



## **ABSTRAK**

### **REPRESENTASI MASKULINITAS DALAM IKLAN HIS ERHA (STUDI SEMIOTIKA ROLAND BARTHES)**

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Penelitian ini mengkaji representasi maskulinitas dalam iklan HIS ERHA edisi "Tampil Percaya Diri di Segala Tantangan Bersama HIS ERHA". Penelitian ini bertujuan untuk mengonstruksi dan mengkomunikasikan konsep maskulinitas dalam iklan tersebut. Metode yang digunakan dalam penelitian ini adalah pendekatan kualitatif dengan metode deskriptif. Teori yang digunakan untuk menganalisis representasi pada adegan iklan adalah teori semiotika Roland Barthes. Hasil penelitian ini adalah iklan HIS ERHA edisi "Tampil Percaya Diri di Segala Tantangan Bersama HIS ERHA" mampu menunjukkan ciri-ciri maskulinitas berdasarkan tujuh ciri-ciri maskulinitas yang diungkapkan oleh Janet Saltzman Chafetz, yaitu penampilan fisik, fungsional, intelektual, emosional, dan individu. Namun, aspek interpersonal, dan seksual tampak kurang dieksplorasi.

**Kata Kunci:** Representasi, Semiotika, Maskulinitas, Iklan

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### **REPRESENTATION OF MASCULINITY IN HIS ERHA ADVERTISEMENTS (ROLAND BARTHES SEMIOTIC STUDY)**

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*This study examines the representation of masculinity in the HIS ERHA advertisement edition “Appear Confident in All Challenges with HIS ERHA”. This research aims to construct and communicate the concept of masculinity in the advertisement. The method used in this research is a qualitative approach with descriptive method. The theory used to analyze the representation in the advertisement scene is Roland Barthes' semiotic theory. The result of this study is that the HIS ERHA advertisement “Appear Confident in All Challenges with HIS ERHA” is able to show the characteristics of masculinity based on the seven characteristics of masculinity expressed by Janet Saltzman Chafetz, namely physical appearance, functional, intellectual, emotional, and individual. However, the interpersonal and sexual aspects seem less explored.*

**Keywords:** *Representation, Semiotics, Masculinity, Advertisement*