

## ABSTRACT

**Nabila Shofarini Ruhiat. 1185030131. *Peirce's Triadic Model Analysis with Masculine Representation in Men's Product Online Advertisements.* Undergraduate Thesis, English Department, Faculty of Adab and Humanities, State Islamic University of Sunan Gunung Djati Bandung. Advisors: 1. Ika Yatmikasari. S.S., M.Pd; 2. Agry Pramita, M.Hum**

**Keywords:** *masculine representation, online advertisements, semiotic, triadic model.*

This study aimed to determine the triadic model or representamen, object, and interpretant from the selected men's products online advertisements. The brands of men's products are Vaseline Men, Garnier Men, Men's Biore, and Shiseido Men. This study also determined the masculine representation of each brand through online advertisements. The method used in this study is the qualitative research method. Moreover, the sign relation theory by Charles Sanders Peirce is used in this study to guide the analysis. The first result of this study discovered that there are two kinds of signs used on the selected men's products online advertisements to advertise, inform, and represent masculinity which is through icons and symbols. The iconic triadic model is identified through the use of images and graphic effects. Meanwhile, the symbol triadic model is identified through the use of written text. Secondly, the masculine representation is shown through the use of iconic and symbol sign relations. The masculine values are seen through the color association aspect identified from the product designs and online advertisements' posters and the aspect of physical appearance which is shown through the physique of the male model included in the advertisements which represents the masculine value of being manly, strong, and efficient.

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**Kata kunci:** representasi maskulin, iklan online, semiotik, model triadik

Penelitian ini bertujuan untuk mengetahui model triadik atau representamen, objek, dan interpretant dari iklan online produk pria terpilih. Merek produk pria tersebut adalah Vaseline Men, Garnier Men, Men's Biore, dan Shiseido Men. Penelitian ini juga menentukan representasi maskulin dari masing-masing merek melalui iklan daring. Metode yang digunakan dalam penelitian ini adalah metode penelitian kualitatif. Selain itu, teori hubungan tanda oleh Charles Sanders Peirce digunakan dalam penelitian ini untuk memandu analisis. Hasil pertama dari penelitian ini menemukan bahwa ada dua jenis tanda yang digunakan pada iklan online produk pria terpilih untuk mengiklankan, menginformasikan, dan mewakili maskulinitas yaitu melalui ikon dan simbol. Model triadik ikonik diidentifikasi melalui penggunaan gambar dan efek grafis. Sedangkan model triadik simbol diidentifikasi melalui penggunaan teks tertulis. Kedua, representasi maskulin ditunjukkan melalui penggunaan relasi tanda ikon dan simbol. Nilai maskulin terlihat melalui aspek asosiasi warna yang diidentifikasi dari desain produk, poster iklan daring, dan aspek penampilan fisik yang ditunjukkan melalui fisik model laki-laki yang terdapat dalam iklan yang mewakili nilai maskulin yang jantan, kuat, dan efisien.