



Representation of masculinity in the Kahf advertisement "Ada keberkahan di setiap perjalanan" 2023 (Roland Barthes Semiotic analysis)

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ABSTRACT

Keywords

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A man cannot be separated from masculinity, these two things are interconnected with each other. The formation of social reality regarding masculine understanding is also supported by the media which is a platform for broadcasting messages. The masculine character of a man in the media is always depicted by how a man takes care of himself. The idea of masculinity is not only about physicality, but can influence ideologies regarding gender, men, and the order of social groups. Similar to the image offered, using language and signs which in this context refers to conveying ideas and the core content of the advertisement presented is how the representation of masculinity in the advertisement is carried out.

This research aims to determine the representation of masculinity in the Kahf advertisement "Ada Keberkahan di Setiap Perjalanan" 2023. This type of research is qualitative using descriptive data. The object of this research is Kahf advertisement "Ada Keberkahan di Setiap Perjalanan" 2023.

The results of this research are two signs that represent masculinity, namely traditional masculinity and new or metrosexual masculinity, which are depicted through the characteristics, personality and behavior of a man in the advertisement in the form of a man who adheres to the values that are characteristic of traditional masculinity, namely solidarity, loyalty, steadfastness, and the characteristics of a priest or leader. Then a man was using facial wash and sunscreen from Kahf products as a form of self-care.

1. Introduction

Adult men are one of the target markets for advertising. A man cannot be separated from masculinity, these two things are interconnected with each other. It is not surprising that advertisements whose target market is adult men are always related to products that can increase the masculinity characteristics that represent adult men in general. This advertising is one of the reasons for the realization of masculinity parameters. In society, the perception of masculinity is more focused on the physical appearance of adult men, namely having an athletic body, handsomeness, speaking tone and hairstyle (Vidiyawati & Wibowo, 2023). Most adult men really want to look masculine so that their appearance looks like an adult man should according to the standards of society. However, masculinity is not only visible from physical appearance. Being responsible, diligent in worship, and helping each other can be the meaning of masculinity itself.

The formation of social reality regarding masculine understanding is also supported by the media which is a platform for broadcasting messages. Through illustrations in the form of male figures who often show a masculine perspective in advertisements targeting sales targets and consumer candidates who want to buy the product. For example, muscular men who are women's dreams are shown in

beverage products advertised through a scene, there are also several advertisements for cigarette product brands which often show characters who are authoritative, brave, agile, like challenges, manly, and sensitive themselves (Pratami & Prima Hasiholan, 2020).

The presence of the media plays a very important role in the process of conveying the concept of masculinity. The media is a means of conveying information and communication is a component of social life because in the family and society, the media is a crucial representative of gender socialization. The duties of men and women from a special perspective are presented to us by the media. In this way, the media can form a channel for myths and also a tool for validating specific myths regarding male and female gender. In the end, it can be said that the media has a crucial function in giving birth to the concept of male masculinity in the form of print and electronic mass media. For example, television predominantly shows men rather than women and the leader characters are always shown by men (Eviyani & Mustofa, n.d.).

In Connell's opinion, the masculine character of a man in the media is always depicted by how a man takes care of himself. The idea of masculinity is not only about physicality, but can influence ideologies regarding gender, men, and the order of social groups. An idea related to social function, meaning, and behavior is the definition of masculinity itself. In which, these ideas are connected and built by society into the personality of men specifically. The pattern of gender relations is the forerunner to the birth of an idea of masculinity, an understanding of social relations between men and women based on cultural, physical and character experiences (Oki & Ridwan, 2022). Masculinity is usually defined as a personality that shows the courageous character of a man, where this character is ultimately linked to measuring quality in the sexual sphere. Masculinity is a social projection in the creation of a man's personality who is deemed obliged to have a state of mind that is in harmony with religion, a lot of knowledge, firmness and faith, confidence and certainty when making decisions (Rifky Pratama, 2020).

Advertising is a mass media tool that has the vital task of being a marketing medium whose aim is to attract attention, convey information, and encourage the audience to buy. So in that place the advertisement will form an interaction with the audience about what is being sold through the advertisement. Because advertising is related to signs and language, in a social group advertising can become a discourse. Similar to the image offered, using language and signs which in this context refers to conveying ideas and the core content of the advertisement presented is how the representation of masculinity in the advertisement is carried out (Riskiy & Hapsari, 2022). Advertising is a manifestation of mass culture which not only intends to influence potential buyers in purchasing goods and services, but also tries to convey messages with certain hidden values contained within them (Tinaburko, 2008). Advertising is not always about the product to be sold or promoted. An advertisement could display a campaign or short video that contains inspirational stories or contains humor that has life messages in it that you want to convey to the audience and gives an impression that will stick in the minds of the audience who sees the advertisement (Salsabila & Jamiati, 2022).

One product brand that has frequently appeared recently is Kahf, this men's body care and health product brand is under the auspices of Paragon Corp, which is also the company that oversees leading beauty products in Indonesia such as Wardah, MAKE OVER, and Emina. Reporting from the official website www.kahfeveryday.com, it is explained that Kahf products were born from a principle, namely refreshing the mind and calming the heart. Kahf invites us to connect with nature because the ingredients in making its products are sourced from nature so they give a natural impression. Kahf also wants to provide calm and relieve stress when we are under pressure; provides freshness and encouragement when we are tired. Kahf believes that one of the keys to success in daily activities and activities is starting with the right body care habits and products. In this case, it will give a positive impression when the body feels fragrant for consumers who use natural fragrances from Kahf. Kahf consistently uses natural ingredients in its formula to create products that are believed to provide extra moisture, provide an attractive aroma, or relieve stress from the skin and head. Through advertising, Kahf launches its newest products which are always accompanied by a story in it, this can be seen in one of Kahf's advertisements, the version "Ada Keberkahan di Setiap Perjalanan" in 2023.

Kahf made an advertisement that tells the story of a man who is about to travel home to meet his family who is waiting at home and an adult man in the advertisement is depicted as a man who is full of responsibility and has a noble heart. In this advertisement, Kahf displays several of its products in

connection with the scenes in the advertisement. Apart from that, this advertisement also has the aim of attracting its audience through stories that can touch the conscience and feelings of its male audience, because usually men are seen as tough and more about logic. This made the writer interested in carrying out research on the 2023 version of the Kahf advertisement "Ada Keberkahan di Setiap Perjalanan". There are two Kahf products advertised in this advertisement, namely Oil and Acne Care Face Wash which functions to clean the face down to the pores without causing dry skin and Triple Protection Sunscreen Moisturizer which functions to moisturize facial skin when traveling and daily activities.

Various new perceptions have emerged regarding what masculinity is as a representation of real men in the general public. What we want to show and convey in this Kahf advertisement is the figure of a masculine man who is handsome, clean and neat when using Kahf products. This gives an impression that will stick in the minds of the audience who sees the ad and wants to be like the man in the ad. If you look deeper, Kahf wants to convey how a man is seen from the perspective of his traits and personality which is applied in a story in the advertisement. Masculinity is not only seen from physical appearance, but masculinity can be seen from the nature and personality of a man himself.

In this research the author will use Roland Barthes' semiotic approach to explain and identify the signs and meanings of masculinity in the 2023 version of the Kahf advertisement "Ada Keberkahan di Setiap Perjalanan" in detail and depth. The meaning of masculinity contained in this advertisement will be explained by the author.

2. Method

The type of research in this research is qualitative research using descriptive data obtained in the form of verbal, interpretive symbols, images, and not in the form of numbers. Research that aims to obtain information about the condition of a symptom that appears when research is being carried out is usually referred to as descriptive research. The aim of descriptive research is not to measure a specific hypothesis, but only to interpret the "what is" of a variable, symptom or situation (Zellatifanny & Mudjiyanto, 2018). The paradigm used in this research is the interpretive paradigm. According to Newman (In Muslim, 2018) a pattern of social interaction that interprets actions in detail and directly makes observations is an interpretive approach. Interpretive facts can be seen as unique, have their own context and meaning as a basis for exploring social meaning (Qinyu & Zhuang, 2023). Then the method used by the author is analysis of Roland Barthes' semiotic theory. The choice of semiotic theory from Roland Barthes in this research aims to find out and discover the representation of masculinity through the levels in this theory, namely the meaning of connotation, denotation and myth of the scene in the 2023 version of the Kahf advertisement "Ada Keberkahan di Setiap Perjalanan".

The first technique for collecting data used in this research is observation. In this research, the author made indirect observations because he observed the scenes contained in the 2023 version of the Kahf advertisement "Ada Keberkahan di Setiap Perjalanan" in video format via the YouTube platform. Then the second is documentation, the author uses advertising content in the form of videos which will become documents in this data collection technique. The author's steps are to screen capture all the scene fragments in the advertising video for analysis. then the last one is literature study, the author uses this data collection technique by collecting several references or sources from previous research, journals, and articles related to the advertisements being studied to add information and strengthen this research.

3. Result and Discussion

PT. Paragon Technology and Innovation is a company that produces Kahf products and also several beauty products in Indonesia, namely Wardah, MAKE OVER, and Emina. Reporting from the official website, it is explained that Paragon is a beauty company in Indonesia which has a mission to create more goodness for society through innovation. Apart from that, Paragon's vision is determined to have a superior company system and continuous improvement process, to make yesterday better every day, through the best quality products that are useful for consumers, colleagues, society and of course the environment (*PT Paragon Technology and Innovation*, n.d.). Apart from producing several

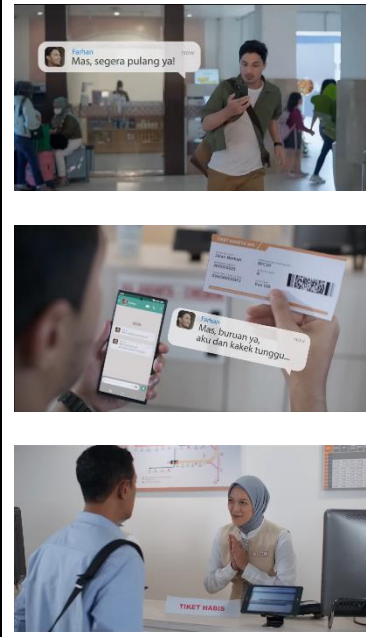
skincare products, Kahf is determined to provide support and invite collaboration with various communities which aim to be consistent in providing motivation and inspiration for goodness (Wulan, 2020).


Apart from promoting and selling its products, Kahf also always provides inspiration, motivation and spreads messages of goodness through the stories shown in advertisements. Kahf's advertisement with the title "Ada Keberkahan di Setiap Perjalanan" is one of them. This advertisement, which lasts 2 minutes 23 seconds, will appear on several Indonesian television stations in 2023, carrying a concept idea that tells the story of an adult man who has to go home to meet his family in the village. On his way home, the man is faced with problems that make him must always be patient and sincere. In the 2023 version of the Kahf advertisement "Ada Keberkahan di Setiap Perjalanan" it provides kindness and inspiration to the audience through the messages conveyed. This can influence the audience to do good and practice it in everyday life. Apart from that, there is a religious message inviting people to worship which is displayed on a man who is performing prayers in the advertisement. This shows that in whatever situation you are in, don't forget to always pray, because of course prayer has become an obligation for Muslims and Muslim women in the world. When someone is faced with problems that occur in their life, sometimes we have to be sincere and always patiently go through them. With the presence of the Kahf advertisement "Ada Keberkahan di Setiap Perjalanan" 2023 it is hoped that this can be an example for a man to do good to everyone and don't forget to always practice worship wherever and whenever. Because masculinity is not only seen from physical form and appearance, a man's masculinity can also be seen from a good personality, always being patient, sincere, diligent in worship and helping.

3.1. Analysis of the 2023 version of the Kahf advertisement "There is a Blessing in Every Journey" using Roland Barthes' semiotic sign map.

The researcher will describe several pieces of scenes that have sign meanings in the 2023 version of the Kahf advertisement "Ada Keberkahan di Setiap Perjalanan" which is analyzed using Roland Barthes' semiotic sign map.

Table 1. Analysis of scene 1 using Roland Barthes' semiotic sign map.

Signifer	Signified
	<p>Two men were heading to the counter to buy train tickets in a hurry and one of them didn't get a ticket.</p>

 <p>Audio: voice over “selalu berusaha untuk ikhlas di setiap pilihannya” and dialogue “Ibu kritis? Iya ini bapak lagi ngantri tiket”, “semoga bapak dapet tiket ya”, “ini tiketnya buat bapak aja”</p>		
<p style="text-align: center;">Denotative Sign</p> <p>A man wearing a green shirt is giving his train ticket to a man in a blue shirt because the tickets have run out.</p>		
<p style="text-align: center;">Connotative Signifier</p> <p>Through visuals, text and audio in this scene, it shows that a man wearing a green shirt is willing to give his tickets to other people who need them more.</p>	<p style="text-align: center;">Connotative Signified</p> <p>An adult man must have the awareness to forgive and help people who are in trouble.</p>	
<p style="text-align: center;">Conotative Sign</p> <p style="text-align: center;">Giving up and helping others are masculinity traits that a man has.</p>		
<p style="text-align: center;">Myth</p> <p style="text-align: center;">A masculine man is seen from the way he is willing to give up something and help other people who are in need.</p>		

Denotational Meaning

In this cut from scene 1, there is a scene where a man wearing a green shirt is buying a train ticket in a hurry and is kind enough to give his train ticket to a man in a blue shirt who has run out of train tickets. Apart from that, there are texts in the form of online conversations, namely “Mas, segera pulang ya!” and “Mas, buruan ya, aku dan kakek tunggu....”. This scene becomes a sign of the denotation displayed. The shooting techniques used in this scene are medium shot (MS) and medium close up (MCU).




Connotation Meaning

A man in the scene who is the main character in the advertisement looks sincere in helping other people as shown by giving him train tickets when he also wants to go home as soon as possible to meet his grandfather and brother. Giving up something and helping others are examples of social care behavior which is an illustration of the masculinity that a man has, this becomes a connotative meaning in this scene.

Mythical Meaning

The myth contained in this scene is that a masculine man is seen from the way he is willing to give up something and help other people who are in need. The behavior of a man helping other people makes the person being helped consider the man a hero because he helped him when he was in trouble.

Table 2. Analysis of scene 2 using Roland Barthes' semiotic sign map.

Signifer	Signified
   <p>Audio: voice over <i>“Kuatkan niat, jernihkan pikiran, dan bersihkan hati. Terus berusaha memilih langkah untuk kebaikan”</i>.</p>	<p>A man is heading to the mosque to perform prayers.</p>
Denotative Sign	
A man is performing ablution and performing prayers at the mosque.	
Connotative Signifer	Connotative Signified
Through visuals, text and audio in this scene, it shows that a man is carrying out prayer which is an obligation for Muslims.	A Muslim is obliged to perform prayers.
Conotative Sign	
Rewards from Allah SWT. are obtained by diligently carrying out prayers.	
Myth	
A man looks good and perfect if he diligently performs prayers.	

Denotational Meaning

In this second scene, the setting is a mosque and shows a man heading to the mosque to perform prayers. Coupled with the voice over, namely *“Kuatkan niat, jernihkan pikiran, dan bersihkan hati. Terus berusaha memilih langkah untuk kebaikan”* to accompany this scene. In shooting techniques, long shot (LS) and medium shot (MS) are used in this scene.


Connotation Meaning

The scene of a man performing prayers while traveling in this scene emphasizes that the man is aware of the obligations of a Muslim because he always makes time to pray at the mosque whenever and wherever. This is the meaning of the connotation in this piece of scene.

Mythical Meaning

The myth contained in this scene is that a man looks good and perfect if he diligently performs prayers, diligent prayer is not a guarantee of a man's morality. Someone who diligently prays is still far from being good and perfect. Diligently carrying out prayers is an obligation that must be carried out by all Muslims and must also be accompanied by behavior that reflects someone who is diligent in worship.

Table 3. Analysis of scenes 3 and 4 using Roland Barthes' semiotic sign map.

Signifier	Signified
 <p>Audio: dialogue “Dito kenapa ?”, “Ngga dapet tiket bro”, “Santai gua anter bareng – bareng biar asik”, “udah adzan , buka puasa yuk” and voice over “Bersama Kahf, ada keberkahan di setiap perjalanan”.</p>	<p>A man who met a Vespa group consisting of five men and they ate together.</p>
<p>Denotative Sign</p> <p>A man was being accompanied by a Vespa group on their way home and they were breaking their fast together.</p>	
<p>Connotative Signifier</p> <p>Through visuals, text and audio in this scene, it shows that a man is accompanied by a vespa group consisting of five men on their way home and they break their fast together.</p>	<p>Connotative Signified</p> <p>Men uphold the values of solidarity and loyal friends.</p>

Conotative Sign

Solidarity and loyal friends will make a man a masculine person.

Myth

A man looks masculine if he upholds the values of solidarity and loyal friends.

Denotational Meaning

It shows a man who meets a Vespa group consisting of five men and they eat together with the setting of the place in the mosque, the main road and the man's house becoming the denotational meaning in scenes 3 and 4. Apart from that, there is a conversation, “*Dito kenapa ?*”, “*Ngga dapet tiket bro*”, “*Santai gua anter bareng – bareng biar asik*”, “*udah adzan , buka puasa yuk*” and voice over “*Bersama Kahf, ada keberkahan di setiap perjalanan*” are the audio that appears in this scene. The technique for taking pictures in this piece of scene is medium shot (MS).

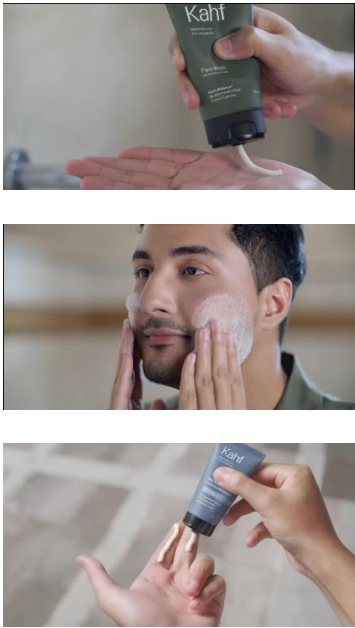
Connotation Meaning


A man is invited to be accompanied by a Vespa group consisting of five men on their way home and they eat together, indicating that all the men involved in this scene really uphold the values of solidarity and loyal friends, where these values are synonymous with the nature of a man, especially in the scene. The Vespa group appeared as actors in this scene, which is often known as a community that highly upholds and practices these values in street life.

Mythical Meaning

A man looks masculine if he upholds the values of solidarity and loyal friends, which has become a myth in this scene. These values were illustrated when the Vespa group invited a man to take him home and they all broke the fast together. Solidarity and loyal friends, which are good values, are not only synonymous with the men's motorbike club community, but there are also women's communities that uphold and practice these values, such as Pemberdayaan Kesejahteraan Keluarga (PKK), Women Cycling Community, and others.

Table 4. Analysis of scenes 2 and 3 using Roland Barthes' semiotic sign map.

Signifier	Signified
	<p>Shows a man who is using facial wash and sunscreen and then smearing it on his face.</p>

 <p>Audio : voice over “<i>Kuatkan niat, jernihkan pikiran, dan bersihkan hati</i> “, “<i>agar dibukakan jalan menuju keberkahan</i>”.</p>	
<p style="text-align: center;">Denotative Sign</p> <p>A man is using facial wash and sunscreen and then smearing it on his face.</p>	
<p style="text-align: center;">Connotative Signifier</p> <p>Through visuals, text and audio in this scene, it shows that the activities carried out by a man are a form of care for his face so that it looks clean, healthy and protected.</p>	<p style="text-align: center;">Connotative Signified</p> <p>Facial care will make your face look clean, healthy and protected when using facial wash and sunscreen.</p>
<p style="text-align: center;">Conotative Sign</p> <p style="text-align: center;">Facial care will make your face clean, healthy and protected.</p>	
<p style="text-align: center;">Myth</p> <p style="text-align: center;">A man will look masculine if he has a clean, healthy and protected face.</p>	

Denotational Meaning

In this cut scene, the denotational meaning is that a man is shown using facial wash and sunscreen and then smearing it on his face in a setting on a street and a mosque. Coupled with the voice over, namely “*Kuatkan niat, jernihkan pikiran, dan bersihkan hati* “and “*agar dibukakan jalan menuju keberkahan*” to accompany this scene. The shooting techniques used in this scene are medium close up (MCU) and medium shot (MS) highlighting several products from Kahf.

Connotation Meaning

The treatment that a man does using facial wash and sunscreen products from Kahf on his face in this scene means that he is taking care of his face so that it looks clean, healthy and protected, this is related to the concept of new masculinity. In the new concept of masculinity, also known as metrosexual, it is emphasized that masculinity focuses more on a man's physical appearance.

Mythical Meaning

A man looks masculine if he has a clean, healthy and protected face, which is the meaning of the myth in this scene. A well-groomed facial appearance is not a measure of whether a man looks masculine. It's no use having a well-groomed face if your behavior and character are not good.

3.2. Analysis of the representation of masculinity in the Kahf advertisement "Ada Keberkahan di Setiap Perjalanan" 2023.

Based on the explanation outlined above, the representation of masculinity in the Kahf advertisement “*Ada Keberkahan di Setiap Perjalanan*” 2023 is found to be signs that represent masculinity in the advertisement. Representation can also mean depicting social life through incomplete and incomplete methods. So, what is meant by representation in this theory is an attempt to view the reality created in a creative advertisement (Winarni, 2010). Traditional masculinity is a

concept of masculinity that considers values such as power, strength, action, control, fortitude, work, self-satisfaction, independence and solidarity among men to be in a high position. In masculinity, the concept is more about forming a man who does not discuss himself, especially his feelings (Demartoto, 2010). Meanwhile, new or metrosexual masculinity is simply a concept of masculinity that seeks to let go of a prominent patriarchal culture and simultaneously shift to a social work design that tends to be open. This concept is also related to matters related to feminism. The presence of femininity in metrosexuals tends to be placed on physical appearance that enhances a man's appearance, not on the pattern of sexual attraction (Kurnia, 2004). Metrosexual is more of a man who likes to look neat and stylish. In this concept, generally, a man who is from the upper middle class, pays attention to his appearance, has a neat life, is a perfectionist, and likes thoroughness. (Agung Budi Prasetyo, 2011). The masculinity displayed in this research is packaged in the form of product advertisements with the concept of a short story of a man who represents traditional masculinity and new or metrosexual masculinity. Judging from the scenes that have been analyzed, the concept of masculinity presented in the 2023 version of the Kahf advertisement "Ada Keberkahan di Setiap Perjalanan" leads to the concept of traditional masculinity and new masculinity or metrosexual. Because in this context, the advertising theme that is applied to the form of the advertisement is played by men who are seen through their behavior, personality and characteristics of how masculinity appears in the scene shown.

In scene 1, the masculinity depicted in the male character in the scene has a good personality which can be seen in how the man helps other people by daring to take risks, namely being willing to give his ticket to someone who needs it and on the one hand he also needs it. One of the four traits that strengthen masculinity according to David and Brannon is "Be a Sturdy Oak" which means strength, rationality and independence are needed in a man's character. Under all circumstances a man must act calmly, hide his weaknesses, and not show emotions (Demartoto, 2010).

In scene 2, we discuss a man who represents an example of traditional masculinity because according to researchers, the man in this scene shows the characteristics of a priest or leader because he has the awareness to devote time to worship, this characteristic which a man must have because he is a Men are destined to be priests or leaders for their families and other people. In the context of the Islamic religion, it is explained that a man is an imam or leader.

In scenes 3 and 4, the emergence of masculinity in a man is depicted in a scene where a man who is the main character in the story is invited and taken home by a Vespa group consisting of five men and then invites the Vespa group to break the fast together. This scene is considered to represent the concept of traditional masculinity because it presents the qualities of solidarity and loyalty that are visible in a man. Apart from that, the presence of the Vespa group was a sign that had a very strong meaning of solidarity and solidarity. This has been a stereotype circulating in society for a long time.

In scenes 2 and 3, it shows a man using facial wash and sunscreen from Kahf products as a form of care for his face to make it clean, healthy and protected. What the man does in the ad indicates that he pays attention to his physical appearance, namely his face. This represents a new masculinity man or what is also called metrosexual. Quoting a statement from Moss (In Fahrimal & Husna, 2020) explains that masculinity is not only about strength and an ideal body, but also about a well-groomed face. Therefore, it is no longer a public secret that nowadays you often find facial and body care products allocated to male consumers. Places for facial and body care are not always aimed at women, but are also aimed at men.

4. Conclusion

Based on an analysis that has been described, signs emerged which then produced answers to the questions in this research, namely the representation of masculinity in the 2023 version of the Kahf advertisement "Ada Keberkahan di Setiap Perjalanan" which includes the following:

- 1) There are two signs that represent masculinity shown in this advertisement, which are depicted through the characteristics, personality and behavior of a man in the advertisement, namely traditional masculinity and new masculinity or metrosexual.
- 2) There are signs of traditional masculinity in the advertisement which are represented by scenes 1, 2, 3, and 4 which show a man who adheres to the values that are characteristic of

traditional masculinity, namely solidarity, solidarity, steadfastness, and the qualities of an imam or leader.

- 3) In the 2023 version of the Kahf advertisement "Ada Keberkahan di Setiap Perjalanan" represented by scenes 2 and 3 showing a man using facial wash and sunscreen from Kahf products as a form of self-care, this scene depicts a new or metrosexual masculinity.

Advertising has a very big role in influencing consumers and potential consumers because it is easy to access and has a very wide reach in its distribution. Advertising becomes a connection between brands and consumers. In the 2023 version of the Kahf advertisement "Ada Keberkahan di Setiap Perjalanan" it is not just about selling and advertising its products, but there is a lesson and life inspiration that becomes a message to be conveyed to consumers.

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