

**THE MASCULINITY REPRESENTATION IN *THE*
NORTH FACE ADVERTISEMENT “*HAVE YOU EVER?*”:
A SEMIOTIC STUDY**

THESIS



**UIN SUNAN AMPEL
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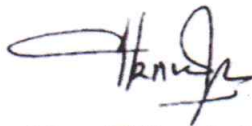
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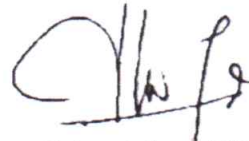
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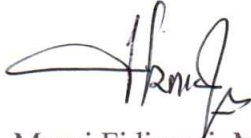
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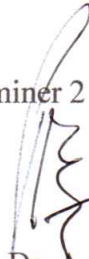
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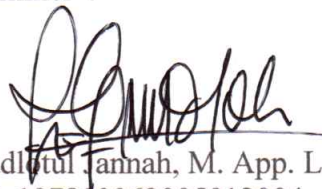
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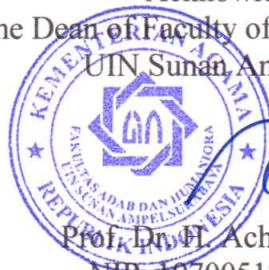
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ABSTRACT

Sajiwo, K.B. (2024). *The Masculinity Representation in The North Face Advertisement "Have You Ever?": A Semiotic Study*. English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya. Advisors: (I) Fidiyanti.M, M.A. (II) Suhandoko, M.Pd.

This research examines denotative and connotative narration to represent masculinity in The North Face advertisements. There are several research questions studied, among others: (1) What are the denotative and connotative contained in *The North Face "Have You Ever?"* advertisement, (2) How do the denotative and connotative represent of masculinity in *The North Face "Have You Ever?"* advertisement.

The researcher answered the research problem by using semiotic studies of advertisements. Therefore, semiotics can help understand how meanings are constructed in advertisements and these meanings can influence the way people perceive the advertised product or service. Advertisements are analyzed through semiotic studies, namely denotative and connotative. Meanwhile, the representation of masculinity uses David and Brannon's theory. The method used in this research is qualitative method and the main theory used is Roland Barthes' theory.

As a result, this first study found that *The North Face* advertisement contains twenty denotative and connotative meanings. Therefore, there are nineteen representations of masculinity in the advertisement. The results show that the advertisement portrays masculine traits such as appearance, leadership, strength, and courage. Male appearance is a tool for building confidence, displaying personality, and achieving goals. Similarly, male leadership involves controlling others to achieve predetermined goals. Male strength is the ability to perform energy-intensive physical activities. Moreover, courage is the ability to be aggressive in achieving one's goals.

Keywords: Roland Barthes, semiotics, masculinity, denotative, connotative, advertisement.

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ABSTRAK

Sajiwo, K.B. (2024). *Representasi Maskulinitas di Iklan The North Face "Have You Ever?"*: Dengan Kajian Semiotik. Program Studi Sastra Inggris, Fakultas Adab dan Humaniora, UIN Sunan Ampel Surabaya. Pembimbing: (I) Fidiyanti.M, M.A. (II) Suhandoko, M.Pd.

Penelitian ini mengkaji narasi denotatif dan konotatif untuk merepresentasikan maskulinitas dalam iklan The North Face. Ada beberapa pertanyaan penelitian yang dikaji, antara lain: (1) Apa saja makna denotatif dan konotatif yang terkandung dalam iklan The North Face "Have You Ever?", (2) Bagaimana makna denotatif dan konotatif merepresentasikan maskulinitas pada iklan The North Face "Have You Ever?".

Peneliti menjawab permasalahan penelitian dengan menggunakan kajian semiotika terhadap iklan. Oleh karena itu, semiotika dapat membantu memahami bagaimana makna dikonstruksikan dalam iklan dan makna tersebut dapat memengaruhi cara pandang masyarakat terhadap produk atau layanan yang diiklankan. Iklan dianalisis melalui kajian semiotika, yaitu denotatif dan konotatif. Sedangkan, untuk representasi maskulinitas menggunakan teori David and Brannon. Metode yang digunakan dalam penelitian ini adalah metode kualitatif dan teori utama yang digunakan adalah teori Roland Barthes.

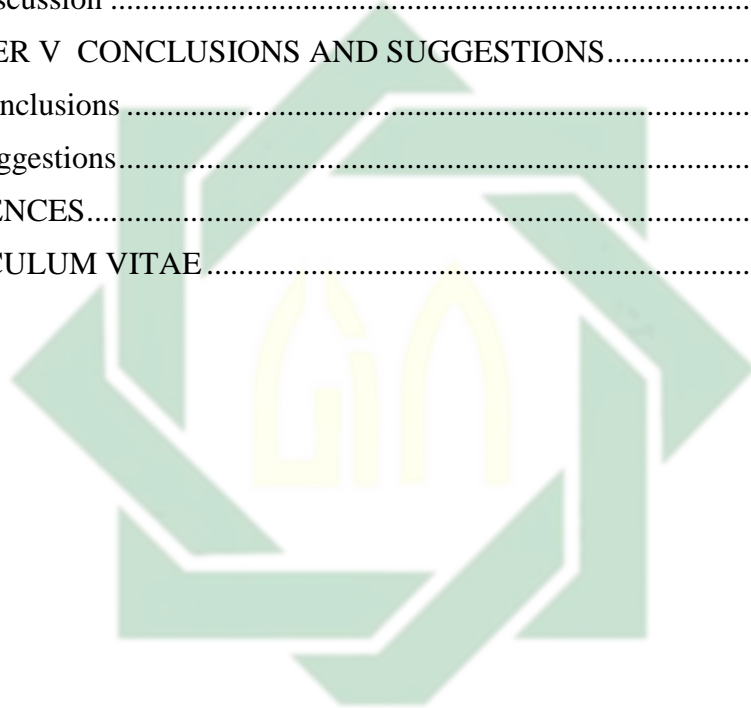
Hasilnya, penelitian pertama ini menemukan bahwa iklan The North Face mengandung dua puluh makna denotatif dan konotatif. Oleh karena itu, dalam iklan tersebut ditemukan Sembilan belas representasi maskulinitas dalam iklan. Hasilnya menunjukkan bahwa iklan tersebut menggambarkan sifat-sifat maskulin seperti penampilan, kepemimpinan, kekuatan, dan keberanian. Penampilan pria adalah alat untuk membangun kepercayaan diri, menampilkan kepribadian, dan mencapai tujuan. Demikian pula, kepemimpinan pria melibatkan pengendalian orang lain untuk mencapai tujuan yang telah ditentukan. Kekuatan pria adalah kemampuan untuk melakukan aktivitas fisik yang menguras energi. Selain itu, keberanian adalah kemampuan untuk menjadi agresif dalam mencapai tujuan.

Kata Kunci: Roland Barthes, semiotika, maskulinitas, denotatif, konotatif, iklan.

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