

ABSTRACT

Metrosexual could be said as a new form of masculinity that also contain the piece of feminism inside. The image that created by this new form is a man that has neat and clean appearances, and also take an interest on latest fashion. But the implementation of metrosexual fashion not only happening on a grown man, a four years old kid named Daffa Abyan Soffan is often seen using a fashion alike on photographs on his Instagram account, @daffa_soffa. Inside the photographs that is used as analysis unit on this research, there are body signs and fashion signs that represent metrosexual style on kids. This research is a qualitative research using constructive paradigm and Roland Barthes semiotics analysis technique with three elements of meaning. There are, the first level of meaning (denotation), the second level of meaning (connotation), and myths that grows inside it. The results of this research shows that there are metrosexual representation on kids, that showed by body sign and fashion sign, and the existence of those sign then construct a new social reality about kids itself.

Keywords : Representation, Metrosexual, Fashion, Semiotics, Roland Barthes