

# Representation of Masculinity in Advertising Text on Youtube as Teaching Material for Indonesian Class VIII

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## ABSTRACT

The purpose of this research is to describe and determine the categories of language forms that represent masculinity and the male image in advertising texts on YouTube. This type of research is descriptive qualitative. Sources are taken from advertisements on YouTube by using the note-taking technique in data collection. The results showed that masculinity was found in the advertising text with 16 advertisements, namely: L-Men milk, Hilo Teen, Men's Biore, Posh Men, Nivea Men, Garnier Men, Vitmen, Yamaha, Soy Sauce, Freefire, Nippon Paint, Geliga, Herbal Tolak. Linu, Extrajos, Kukubima, and Choclatos. With the representation of masculinity, two categories of masculinity were found, namely the presence of physical markers and psychological markers. The categories of language forms that represent masculinity can be found in these 7 physical markers: athletic, tall, strong, muscular, odorless, extra bright, dullness, and dark spots, then in these 16 physical markers: up to date, personal bodyguard, in action, vitality and sexuality, hero (superhero), overtime, trying twice (struggling), forgiving, hoeing, maximum work, achievement, cool, challenging, strong and seduction. This research is also useful as a teaching material for Indonesian class VIII for linguistic material in advertising texts to find the meaning of diction not only from one side.

**Keywords:** *masculinity, male image, advertisement*

## 1. INTRODUCTION

The existence of men and women are distinguished according to the eye of the gender. The view that men do not resemble women and vice versa, not only the glance on physical appearance, the development of the appearance styles of men and women from time to time follows a trend that is constantly changing [1]. But nowadays, it is not just women that initiate the style of appearance. It seems to be studied in the text of advertising which represents masculinity. For example: facial and body care products, body-enhancing products, slimming products, milk and cigarettes. The general industry sees opportunities in today's age by beginning to position the function of representation in product advertising texts.

The concept of gender does not consider gender, both female and male, if sex is a biological construction of each individual that is brought from birth [2]. Gender describes a woman and a man. The notion of gender

Men can be like women, and women can also be like men.

Masculine means masculinity of a man, and feminine means woman with gentleness. Masculinity relates to a man who has meaning, a man with his masculinity, leadership, strength, and power [3]. Masculinity can be formed by processes such as socializing, strengthening, or in cultural processes.

Someone who has an elevated spirit of masculinity will have a meaning with the term "masculine image". Society views the feminine as a woman who is gentle with the term "housewife" whose job is to raise her children, serve her husband, and serve one family. On the other hand, men are considered as "heads of the household", whose job is to protect the family [4]. This view is a situation related to gender. The existence of differences in the form of male and female language is reflected through segmental and suprasegmental elements with segmental elements manifested in forms of adjective and adverbial speech [5].

Promotion (advertising) on YouTube has an impact on lifestyle and knowing existing developments. For example, a person can be judged by his or her style of dress. Social media is used as a promotional medium in the form of advertising. Advertising is a communication process between products and consumers [6]. It is distributed to media like television, radio, social media (Instagram, YouTube). The right advertising language can achieve the purpose of using an advertising display, by using the services of an artist. The right advertising language can achieve the goal of using an advertising display, by using an artist.

The function of advertising as a communication tool or medium used in conveying information from producers to consumers, therefore, advertisements do not only provide information, but more than offer their products to consumers [7].

The nature of masculinity continues to change over time. The nature of masculinity has been applied before when entering a more significant change [8]. Some products require the role of a man with advertising language to support advertising. The language has meaning in terms of the male image or masculinity and in terms of the attractiveness of the product which will produce maximum advertising and achieve the goal.

The advertisement represents the real male character represented by the model. The masculinity of an advertisement is described using a male model with a strong, handsome, and muscular physique. The advertisement shows men's activities, such as: lifting weights, extreme sports, fighting, and adventuring. The advertising media offers and shows a natural male figure with some flaws, and later the advertised product will be the process of change [9].

Language in advertising serves as a tool to represent the image of men. Language is the main topic of making advertisements, both written and spoken. Advertising language presents the meaning and sign of masculinity produced in an advertisement [10]. Language is the main standard of masculinity caused by interpreting the image of men in advertisements. Advertising language represents masculinity that focuses on vocabulary in advertising. Advertisements of products that represent masculinity by glancing at male consumers add a new standard in the categorization of masculine men.

The culture shown is different and affects the representation of the meaning of masculinity over the time. Masculine is a male construction that is influenced by culture, the masculine values that are prioritized are power, action, control, independence, and hard work. Aboim explained that this masculinity is not a single form, but a plural form that has various facial forms with cultural representations in it [11]. Men who live in a socio-cultural culture can be seen with the construction of men as strong people because since they

were small their parents educated them according to their gender from birth. When you are born, you are educated to be someone who is strong and different from a woman who is educated to be a subtle person with her attitudes. When they are born, they are educated to be strong and different from women who are educated to be subtle with their attitudes.

The gender construction used is masculine compared to feminine through hegemonic masculinity which emphasizes a belief that masculinity can be understood by common sense. Historically, men who are not included in the hegemonic are men who have a homosexual orientation, dark-skinned men, and come from the lower middle class [12].

Masculinity is a male construct in which all things are judged and compared in it as a standard to become an ideal man. Masculinity is not brought from birth, but is formed from a social life. [13] said that masculinity is not singular or singular, but many varieties that are closely related to socio-economic conditions. There is no same masculinity context, all men have different masculinities. The difference is related to the socio-cultural concept and at a certain time.

Representation is a social process that has a correlation with the pattern of life and culture in a particular society that allows changes in ideological concepts. In short, representation is the production of meaning through language. Through language (signs, meanings, symbols, written signs, spoken signs, and pictures), a person can express thoughts, ideas, and concepts about something [14]. Representation is a form of ideological expression in various ways used by the media to give meaning and the products they use.

Representation uses language to express something meaningfully. Representations can be in the form of words, sentences, stories that represent ideas and facts. Representation can be seen in visible and culturally understandable signs [15].

In media, language represents context in the form of words, pictures, and stories. The media do not provide a reality, but represent the mind of the process of selecting the existing reality [16]. Representation is defined by the re-interpretation of an object, activity, phenomenon, or reality. This representation is based on signs and patterns of behaviour in language learning and various textual signs or systems. Representation can also be seen as an attempt to construct meaning and reality.

Advertising is used as a tool to promote a product, advertising producers try to take advantage of the advertising process. Ads are made in such an attractive way to get maximum results [17]. Speech in advertising language is said in an attractive and reasonable way, not only serves to convey information, but also requires many aspects, such as accuracy of tone, feeling, and

purpose. Advertisements abreast of the changes in society, otherwise the advertisements will not hit the target and fail [18]. Indonesian society is currently in a transition period towards gender equality. Advertising is required to always keep up with the changing times in an era that continues to develop. If the advertisement does not keep up with the times, people will not see the product being promoted.

Advertising is seen as more effective by using language that has the power to influence readers or audiences to be interested and achieve the objectives of the advertisement. Information in advertisements can be in the form of social, political, economic information, and so on. Ads can influence the level of readers from the bottom to the top readers [19]. Advertisements are delivered not only in print media, but now have spread to social media and electronic media.

Advertising expand in society. As an adult consumer, there are social and cultural problems that can be seen in the sign in the advertisement. The image conveyed by the advertisement and the information obtained in the advertisement affect the public's perception of the advertisement [20].

Masculinity in an advertisement is presented as masculinity. A man is defined as masculinity from the activities carried out, such as in the fields of sports, adventure, which are related to body exercise [21]. The activeness of men carries the same characteristics as the location selection used in the advertising production process. The location was chosen according to the concept of the ad and adapted to the language of the verbs used.

Based on the background exposure, the researcher examines the form of language in the advertising text that represents masculinity on YouTube. The formulation of the problem in this study is (1) how is the form of language that represents masculinity in advertisements on YouTube?, (2) what is the category of language forms of masculinity in advertisements on YouTube?, and (3) how is the advertising text as teaching material for students class VIII in learning Indonesian?

The purpose of this study is (1) to describe the form of language that represents masculinity in advertisements on YouTube, (2) to determine the category of forms of masculinity language in advertisements on YouTube, and (3) to make teaching materials for class VIII students in learning Indonesian.

This research can provide benefits for the world of education, especially in the field of language. This research can increase knowledge about language that can represent masculinity.

## 2. METHOD

This study uses a qualitative descriptive method of producing descriptive data in the form of direct and spoken words. Qualitative method as a research procedure that produces descriptive data in the form of written or spoken words from people and visible behaviour [22]. The objects and subjects of this research focus on the research used in advertisements that represent masculinity on YouTube. With a descriptive qualitative method, the analysis produced is in the form of meaning in the form of sentences that describe the data. With the descriptive qualitative method, an analysis is produced in the form of meaning in the form of sentences that describe the data.

The data is taken from advertising text on YouTube that represents masculinity. The data source is taken from the social media YouTube. From this data source found data in the form of sentences in the advertising text and can find forms of language that represent masculinity.

Collecting data in this study using data collection techniques listen and note. This observation technique is carried out to copy the data first, then classify and record it according to the data found.

## 3. RESULTS AND DISCUSSION

### *3.1 The Form of Language Representation and Masculinity Categories in Advertising on YouTube*

In the form of representation of this masculinity language, according to the data that has been collected. It was found that there were markers of masculinity seen from the advertising language that represented masculinity, namely physical markers and psychic markers. There are 16 advertisements which contain representations of masculinity and are divided into these markers. The following describes each marker found:

#### *3.1.1 Physical Marker*

The signifier is something that is marked to indicate a meaning. In this case, what is indicated is physical. Masculinity can be represented by a physical sign that is visible on a man's body. The researcher found 7 languages that represent masculinity in physical signs, namely: athletic, tall, strong, muscular, odorless, extra bright, dullness, and dark spots.

From the physical markers that have been mentioned, these dictions mean a man who is not the same as the femininity of a woman. Women will be more confident if they do not have visible muscles, while men with masculinity give large muscle effects to increase their self-confidence. There was a time when

being tall, strong, and without body odor, it can be said to be masculine when a women prefer man who is tall, looks strong, and smells fragrant. Compared to men's attraction to women. Men prefer women who are not taller than men and men do not want women to exceed their strength. The following describes the representation of masculinity in physical markers.

(1) Achieve your *athletic* body with the trusted L-Men Platinum.

According to the KBBI, the *athleticism* found in the L-Men milk product advertisement means muscular and strong. Someone who looks muscular will appear to have a strong personality. *Athletic* is often defined as a man who has a big and strong body. Not only men who are *athletic*, women can too, but along with the times, women tend to be attracted to slim bodies, and shape their curves and many slimming drugs appear. That's why *athletic* refers more to men.

(2) You're *tall*, cool.

The word *tall* (2) is taken from the Hilo Teen milk product advertisement. *Tall* or *high* is a word that has many meanings. It can be used for people, objects, etc. The word *tall* has several derivative words, such as taller, tallest. And the word *high* has several derivative words, such as *heightened*, *higher*, *as high as the height*, *heighten*, *to heighten*, *heightening*, *highness*, and *highest*. These derived words are used according to the context in which the word *tall* or *high* is used.

In this case, it refers to the size of a person who is considered *tall* or *short*. The word *high* belongs to the adjective class. Men are considered masculine if they are *tall*. A woman will be more attracted to a man who is *taller* than her than a man who is short. This is why the word *tall* can represent the masculinity of a man.

(3) Are you active, *strong* and often do outdoor activities?

The word *strong* (3) is taken from the advertisement of Men's Biore cosmetic products. The meaning of the word *strong* is the same as muscular. In this case, the word *strong* is intended in the sense of physical strength. Men who are seen as having *strength* will look more masculine than men who look relaxed, gentle, and graceful. Women will be more attracted to men who have *strength* compared to men who only rely on gentleness. Indeed, a man who has masculinity can protect the people around him.

(4) Can just workout make bigger muscles? Let's drink L-Men.

The phrase *bigger muscle* (4) is taken from the L-Men milk product advertisement. *Muscle*, according to the KBBI is a group of muscle tissues that has hard veins that are used to move the body's organs. Men and women have *muscles*. From the data in the advertising

language (4) above, in the advertisement for milk products specifically for men. There is a phrase *bigger muscle*? Let's drink L-Men, this phrase means if you want to enlarge your *muscles* you can drink L-Men milk From this, it is found that the language that represents masculinity is that men are seen as masculine if they have big *muscles*. The masculinity of a man can be seen from these phrases. Not only men can make their muscles bigger, women can do it too. However, women who are interested in making their muscles bigger are less than those who are not interested in doing it. This is evidenced by the existence of slimming drugs for women because women are more interested in slimming body shape.

(5) Sweating is normal for guys, the important thing is *odorless*.

The phrase (5) is taken from the advertisement for the Posh Men Roll On cosmetic product. The representation of masculinity can be seen in data (5) above that sweating is normal for a man, but the most important thing is not having body odor. Thus, a man is considered masculine if his body is always fragrant even though he is always active and sweating. This masculinity can be seen from a woman who will be more attracted to a man who fragrant than body odor.

(6) Extra *bright* face, cool face, wearing extra white Nivea men (scene when playing soccer).

The advertising data (6) above is an advertisement for men's cosmetics from the Nivea Men brand, this product is specifically for male faces. In the advertisement there is the word *bright*, this word means many things, according to the KBBI the word *bright* means bright, radiant, and clear. However, in this context it is the *bright* face of men. This ad concludes that men are seen as having masculinity if their faces look *bright*. However, not only men, women are also considered feminine if they have a *bright* face. It examines the attraction of both genders. Thus, the word *bright* can be defined as masculine and feminine.

(7) Help reduce *dullness*, and *dark spots*.

Data (7) is taken from advertisements for cosmetic products from the Garnier Men brand, this product is used for men so that their faces are *dullness* and *do not have dark spots*. The advertising language used in this product represents masculinity that men are seen from on their faces that are *dullness* and *do not have dark spots*.

### 3.1.2 *Psychic Marker*

This second marker dominantly points to something outside the physical to represent masculinity. It found 16 advertising languages, namely your hair style must be up to date, personal bodyguard, in action, vitality and sexuality, superhero, overtime, trying twice (struggling),

hoeing, maximum work, achievement, cool, challenging, strong, and seduction.

From the dictions of the psychic markers mentioned, it is different when compared to the female psyche. Superheroes or heroes are seen as more suitable for a man than a woman because women with femininity refer to being gentle. The words challenging and action refer to masculinity rather than femininity, it can be seen from women who prefer to look elegant. Seduction is found in men more than women because basically a man is more dominant in seducing than women with femininity. The following describes the psychic markers that represent masculinity.

(8) *His hair style must be up to date*, work life balance.

Data (8) is taken from L-men milk advertisement. There is an *up-to-date hair style* clause that means that advertising is like requiring a man to have contemporary hair. Contemporary in the *KBBI* means, the present state, which relates to the present and modern. It seems that the masculine language used is how men's hair should follow current trends.

There is also the phrase *work life balance* which in Indonesian means *keseimbangan kehidupan kerja*. Thus, a man's work must be balanced with his life.

(9) At that height, he can already be a *personal bodyguard*.

The representation of masculinity in the data (9) above is an advertisement for Hilo Teen's milk products which depicts a boy who is a protector for his mother and sister. Personal bodyguard is made up of two words, namely *bodyguard* which in *KBBI* means a guard and a man who becomes a girlfriend, and the word *personal* which in *KBBI* means human as an individual. It can be represented as a male masculinity because basically a *personal bodyguard* tends to fit into the male gender. It is rare to find a woman as a *personal bodyguard* because men with their masculinity are considered to be able to protect those around them.

(10) Cool face, ready for *action* again.

Men are seen doing a lot of activities from when they wake up until they go to sleep again. There are activities of a man that indicate he likes to *act*. Data (10) is taken from Garnier Men advertisement. In this advertisement when the face is cool, a man is ready to *act* again. Therefore, the masculinity of this advertisement is that men are active in their *action*. This ad creates a view that male masculinity can be seen from how each activity is carried out.

(11) Increases male *vitality* and *sexuality*.

The phrase (11) above is taken from the Vitmen advertisement which is an advertisement for products specifically for men. There are phrases *vitality* and

*sexuality*. *Vitality* according to *KBBI* means the ability to survive, life power, I have to defend myself as a mighty man, and *sexuality* means sex characteristics, traits, or roles, desire for sex, and sex life. Thus, *vitality* and *sexuality* are represented as masculinity which means the survival ability of a mighty man who has a strong sexual desire that makes him look masculine.

(12) Later, father will buy a new cryon for you son.

When I grow up, I want to work in an office like you dad.

Are you *superhero* dad?

Father always fights for the truth.

When a crime occurs, he is ready to fight.

Dad is a superhero who always protects me and my mom.

The data (12) above is taken from a short movie in a Yamaha advertisement. In the advertisement, there is a representation of the masculinity of a man who is the head of the family in a household. There seems to be a masculine in a protective attitude. *Protecting* comes from the word *protect* which is affixed with *me-*. It seems that masculinity is clearly seen when a father should not give up for the happiness of his child. Thus, the representation of masculinity that appears in the advertising language above is a man as a protector for his family.

(13) Tonight I'm *working overtime* (says the male character to the female character)

Win her love with delicious soy sauce.

The word *overtime* (13) above is taken from an advertisement for a soy sauce product from the Sedap brand. At the beginning of the advertisement, a man says to the female character, that is, tonight I am working late, from that sentence the man tells that he is going to work *overtime* and in the second sentence win his love with delicious soy sauce, the word *win and overtime* represent masculinity. It means that most a man who is responsible for his wife will work harder for her. Then there is also winning his love, representing the masculinity of a man if he is able to win his love.

(14) If you want to succeed Lion, *trying twice*.

The phrase *trying twice* data (14) is taken from a freefire game advertisement. In this advertisement, all the characters are male and there is the word *trying* which comes from the word *try* and is given the suffix *-ing*. In the advertising language, it is seen as a man with masculinity who always tries for the goal of victory. The word *trying* is actually not only addressed to men, but can be used for all gender. However, this advertising is aimed for a male gamer who wants to win by *trying twice* as much if he wants to win.

(15) Eneng, I am (Mas Kulin) sorry for being late for mudik (going home), also choose the wrong color.

From now on, Mas Kulin will protect you, your home, and your family.

The phrase *I am sorry* (15) is taken from the advertisement for Nippon Paint, which is a wall paint product. In the data above, it can be seen that a man whose name is Mas Kulin *apologized* to his wife for being late for mudik (going home), this shows the masculinity of a man who always apologizes first. There is also the word *protect* above in the data (12), it has been explained that the attitude of protecting can represent masculinity that can protect his family.

(16) *Lift* a bunch of merchandise? I am ready

Muscles ready for great results

*Hoe (Macul)* a patch, two plots? Oh, I'm ready

Data (16) is taken from Geliga advertisement, which is a liniment product. There is a phrase *lift* a bunch of merchandise and *hoe (macul)* a patch, two plots that comes from the Javanese language, which in Indonesian means hoeing (mencangkul). Speeches that include the words *lift (angkut)* and *hoe (macul)* are verbs and are usually only performed by men who have power. This advertisement shows a man who is working hard, for example, lift a bunch of merchandise and hoeing which men do in everyday life in the household.

(17) For *maximum work*, the work must be finished everyday

Your body is tired, but you need to finish every day, let's drink Tolak Linu before going to bed

The *maximum work* (17) above is taken from the advertisement Tolak Linu Herbal which is a medicinal product. In this data, the phrase that represents masculinity is *maximal work*. A man is often seen from how hard he works, his responsibilities, and how a man can maximize his efforts for the results he wants. In this advertisement, *maximum work* is meant when you want to get maximum results, work must be completed every day, and there is an element of discipline in this phrase. Thus, a man is said to be masculinity if he works optimally.

(18) That's my hope, as high as it wished to always have *achievements* and become a champion in everyone's hearts.

The word *achievement* (18) is taken from a Hilo Teen milk product advertisement. In the advertising language found the word *achievement*. This word can signify masculinity in the ad because the person who has *achievement* is a man. Thus, the masculinity that appears in this achievements is a man who always has *achievements* and makes people around him proud.

(19) For an extra bright face, *cool* face, use nivea men extra white (scene when playing soccer)

The *cool* in this data (19) is taken from a Nivea Men cosmetic product advertisement. *Cool* in *KBBI* means looking dashing and agile, fierce; fierce; irritable, and elegant (well-dressed, neat, and so on). This cosmetic advertisement wants to show that men will be seen as masculine if they have a *cool* face, it is a face that looks dashing, with nice and neatly dressed.

(20) Face *cool* and bright instantly

I like something instant, especially for acne

*Cool* (20) is taken from a Garnier Men cosmetic product advertisement. There is the English word *cool*. The Indonesian translation of *cool* is *dingin*. However, in this concept *cool* is the synonym of the word awesome. This advertisement wants to show a representation of masculinity that men are seen as masculine from their cool attitude.

(21) Extrajos for *challenge*, extrajos stamina plus for guts.

The word *challenge* (21) is taken from a drink advertisement from the Extrajos brand. There is the word *challenge* in this advertisement which is played by a man. The representation of masculinity is a man who always has a *challenge*, that will increase his strength as a man and show his masculine.

(22) Stamina plus, strong endurance

Energy drink for *brave men*, champions, active and fighters

The word *brave* (22) is taken from a drink advertisement from the Kukubima brand. This ad is shown by several men who are in conversation and one of them one of them uttered the word *brave*, this word represents masculinity that men must have *courage* in themselves, have no fear. Therefore, this advertisement represents masculinity that men must have a *brave* attitude towards any challenge.

(23) Emm, it is delicious, honey (seducing).

Data (23) is taken from food advertisements from the Chocolatos brand. There is a phrase that represents masculinity in the advertisement, namely *seducing*, it is concluded to be seducing because in this phrase sounds *delicious, honey*, which indicates that he is seducing his girlfriend to eat the Chocolate that is being advertised.

### **3.2 Advertisement Text as an Indonesian Language Teaching Material for Class VIII Students in Middle School**

Advertising text is included in the basic competence 3.4 of class VIII. It is to examine the presentation and linguistic patterns in advertising texts,

slogans, or posters (which make you proud and motivate) from various sources that have been read and heard. The relationship with this research is that masculinity is found in the advertising text. This research can be used as a source of learning linguistic material in advertising texts.

This research uses advertising texts as teaching materials for language learning. Students will have knowledge about the meaning of a diction that can represent an attitude of masculinity. Students will know more about the dictions in the advertising text that can interpret the purpose of the advertisement.

The advertising text used to promote the product uses languages that make consumers interested. From this language, it is not only limited to text, but also other meanings that can position a person's attitude. This research is useful to support the course of learning, especially in the linguistic material of the advertisement text, educators can use this research as a reference for additional material that supports the linguistic material in the advertisement text. Educators can provide knowledge about the meaning of diction which is seen not only from one side.

#### 4. CONCLUSION

Masculinity and male image are contained in the ad text. The form of language in advertising can represent masculinity. Data sources were obtained from 16 advertisements which included: L-Men milk, Hilo Teen, Men's Biore, Posh Men, Nivea Men, Garnier Men, Vitmen, Yamaha, Soy Sauce, Freefire, Nippon Paint, Geliga, Tolak Linu Herbal, Exstrajos, Kukubima, and Chocolatos.

It was concluded that there were 7 physical markers that represented masculinity: athletic, tall, strong, muscular, odorless, extra bright, dullness, and dark spots. Meanwhile, 16 psychic markers were found: up to date, personal bodyguard, in action, vitality and sexuality, hero (superhero), overtime, trying twice (struggling), forgiving, hoeing, maximum work, achievement, cool, challenging, strong and seduction. This research also has benefits as teaching material for Indonesian class VIII in linguistic material in advertising texts that will support the education of educators and students to find a diction not only from one side.

#### AUTHOR'S CONTRIBUTION

Selvi Florenta who compiled and conducted research, also analyzed the data; Mr. Agus Budi Wahyudi as reviewers and proofreaders; Mrs. Markhamah and Atiqa Sabardila as reviewers.

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