

ABSTRACT

Yuslina Rahmatina 12110503154. A Semiotic analysis of Masculinity Reflected in the Dunhill Advertisement. Graduating paper, English Department, Faculty Adab and Humanities, Universitas Islam Negeri Bandung Sunan Gunung Djati. Advisor: 1 Dadan Rusmana, M.Ag.;2. Udayani Permanaludin S.S.,M.pd.

This research departs from the finding of Masculinity which is reflected in the Dunhill advertisement. The problems are the signification of connotative meaning in the taglines and denotative and connotative meaning of the visual elements of the gentlement in the Dunhill advertisement.

The method used in this research is descriptive and qualitative research in which the data are taken from www.youtube.com. The data are collected and analyzed using the theory Barthes order's signification. Then in analyzing the data the writer uses three steps. The data that have been obtained are categorized, identified and interpreted in other to get the result based on two research question that are proposed.

Based on two research questions, the result shows that several characteristics of masculinity is found. By the tagline the advertisement is telling about what taste for gentlemen is in denotative meaning. Gentlemen is classic, character and passion. By the scene the advertisement shows denotative and connotative meaning from visual elements. Masculinity reflected in higher economic, fashion, skin tone and activities.

Keywords: Semiotic, Masculinity, Signification, Denotative meaning, Connotative meaning, Taglines, Visual Elements, Advertisements.