



Representation of ideal male masculinity in build-in Ms Glow for men advertisements in Youtube content @Andrew Kalaweit

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ABSTRACT

Keywords

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This research is about the representation of male masculinity in the build-in Ms Glow For Men advertisement in @Andrew Kalaweit's YouTube content. The background of this research is that ideal representations of masculinity are normalized in advertising practices. Build-in advertising on YouTube is an advertising model that is now widely developed. Build-in advertising on YouTube aligns with audience behaviour moving into the digital realm. The Ms Glow For Men advertisement in @Andrew Kalaweit's YouTube content tries to present a representation of the ideal man that is different from similar products. This research aims to determine how masculinity is represented in the build-in Ms Glow For Men advertisement in @Andrew Kalaweit's YouTube content. The theories used by researchers in this research are representation and masculinity. This type of research is qualitative descriptive research. The research method is Roland Barthes' semiotics. This research shows that in the Ms Glow For Men advertisement found on @Andrew Kalaweit's YouTube content, the representation of ideal male masculinity is shown as follows. First, ideal male masculinity is a man with white skin. Second, ideal male masculinity is a man with a muscular body. Third, ideal male masculinity is a man who cares about good looks and physical appearance. This is also in line with the stereotype that develops in society that the ideal man is a man with a muscular body, handsome face, and white skin.

1. Introduction

Advertising is a form of information about a product or service from a producer that will be conveyed to consumers via a message from a sponsor via a medium. Advertising aims to change, influence attitudes and persuade a large audience (Senoaji, Bagaskara, & Budiarto, 2021). Advertising is not just information about a particular product but also a medium that offers ideology, lifestyle and imagery. Advertising can be seen as a means to promote culture and advertising is, in fact, a means to express ideas and symbolic expressions of culture (Wernick, 1991). The advertisements themselves are deliberately made with a variety of creativity and quality to penetrate the crowd of audiences who are also exposed to existing advertisements (Nasution, Abidin, & Mayasari, 2022). Advertising has an important role in the marketing industry and almost dominates social media and even electronic media such as television and radio. Currently, advertising displays have penetrated various internet media, not just electronic media, by taking advantage of developments dominated by social media as a forum for promoting a product. Many audio-visual advertisements fill social media platforms, such as Facebook, TikTok, Instagram and others (Fadillah, Farihanto, & Setiawan, 2022). One of them is advertising on YouTube social media. The large number of YouTube users certainly opens up effective opportunities for business actors to promote their products through goods or services in advertisements. Advertisements on the YouTube platform have the advantage of being longer in duration than television advertisements. However, advertisements must be presented with high

creativity to attract the audience's attention, especially young people, who are the majority of viewers on this platform (Purnamasari, n.d.).

One of the promotions companies uses product displays or built-in advertising, which is covert advertising created within the program and is part of the program. Like build-in ads in YouTube content, content creators show videos of their daily lives using the company's products (Prathisara & Masduki, 2023). In @Andrew Kalaweit's YouTube content entitled Floods in the Kalimantan Forest, at minutes 9.12 to 9.42, which shows his activities on an adventure in the Kalimantan forest with flooded and dangerous conditions, which can put him at risk of disease or expose his facial skin to all kinds of germs, in anticipation of Andrew Kalaweit in this content showing how to care for his facial skin using soap from Ms Glow For Men. Activities that involve risk and adventure, such as exploring flooded forests, are also highlighted as masculine behaviour (Wibowo, 2022). The depiction of masculinity today is not only about physical strength but can also be described in terms of courage, intelligence, discipline and so on. Therefore, this research was conducted to determine how men's masculinity is represented in the Ms Glow For Men advertisement in @Andrew Kalaweit's YouTube content.

The following is some previous research that is relevant to this research. Firstly, research conducted by Friska Dewi Yulianti shows that the form of masculinity that is promoted is the physical appearance of men who tend to follow metrosexual trends, attract the attention of women, have intelligent and successful leadership, men who think creatively and have interests or hobbies (Yuliyanti, 2017). What this research has in common with Friska Dewi Yulianti is how masculinity is represented and the meaning of denotation, connotation and myth or ideology in the POND'S #LelakiMasaKini television advertisement. This research shows that this research can help form a new picture or image of what a man is considered ideal in society. This advertisement proactively creates views about how a man should behave, following the values emphasized in the advertisement (Rinawiyanti & Kusumo, 2023).

Meanwhile, the difference is in the research object and research objectives. Second, research conducted by Arkhan shows that in the Clear Man Shampoo advertisement, it is depicted that the image of masculinity and the ideal male body described as having a muscular body, a well-groomed appearance, and consistent self-confidence (Faadihilah, Pangestu, & Shidiq, 2021). Through a study of representation in advertisements, we can get the results that the ideal male body's masculine characteristics are having a strong body, neat appearance, and always appearing confident. Meanwhile, the difference is that previous research conducted by Arkhan had a stronger focus on the representation of masculinity and the ideal male body as represented in the advertisement "Cristiano Ronaldo's version of Clear Man Shampoo." Apart from that, the main difference with previous research lies in the different research objects. In this research, the discussion focuses more on confirming the signs that appear in @Andrew Kalaweit's YouTube content in the build-in Ms Glow For Men advertisement, with Roland Barthes' semiotic analysis. This research looks more at how masculinity is represented and what effects can be seen from this advertisement. This research aims to determine how men's masculinity is represented in the build-in Ms Glow For Men advertisement in @Andrew Kalaweit's YouTube content. So this research resulted in findings about how men's masculinity is represented in the build-in Ms Glow For Men advertisement in @Anndrew Kalaweit's YouTube content.

2. Method

This research is a qualitative descriptive research using a critical paradigm. Qualitative descriptive research is a method used to analyze, explain and provide an in-depth description of the topic being researched. This research will involve observation, collecting accurate data from facts found in the field and interviews with sources (Larasati & Kertamukti, 2016).

This research uses the semiotic analysis method by Roland Barthes, which continues Ferdinand de Saussure's thoughts regarding the social meaning produced by signs. The method used by Roland Barthes is a continuation of Saussure's assumptions about the relationship between language and meaning or between signifier and signified. The semiotics built by Saussure tend to refer to meaning as what is connoted by a sign. Saussure's ideas were continued by Roland Barthes's myth and expanded

Saussure's theory of language systems by applying it to systems in which societies and cultures develop "myths". Language as a system is also the cornerstone of the survival of society and culture. However, Barthes argues that purely linguistic meanings are fundamentally altered by social and cultural practices (Laughey, 2007).

Roland Barthes has three stages for dismantling signs in the media being analyzed: denotation stage, connotation stage and myth or ideology as the final stage, which reflects the sign from a certain cultural perspective (Kusumastutie, 2015).

3. Discussion

3.1. Results

In this research, the researcher explains the results and discussion of Ms Glow For Men advertisement in @Andrew Kalaweit's YouTube content. The following are the analysis results from Roland Barthes' semiotic stages, including understanding denotation, connotation, and myth or ideology.

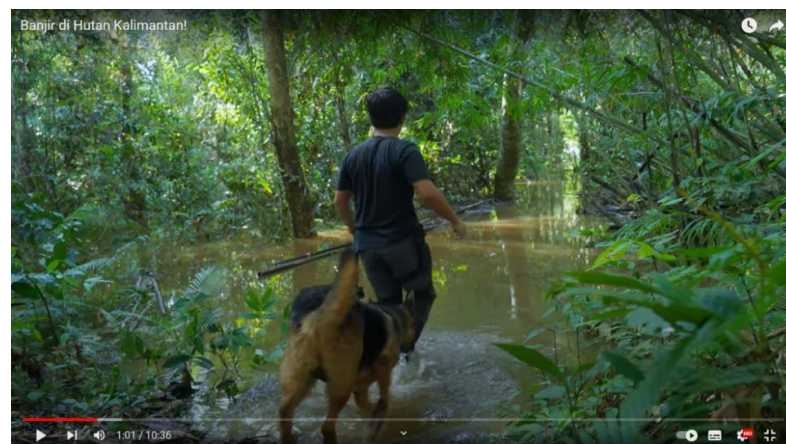


Fig. 1. Andrew Kalaweit and his pet are walking through the flood around his house in the middle of the Kalimantan forest (YouTube.com, 2023).

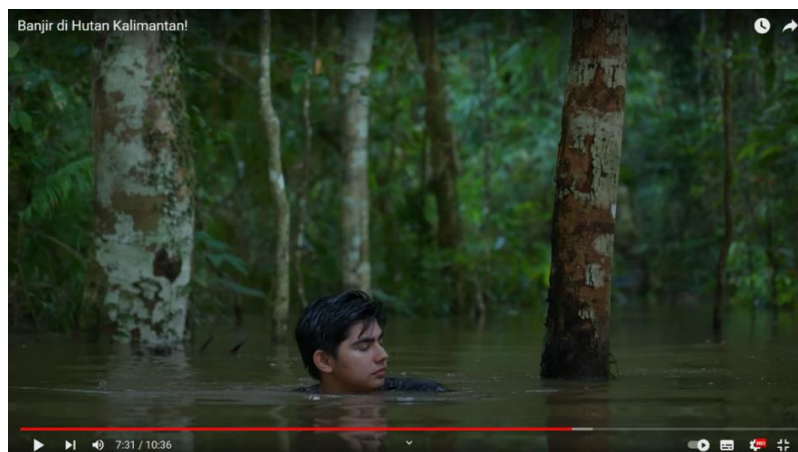


Fig. 2. Andrew Kalaweit was swimming in the middle of the Kalimantan forest during flood conditions (YouTube, 2023).



Fig. 3. Andrew Kalaweit walking amidst high volumes of flood water and surrounded by lush trees (YouTube.com, 2023)



Fig. 4. Andrew Kalaweit washes his face using Ms Glow For Men products (YouTube, 2023).

3.2. Discussion

Several sequences have been analyzed by researchers from Ms Glow For Men advertising video in Andrew Kalaweit's YouTube content entitled Floods in the Kalimantan Forest, which is 10.36 minutes long—using Semiotic Theory by Roland Barthes. Semiotics can be used in various forms of communication media, such as advertisements, videos, films, video clips, caricatures, and verbal and nonverbal signs, to identify and convey existing meanings (Bouzida, 2014). Roland Barthes' ideas categorize semiotics into two parts: denotative as a primary meaning system and connotative as a secondary meaning system (Pratami & Prima Hasiholan, 2020). In other words, denotation is the representation given by a sign to an object, while connotation is the way the sign interprets the object (Ghozi et al., 2022). In the second stage, the message's meaning emerges (in the metalanguage phase) through the inclusion of myth. Myths operate based on existing signs, which can be writing, text, images, photos, films, music, building structures, or clothing (Dianiya, 2020).

Denotation: Figure 1 shows Andrew Kalaweit and his pet walking through a flood in the middle of the Kalimantan forest. In this picture, Andrew Kalaweit is seen wearing a black T-shirt with a forest back, which makes him look even more masculine and macho. Figure 2 shows Andrew Kalaweit swimming in the flooded Kalimantan forest. Figure 3 shows Andrew Kalaweit walking in the middle of a flood with the water level reaching an adult's chest and covered with tree leaves and branches. Meanwhile, Figure 4 shows that Andrew Kalaweit is washing his face using a facial wash product from Ms Glow For Men with a background of green leaves. The obvious sign is a man washing his

face using a facial wash from Ms Glow For Men. Andrew Kalaweit's identity, who has white skin and a strong body, reappears by wearing a black T-shirt.

Connotation: From the denotation above, there are the following connotations. Figures 1 and 2 show that an ideal man is a man who has the courage to face the environment in the wild and dares to face life-threatening dangers to survive. In Figure 3, the ideal man is a man who cares about the natural environment because caring about the natural environment is a form of responsibility to preserve nature, then Figure 4, the ideal man is a man who cares about his personal health and physical appearance to support his appearance so that he is always confident and still looks handsome. As in the picture above, the effort made to maintain it is to wash the face using Ms Glow For Man products. The green background also means that the products from Ms Glow For Man are natural products, which Andrew Kalaweit is synonymous with naturalism (Pratiwi, 2022).

Many people in Indonesia believe that most people associate beauty with women, while this is considered less common or inappropriate for men (Fabianti & Putra, 2021). Using grooming or beauty products does not make Andrew Kalaweit a feminine man, but his demeanor still gives the impression of a strong man, depicted in a black t-shirt, which means strong, masculine, and confident. This connotation shows that the ideal male identity is a white man who is strong, sturdy, brave enough to face danger, and cares about physical appearance.

Myth: The connotation of Andrew Kalaweit's masculinity identity creates a myth about the ideal man being white and having a solid and muscular body. Andrew Kalaweit, with good looks shown in the natural representation of a white man, has a solid and muscular body. White skin and a muscular body have become a myth of the ideal male masculinity identity.

Apart from that, in this myth, the ideal man is tough in responding to various dangers and challenges in the wild and always pays attention to his appearance. Even though they are in a wild environment, they still have a white and sturdy body. Even in the wild, men still care for their bodies and the condition of their faces, so they still look handsome because physical appearance is very influential for them. Even though he faces a dangerous environment, he still pays attention to his good looks and physical appearance because good looks and ideal physical appearance are everything. This myth teaches that there is strength in maintaining an ideal physical appearance, even in the most dangerous conditions. It also shows how vital good looks are in society's view of this myth.

4. Conclusion

The conclusion of the research entitled Representation of Ideal Male Masculinity in Build-In Ms Glow For Man Advertising in YouTube Content @Andrew Kalaweit is that the characteristics and ideal man represented in Ms Glow For Man advertisement in YouTube content @Andrew Kalaweit is that the ideal man is men who have white skin, have strong, muscular bodies and care about good looks and physical appearance. It is also in line with the stereotype that has developed in society that the ideal man is a man with a muscular body, handsome face, and white skin.

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