

ABSTRACT

This study to determine the new construction of masculinity that appears in the Nature Republic advertisement "California Aloe Sun". This study uses the crisis paradigm to analyze the construction of new masculinity in the Nature Republic advertisement "California Aloe Sun". Data collection techniques, namely the primary data in this study were obtained from several YouTube adverts from Nature Republic "California Aloe Sun" as well as secondary data, namely books and journals relevant to the study. This study used John Fiske's semiotic analysis technique with the research subject being the Nature Republic advertisement "California Aloe Sun". The findings in the study show that through Nature Republic advertisements "California Aloe Sun" there is a change in the meaning of masculinity to become a new (metrosexual) masculinity which is shown by the figure of a man who takes care of himself using facial care products, wears brightly colored fashionable clothes, and takes care of his health. body. Apart from the existence of socio-cultural factors, advertising is also a medium for constructing new meanings of masculinity that exist in the reality of today's society.

Keyword: Masculinity, Advertising, Soft Masculinity, California Aloe Sun