

## ***ABSTRACT***

Advertising is one of the media that is often used to plant the meaning of symbolism through visualization and language embedded in it. Thus, advertising also has a function to convey a certain message or ideology to the desired target market. MS Glow for Men didn't use model representations that are considered not in accordance with ideal masculinity standards. This study aimed to examine the shifts meaning of new masculinity in advertisements that are considered incompatible with traditional masculinity and hegemonic masculinity. This study used a qualitative method with the theory of semiotics according to expert John Fiske. John Fiske's semiotics has three levels used in observation, namely the level of reality, the level of representation and the level of ideology. The data collection technique in this study was the observation of advertising pieces based on theory. The results from the observation of advertisement pieces show that the masculinity that MS Glow for Men wants to convey is a new masculinity that is not in accordance with the standards of traditional and ideal hegemonic masculinity. From a physical point of view on the model, the faces of the models and the work represented on the model were inversely proportional to the standard of masculinity that has been set in society. The new masculinity that is conveyed is the ideology of "new masculinity" which is called hybrid masculinity. The image of masculinity represented in advertisements was muscular, tall, white and wealthy men is slowly changing to men who are aware with appearance by dressing up, being trendy and confident. Regardless the job representation, it is hoped that this advertisement can reach all levels of society.

Key Words: Advertising, Masculinity, MS Glow for Men, Semiotic John Fiske