



ABSTRAK

REPRESENTASI MASKULINITAS DALAM IKLAN SHAMPO CLEAR DRAMA KETOMBE HELM (STUDI SEMIOTIKA ROLAND BARTHES)

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Penelitian ini berjudul REPRESENTASI MASKULINITAS DALAM IKLAN SHAMPO *CLEAR* DRAMA KETOMBE HELM (STUDI SEMIOTIKA ROLAND BARTHES). Tujuan penelitian ini adalah untuk mengetahui pemaknaan simbol maskulinitas pada iklan sampo *Clear* Drama Ketombe Helm dengan melihat makna denotasi, konotasi dan mitos. Metode penelitian yang digunakan dalam penelitian ini adalah metode kualitatif dengan analisis semiotika Roland Barthes. Teknik pengumpulan data yang dilakukan terdiri dari observasi dan dokumentasi. Berdasarkan hasil penelitian, peneliti melakukan observasi terhadap iklan sampo *Clear* Drama Ketombe Helm dengan cara memilah adegan yang terdapat simbol maskulinitas. Setelah itu, hasil observasi tersebut, peneliti analisis dengan terstruktur. Hasil dari penelitian menunjukkan terdapat makna denotasi, makna konotasi dan mitos didalam iklan sampo *Clear* Drama Ketombe *Helm*. Makna denotasi ditunjukkan dengan beberapa adegan yang memiliki tanda maskulinitas. Pemaknaan konotasi ialah berupa adegan aksi fisik, kebersihan, motor besar, kebebasan dan keberanian. Mitosnya ialah bukti-bukti hasil dari konotasi yang menunjukkan maskulinitas.

Kata Kunci: Semiotika Roland Barthes, Maskulinitas, Sampo Clear

ABSTRACT

REPRESENTATION OF MASCULINITY IN CLEAR SHAMPOO HELMET DANDRUFF DRAMA ADVERTISEMENT (ROLAND BARTHES SEMIOTIC STUDY)

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This study is entitled REPRESENTATION OF MASCULINITY IN CLEAR SHAMPOO HELMET DANDRUFF DRAMA ADVERTISEMENT (ROLAND BARTHES SEMIOTIC STUDY). The purpose of this study is to determine the meaning of symbolism in Clear shampoo Helmet Dandruff Drama advertisements by looking at the meaning of denotation, connotation and myth. The research method used in this study is a qualitative method with Roland Barthes semiotic analysis. Data collection techniques used consist of observation and documentation. Based on the results of the study, the researcher observed the Clear shampoo Helmet Dandruff Drama advertisements by sorting out scenes that contain symbols of masculinity. After that, the results of the observation were analysed by the researcher in a structured manner. The results of the study showed that there were denotative meanings, connotative meanings and myths in the Clear shampoo Helmet Dandruff Drama advertisements. The denotative meaning is shown by several scenes that have signs of masculinity. The meaning of the connotation is in the form of physical action scenes, cleanliness, large motor skills, freedom and courage. The myth is evidence of the results of the connotation that shows masculinity.

Keywords: *Roland Barthes' Semiotics, Masculinity, Clear Shampoo*