

## **ABSTRACT**

*Discussions about the social issue of toxic masculinity are often found in conversations in society. Toxic masculinity is an attitude or behavior where the attitude or behavior supports the dominance of masculine traits accompanied by the demeaning nature of some parties. Therefore, the attitude or behavior of toxic masculinity is negative and is often used as a topic of discussion by several musicians in the world. One of the musicians who is taking part in fighting against toxic masculinity is Bulletproof Boys Scout, a boy band from South Korea, commonly known as BTS. This research will analyze the resistance to toxic masculinity behavior carried out by BTS through one of its music videos entitled "Boy With Luv" feat. Halsey uses Roland Barthes' semiotics. The results of this research are that BTS is declared to be truly fighting against toxic masculinity behavior because, in the music video, BTS is opposing one of Thompson's toxic masculinity concepts, namely anti-femininity, by wearing brightly colored clothes, using facial make-up, and showing strong body movements. twisting and turning.*

***Keywords: Toxic Masculinity, Thompson, Roland Barthes Semiotics, Music Video, BTS Boy With Luv feat. Halsey***