the appearance of women. The writer would relate the representation of masculinity in the movie video with Korean culture and Indonesian culture.

## Discussion and finding

In this section, the writer does a semiotics analysis from the three selected scenes in the movie video entitled Crayon by G-Dragon. The writer analyzes the linguistic message, non-coded iconic message, coded iconic message and myth of each selected scene.

### The First Selected Scene of Crayon Movie Video

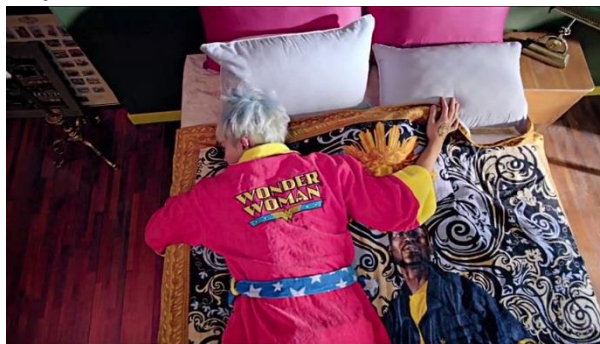


Figure 1

### Linguistic message

The only linguistic message in this scene is the word "Wonder Woman" which is written in capital and yellow color on the back of the pink pajamas worn by G-Dragon. Literary, the word "wonder" refers to someone or something that is very good or remarkable, while the word "woman" refers to one of the two sexes, which is female. Thus, the word "Wonder Woman" means a remarkable or strong female. Wonder Woman might be associated with a strong woman who is able to face and solve every challenge and obstacle in her life. Wonder Woman can also be associated with the action figure of a hero in American movie entitled *Wonder Woman*, starring a woman protagonist character who is depicted as a female hero who fights against criminality in America. In the scene, G-Dragon wears pink pajamas with Wonder Woman word written on the back of it. It might indicate that he supports feminism. Wonder Woman was seen by many feminists as the embodiment of strength, fearlessness, and determination (Curiel).

The use of feminist ideology in this movie video is also supported by the maker of Wonder Woman character. There are three things that inspired William Moulton Marston (1893-1947) to create a female superhero: his studies of emotions and behaviors, his own interest in and support of women's rights and his wife, Elizabeth (Curiel). The Wonder woman character is portrayed as an attractive and sexy woman, who possesses the power of men. The creator of Wonder Woman, William Moulton Marston, said that through Wonder Woman character, he wants to deliver a positive and powerful representation of women to young boys in feminist lens (Delaney 2). Because of the ideology behind the making of Wonder Woman character, the use of Wonder Woman word on the costume of G-Dragon strengthens that he, in this scene, supports women's rights.

### **Non-coded iconic message**

The scene shows a young man, who is G-Dragon with white color hair and wearing gold earrings, sleeps in prone position on the bed wearing pink pajamas with Wonder Woman word written on the back of it, and also with the American flag belt on his pajamas. He still sleeps when the sun rises, it can be seen on the scene above that the light comes from the right side of him, while his head looks to the left side which is darker than the right side. He suppresses the blanket with a picture of a black man figure. There is a smile emoticon tattoo on his right hand. There are also two pink pillows and two white pillows on the bed.

### **Coded iconic message**

The first code in this scene is the style of G-Dragon. He wears gold earrings and his hair color is white with blue highlight. Jewelries are associated with women, because they are likely to wear lustrous things. Women love to wear and buy jewelries because it supports and clarifies their womanhood and femininity (Ahde-Deal 63). In Greece, the value of elite women is assessed from the jewelry they wear because jewelry makes their bodies look more beautiful. Jewelry symbolizes wealth, fertility, sexuality, and beauty (Contestabile). Despite the fact that G-Dragon is a man, in this scene he wears gold jewelries to make his appearance more interesting and charming on the movie video.

Furthermore, G-Dragon colors his hair using white color with blue highlight. According to Weitz (2004), hair is strongly identical to women and it is socially constructed. Hairstyle is an important thing used to differentiate social class and identity (Manning 2). Hair is the most important feature of someone's face in order to identify their sex; women are associated with long hair while men are associated with short hair (Manning 2). In this scene, G-Dragon's hair color is white with blue highlight. In this scene, G-Dragon pays attention to his appearance with the wearing of jewelries and the coloring of his hair. Therefore, it reveals how G-Dragon in this scene represents men as narcissistic, which is the characteristic of women. It shows that nowadays, being narcissistic is not always associated with women.

The second code is the costume worn by G-Dragon. In this scene, G-Dragon as a young man sleeps in prone position on the bed wearing pink Wonder Woman pajamas. Pink color represents love, friendship, trust, sensitive, sweet, beautiful, peaceful and feminine (Cerrato 5). Traditionally, a young man is not allowed to wear pink pajamas because it challenges traditional masculinity which casts men as strong and rough. When G-Dragon wears pink pajamas, it shows that he is nurturing, caring, and peaceful, characteristics which are associated with women. The use of Wonder Woman costume by G-Dragon shows that he is pro-feminist. He supports feminism and acknowledges the rise of women. Furthermore, Angelica E. Delaney (2014) adds:

With all the 'girl power' and feminist nuances of Marston's comic run, its message was mainly aimed at males, particularly little boys. He wanted to present a positive and empowering representation of women to young boys. He believed women were far more competent to govern a peaceable society than men as opposed to violence and war (2).

The use of Wonder Woman pajamas in this movie video indicates G-Dragon as the target of Marston's Wonder Woman idea. G-Dragon seems get the message that women are more capable to make a better society with their nurturing characteristic, something that men do not have. On the other hand, the representation of wonder woman which depicts sexy woman with hot pants in the comic book clarifies that G-Dragon loves sexy girl and visually sees Wonder Woman as the sexual object.

Furthermore, there is an American Flag belt on G-Dragon costume. The American Flag belt symbolizes western culture, especially American or Hollywood's influence. The use of American flag belt shows that G-Dragon is influenced by American culture and he tries to Americanize himself. Globalization agents are mostly American. They influence the culture of weaker nations (Shim 26). America as a developed country has a big power to influence other country in every aspect like economy, politic, social, culture, and also music industry. Katja Franko Aas (2007), argues in her book *Globalization and Crime*, that "not only material commodities, but music, cinema, books, television, news, fashion, and

other forms of cultural production have been dominated by United States” (180). G-Dragon as an Asian man reveals that Asian culture, especially South Korean culture, is still dominated by America.

Moreover, the position of G-Dragon in this scene shows that he suppresses an African American man picture printed on the blanket. African American people are always associated with violence, as represented in many of Hollywood movies starred by colored people like Hancock and Shaft. The characters played by African American people in the movie are depicted as violent and impolite characters. Some researchers argue that, “the media portrays African Americans acting out and behaving in unflattering ways; thus, these stereotypes can become even more believable and allow members of other racial groups to see these characteristics as definite actions of African American people” (Berg, 1990; Tamborini, Mastro, Chory-Assad, Huang, 2000 cited in Isaacs and Horney 159).

The third code is the smile tattoo on G-Dragon’s right hand. Tattoo symbolizes rebellion. Tattoo is popular among young people as a way to assert their independence, some of them perceive tattoo as rebellion or rejection of authority (Kang and Jones 42-43). Moreover, tattoo is always identical to criminal and reprehensible behavior (Goulding et al. 279). In this scene, G-Dragon’s tattoo shows that he is young and rebellious. In this movie video he wants to give the audience a message that he wants to break the rule and live in freedom with no boundaries as a youth.

The emoticon tattoo is adopted from the logo of Nirvana, a legendary grunge band from America. The achievement of Nirvana since their first debut might be the source of inspiration for G-Dragon to create his song, as it is explained in the following quotation:

Nirvana firstly debut in 1987 with the album entitled *Bleach* which sold almost 35.000 copies. Then, Nirvana wants to deliver the message to the larger audiences. With *Nevermind*, Nirvana succeeded to sell their album for 50.000 copies and competed with the new album of Michael Jackson (RollingStone).

The Nirvana logo looks like a smiley face. It was reported that the smiley face is adopted from the strip club in Seattle called *Lusty Lady*. The yellow color in the logo symbolizes joy and energy, and then the black color represents supremacy and power (Famouslogos).

It is interesting that Kurt Cobain as the leader of the group band stated that he supports women and homosexuals. It is very challenging to the rock and roll stereotype which is very masculine (RollingStone). Therefore, there are several reasons why G-Dragon paints the look-alike-tattoo of Nirvana logo in this movie video. First, he wants to deliver the message that his music is influenced by America. Second, the smiley face tattoo also indicates that G-Dragon likes sexy girls and alcohol in the pub, and third, the tattoo also shows G-Dragon’s support of feminism and homosexuality movement.

The fourth and last code in this scene is two pink pillows and two white pillows. Pink color symbolizes romance, love and friendship (Cerrato 5). In United States of America, pink color signifies femininity, childhood, fun, sweetness, and homosexuality. While in Western Europe, pink is identical to flirtation, delicate, femininity, sensitivity, and soothing and in Japan pink symbolizes youth, good health and femininity (De Bortoli and Maroto 15, 18, 25). In this movie video, pink pillows in G-Dragon’s room indicate that G-Dragon supports feminism and homosexuality movement.

## Myth

This scene represents the relationship between men and consumption. Consumption and shopping behavior are related to women. Women as more communally oriented “will enjoy shopping more because of their psychological identification with the communal nature of the task” (Holmberg and Ohnfeldt 6). In addition, women like to go shopping and buy new fashion items in order to express themselves and be fashionable (Suadmalai 9). Suadmalai (2006) also argues that “in terms of consumption, shopping is one of the essential activities for a lot of women” (20).

However, men nowadays also pay attention to their physical appearance and fashion style, which leads them to be more consuming. In order to look good, men have to buy high quality fashion and body treatment items. John Beynon (2006) stated that young men became more aware of branded items and grooming products. During the 1990s, the biggest sales of cosmetics industry in Europe mostly came from men’s grooming products, including men’s skin care and toiletries (124). Moreover, in United Kingdom,

the high awareness of fashion was found in young generation of men (Bakewell et al., 2006 cited in Bertrand and Davidovitsch 35). In South Korea, recent studies in 2007 shows that more than 40% of teenagers in Korea, including some young men, decide to do plastic surgery in order to have more chances to get better job (Mallangkay 7).

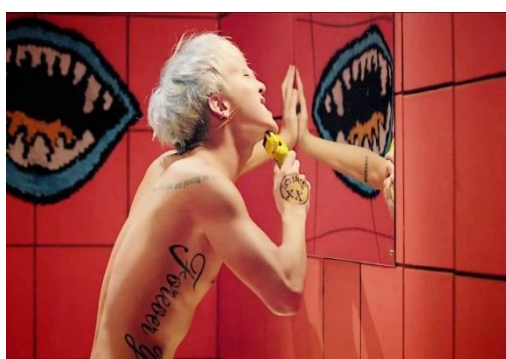
Therefore, from the explanation above, the writer finds that consumption is not always related to women. Men nowadays become more aware of their physical appearance. Moreover, consumption behavior is found in young generation not specifically in one of the sexes, but in both female and male. In this movie video, G-Dragon wears jewelries and colors his hair. Those are the proof of young men's consumption practice in South Korea. As a young man, G-Dragon is narcissist and aware of his fashion appearance to give a better look on the screen to the audiences.

This scene also represents how men deal with feminism and homosexuality. The relationship between men and feminism and homosexuality is shown in the emergence of men's movement. Men's movement is a response to the changing of women's role in society (Kimmel and Aronson 534). In the 1970s and in the early 1980s, the term men's movement is associated with the anti-sexist men movement, while in the United Kingdom and elsewhere, the term is associated with profeminist and gay affirmative (Morrison, 1980 cited in Hearn 358). Profeminist men's main purposes are to eliminate the sexism, support feminism, and give voice to gender equality (Kimmel and Aronson 634).

Some groups of men's movement do not only bring the ideology of profeminism, but also gay affirmative. Gay affirmative is a movement in which its objectives are to proclaim that gay, lesbian and bisexual people are equal to heterosexual ones as human beings (Davies, 1996 cited in Crisp and McCave 404), and also to tell and give people the guidance on how we should treat gay, lesbian and bisexual people (Crisp and McCave 404). A National level group named Nasional Organization for Men Against Sexism (NOMAS) has the initiative to gather the straight men, gay men, bisexuals, and people of all sexualities in the same place and work together for 27 years in the annual National Men and Masculinity (Brannon Kimmel and Aronson 562).

From the discussion above, the writer comes out with the conclusion that men nowadays have already acknowledged feminism and homosexuality. It is proven by the emergence of men's movement both in profeminist and gay affirmative. In this movie video, G-Dragon shows that he is profeminist and gay affirmative by wearing pink pajamas with the word Wonder Woman. G-Dragon also, through his movie video, implicitly invites the audiences to support feminism and treat LGBT the same as heterosexual individuals without discrimination.

### **The Second Selected Scene**



*Figure 2*

### **Linguistic message**

The first code is from the word "smile" on his right hand. It is a tattoo that shows happy feeling and also the symbol of hope. The color of the tattoo is yellow and that also means hope. The yellow color is identical to sun which is a source of energy to all human kind on the earth. When the sun is rising, it is a

new day and a new live for all creature and human kind on the earth. It means this code shows us a brand new day and a new hope to G-Dragon.

The second code is the tattoo says “forever young” it means that the actor on this movie video (G-Dragon) is still young and fresh. The word “forever” clarifies that G-Dragon does not want to grow old and be forever young. Young is fun, energetic, and full of hope and spirit. When we are young, we can do a lot of things that we like and it is a lot of fun. We don’t have many burdens of life to think off. G-Dragon wants to show that he still want to do many things and have fun. Also, it clarifies that young man is an asset and treasure that would give many creativities and innovation.

### **Non-coded iconic message**

This scene is showing a boy who is played by G-Dragon going to the bath room, topless and showing his muscular body and tattoos and he starts to shave his beard. The background color of the bathroom is dominant in pink and there is a picture of mouth with sharp teeth and blue lips.

### **Coded iconic message**

The first code in this scene is the muscular body of G-Dragon. Men have their own ideal image of body. Cohane and Pope (2001) and Grogan (1999) said that likewise women who always crave for thin body; men always crave for muscular body (Schooler and Ward 27). Moreover, muscular men are more attractive to women because women feel secure since muscular men have physical strength to protect them and help them with tasks requiring physical strength (Frederick et al. 104). Body is the representation of self as Anthony Giddens (1991) said that “we have come to recognize the body not as a natural given, but as a reflexive “project” in which the construction of the body is interconnected to the construction of the self” (Scheibling 27). Muscular body is shown in this scene to prove that G-Dragon is not only powerful and strong, but also pay attention to his appearance to attract women.

The second code is the tattoos all over his body which shows the rebellion. Some scholars said that tattoo signifies strength, religious belief, and social status (Wohlrab, Stahl, and Kappeler 87). Sanders (1989) argued that in Europe, tattooing practice is popular among Sailors and working class people; DeMello (1993, 1995) added that tattoo is also well-known among bikers or inmates (Wohlrab, Stahl, and Kappeler 87). Moreover, tattooing practice in western civilization is related to criminality and deviant behavior (Fisher 93). With muscular body and tattoos, G-Dragon shows his strength and power. His muscle and body appear to make him look tough and rebellious. He is topless, thus he can move his body freely, which signifies freedom. G-Dragon wants to show the representation of masculinity by showing his topless body to show his muscularity and tattoos.

The third code is G-Dragon’s act of shaving. When G-Dragon shaves, it clearly shows the masculinity representation. Shaving is the ritual of male, “the big ‘Man Moment’ of the day” (Tungate 17). Beard and mustache are facial features distinctively owned by male; therefore the activity of shaving is identical to men. When G-Dragon shaves, he clarifies his sex as male; making him look masculine with the ritual. Shaving also makes G-Dragon looks fresher; his face is clean without beard and mustache. Moreover, the color of the razor is yellow. Some of the scholars argue that yellow color is associated with cheerfulness, optimism, friendliness, and happiness (Labrecque and Milne 714). Therefore, the act of shaving refers to G-Dragon character in this movie video as a fresh young man who is full of spirit and optimism.

The fourth coded-iconic message in this scene is the pink background. Pink color symbolizes happiness, love and sweetness. Pink color also shows the theme of this movie video. Furthermore, the color of pink is identical to women and also has a positive meaning, “**pink** signifies romance, love, and friendship. It denotes feminine qualities and passiveness” (Cerrato 5). It shows that G-Dragon supports women because pink color is associated with women or feminine characteristics.

The fifth code is the picture of blue lips with sharp teeth. Blue is very identical to tranquillity, faith, calmness, and wisdom (Cerrato 11). Blue lips in this scene, is the background of the bathroom setting. When G-Dragon looks to the mirror, there is a reflection of the blue lips with sharp teeth. Sharp and pointed teeth declare carnivore animals because it is used to tear and cut the flesh of its prey meat (Stegemann). Moreover, carnivore animals are the important part of the food web since they belong in the

top trophic level (National Geographic). It means that the carnivores which get to the top rank of the food chain represent the domination and privilege of male in gender. Hence, the picture is the representation of masculinity which depicts men as dominant, strong, faithful, calm and wise.

### **Myth**

This scene represents the relation between men and tattoo. Tattooing was used by the military dictators of Japan from 1192-1867, to mark the bodies of criminals (Arnason 18). Moreover, tattooing practice in Japan is also used by the lower class as a symbol of rebellion against the ruling class (Gragert 171). Because of that, tattooed people are considered as having low social status in society. In the real life, the stereotype of people with tattoo is always associated with deviance (Marczak 41), “most of the public in Japan disapproved of tattoos, piercing the skin was considered a sin and tattooing in Japan was prohibited until 1945” (Arnason 18). When tattooing was prohibited, tattoo artists in Japan lost their customers in mainstream society and started accepting more customers from the underground (Arnason 18).

Tattooing practice symbolizes power, manliness, health, courage, and vitality because of its pain. That makes the Yakuza think that they are the owner of that characters, thus tattoo becomes the identity of Yakuza with their full-body design (Gragert 171). Tattoo is a very strong symbol among members of the groups because of its permanence. With tattoo, the members would have the sense of belonging of a group and makes them have a strong commitment (Marczak 40). In this scene, G-Dragon shows his masculinity which is strong and rebel by his tattoos. The writer finds that tattoo symbolizes men's strength because of the very painful feeling that men have to suffer during the making. Tattoo also symbolizes rebellion and violence since it is identical to crime and deviant.

This scene also shows the relationship between men and animals. Men's relationship with animals is associated with hunting game in the ancient era. According to Lovejoy (1981), in the family of the ancestral period, there was a rule where men hunt wild animals and women collect plant foods (Gurven and Hill 51). The root of modern day family comes from the very early human society, the hunter-gatherer society, where men hunt to feed the family, while women gather plant foods and take care of the children (Washburn and Lancaster, 1968 cited in Gurven and Hill 51). Hence, it leads to the modern day gender role which casts breadwinner role for men and domestic role for women. Moreover, the purpose of men's hunting to provide their family shifts to get the social status and attract women sexually (Hawkes 1990, 1991, 1993 cited in Michael Gurven and Kim Hill 51).

Therefore, the writer finds that men's hunting in the ancient era symbolizes men's strength, domination, courage, ability, and men's traditional role as a breadwinner. On the other side, hunting game also symbolizes women as the sexual object for men. In this scene, G-Dragon shows those characteristics with his muscle and the symbol of sharp teeth as the reflection of G-Dragon himself in the mirror, where it symbolizes G-Dragon's strength and physical appearance in order to attract women.

Last, this scene shows the relationship between men and muscular body. Muscularity also symbolizes masculinity. Some men think that muscularity and body height are the most important aspects to define masculine men (Helgeson 1994 cited in Frederick et al. 104). Men, who are attached to traditional male role, will have a tendency to shape their body into muscular (Frederick et al. 104). However, the depiction of muscular body shifts from the muscular figures in action genre movie to the nude and muscular men in the magazines. The depiction of men's body turns to be as erotic as those women's body on the billboards. In the past, the word “nude” is associated to women, but nowadays, men also become a sexual object to be looked at (Gill, Henwood, and McLean 4).

Therefore, muscular body is the ideal male body constructed by media. It is associated with physical strength through the figure of action heroes in the movie and related to the traditional masculinity. On the other hand, muscularity signifies narcissism and depicts men as a sexual object since the emergence of women's magazine which presents the muscular male body with erotic pose. In this scene, the writer finds that G-Dragon through his muscularity shows his masculinity as strong yet narcissistic in the same time.



### **The Third Selected Scene**



*Figure 3.1*



*Figure 3.2*



*Figure 3.3*

#### **Non-coded iconic message**

The scene tells a story about a girl character, who is played by G-Dragon, dressing up in American Football costume. However, she still wears skirt and is being abused by the man beside her. The man wears the same Football costume like the girl, but the costume is unbuttoned to show his muscular body. Suddenly, the man smacks the girl's bottom violently. Then, both of them start to do battle dance. In the second picture, the man could dance and move freely, but the girl struggles to move and dance. She could move her arms, but her feet are motionless. Then, she ends up getting slapped by the man. This scene uses the black and white color, there is also a cross symbol on the background of the scene which is placed behind the girl and only appears when the man does violence to her.

#### **Coded iconic message**

The first code is the costume of the girl and the man. In this scene there are two models, which are G-Dragon who plays the role as a girl and the big muscular man beside G-Dragon. The fashion that G-

Dragon wears is an American football costume and so does the man. American football is a sport originally comes from America. For many Americans, football is their original sport in a green field, while soccer is described as a non-American sport game (Giulianotti and Robertson 556). American football is considered as the most masculine and violent team sport in the United States (Rader 2008 cited in Anderson and Kian 3). The iconic portrayal of American football player is young, muscle-bound, and willing to do violence to himself and others. Those player characteristics are categorized at the top masculine hierarchy of male in the United States (Messner 1992 cited in Anderson and Kian 3). Those characteristics are shown in the appearances of the man in this movie video. The man's outfit is unbuttoned to show his muscular body that represents his strength as a male. Thus, in this scene G-Dragon wants to show that men are strong, violent and love sport. He also shows that he is being Americanized by wearing American football costume.

Moreover, in this scene, G-Dragon wears skirt since he plays the role as a girl. Skirt is included in one of the women's outfit styles (Koester and Bryant 3). Christine Bard (2014) added that skirt describes femininity (1). The type of skirt that G-Dragon wears in this scene is straight skirt, also well-known as sheath or slim skirt (Koester and Bryant 37). Straight line is a perfect shape that could not easily bend (Tall 283). Further explanation about straight line is that it creates an impression of fixation and stasis (Venefica). By wearing skirt, it asserts G-Dragon's character as a girl in this scene. In addition, the straight skirt makes G-Dragon becomes hard to move, it is associated with strong boundaries concerning traditional gender role that could not easily broken. Thus, the skirt in this scene represents women's oppression. Therefore, this code shows the male domination over women especially in sport.

The second code is the gesture of battle dance between the two players in this scene. In the scene it shows that there is violence. The girl (played by GD) who is wearing skirt gets smacked on her bottom and gets slapped on her face because she cannot dance well. In this scene, the girl looks submissive, and the man looks dominant. The girl is trapped in her skirt so she cannot move her body freely and dance well. On the other hand, the man could dance so well and move his body freely. When the man slapped and smacked the girl, he shows that he takes full control over the girl and the girl cannot fight back. It shows females as the subordinate sex who often becomes victims of violence.

The number of physical violence in all over the worlds is increasing, one of the case is approximately 20 to 50 per cent of women in the universe have suffered from domestic violence (WHO 1996 cited in UNICEF 4). Moreover, the statistic data from UNICEF shows the number of domestic violence against women in Korea, "38% of wives reported being physically abused by their spouse, based on a survey of a random sample of women" (5). Men's violence against women happens because masculine gender socialization told boys and men that being victim is feminine; therefore, men think that they should be dominant, competitive, tough, and independent; they also should accept sex when it is offered, be responsible of sexual situations, never be helpless and needy (Kimmel and Aronson 717). Thus, violence is identical to men because men always show his power in order to be dominant over women.

The third code is the cross symbol on the background. Cross simply represents religious symbol (Maleczek 1), especially in Christian. Cross also symbolizes Christian resurgence (Gedicks and Annichino 105-106). Moreover, Christian Cross also defines as the sign of the Heavenly Boss, Jesus Christ (Kozlovic 148). On the other hand, cross symbol in tattoo could signify a bondage, subordination, or slavery (Canada Border Services Agency). In this scene, the cross symbol is placed behind the girl and only appeared when the man do violence to the girl. Thus, it could be concluded that cross imagery indicates that women are inferior and being a slave of the man.

Therefore, from all the coded iconic messages, it could be drawn into a conclusion that in this scene, G-Dragon shows that men is strong, dominant, love sport, violent, and faithful. Those are shown in the codes of American football costume, players' gesture, and cross imagery. On the other hand, the representation of the girl or woman in this scene is depicted as submissive, weak, having limited access in social activities, and also more likely to become a victim of violence.

## Myth

This scene represents the relationship between men and sport. Sport has an important role in defining masculinity globally, because it shows the superior force and skill of men's bodies (Connell 54). Sport is a practice that could both bond and divide men into several categories which are the dominant and the subordinate men (Whannel 10). The dominant men in sport are constructed by the competitive nature of the sport, in which the stronger men will eventually win the competition; thus creating "hierarchy among men, exclusion or domination of women" (Connell 54). On the other hand, the marginalized men are considered as the weaker groups of men, including homosexuals and disabled person, because "sporting practices marginalize and stigmatize gayness" (Sedgewick 1985 cited in Whannel 10).

Moreover, sport is identical to men. In 2010, Eurobarometer reported that in Europe 43% of men do sport in their leisure at least once a week compared to only 37% of women (Talleu 9). In addition, men occupy most types of sport; meanwhile women only occupy sport that could express their physical body. According to Clotilde Talleu (2011):

"Whereas women are particularly attracted to sports in which major emphasis is placed on physical expression (dance, gymnastics and ice skating), men are still found in a very large majority in close combat sports, team sports played on large grounds (football, rugby), motor sport, extreme sports and endurance sports" (10)

In South Korea there is also gender stereotype in sport. For example, Kim Yuna is a former female figure in skating from South Korea but the media only focuses on her physical body rather than her successful achievements in skating and that makes her as the highest paid sport star in Asia from endorsements (Trolan 223). On the other hand, another female athlete from South Korea Jang Mi Ran who is majoring in weightlifter gets fewer endorsements because weightlifter is considered as masculine sport (Trolan 223). Therefore, it shows that sport is mostly seen as masculine activities made only for men since male's "athletic body makes sport a particular powerful setting for the construction of gender ideologies and this becomes the basis for gender ideology and masculine superiority" (Theberge 1993 cited in Trolan 219).

In this scene, there is also the relationship between men and violence. According to a research by Whasoon Byun (2007) about domestic violence in Korea, it shows that women are more likely to suffer violence from men. The research shows that in 2004, the number of husband-to-wife violence was 12.1% compared to the number of wife-to-husband violence which was only 3.7%. In particular, men are also three times more likely to do physical abuse such as punching, kicking, hitting with objects and intimidating with knife or other weapon than women (3).

Men express their power and domination through violence, "the overwhelming majority of the world's soldiers, police and prison warders are men. Most of the generals, admirals, bureaucrats and politicians who control the social means of coercion and collective violence are men. Most muggers, armed robbers, murderers, and people involved in street violence are men. Nearly all rapists and domestic batterers are men" (Douglas 2). Men have physical advantage over women; they are stronger and more powerful than their opposite sex. Thus, men will establish their domination over women by committing violence to women because women are seen as weaker than men and cannot fight back.

From the discussion above, it could be drawn into conclusion that this scene represents men's power and domination since men have more physical strength rather than woman. Sport and violence have become strongly linked with masculinity as those are the media where men could show their power and supremacy over women's subordination. Indeed, violence is one way of establishing patriarchy, because "violence often underpins or support authority" (Connell 77). Thus, by doing violence, men's authority over women is justified.

## Conclusion

From the discussion, the writer finds that there is a negotiation between New Man and New Lad masculinity concept represented by G-Dragon in Crayon's movie video. G-Dragon as a K-POP idol shows his masculinity as more effeminate through his facial appearance, hair color, and physical appearance, and those are related to *Kkotminam*. On the other hand he still maintains traditional masculinity as being

associated with dominance, rebellion, violence, and strength through his gesture, muscular body and tattoo. Moreover, the author finds the intersection that makes New Lad concept more dominant as the masculinity form shown in this movie video. Thus, it could be inferred that actually, Korean male idol such as G-Dragon still endorses traditional masculinity, even though in his physical appearance he is more effeminate in order to be accepted by youth. K-POP idols have to look cute since the global K-POP fans are at the age of teen and twenties (Lee 462). The statistical data from KOCIS in 2011 recorded that 49% of youths consuming K-Pop are in the age of 20s, while 17% of them are in the age of 10s (Tuk 21).

The emergence of violence against woman in this movie video challenges the dominant young masculinity that shifts from hypermasculine to soft masculine as it is popularized by male Korean idols (Rhee). G-Dragon, as an idol in this movie video, shows that he still maintains the dominant hypermasculine masculinity in Korea. Furthermore, by perpetrating violence against women, G-Dragon wants to deliver the message that men still have the privilege in gender order as being more dominant and strong, meanwhile women are inferior. The author concludes that this masculinity form is the dominant masculinity form in most Asian countries and United States.

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