

ABSTRACT

The Croods is a family animated movie with action, adventure, comedy, and fantasy genres. This DreamWorks Animation-produced film won the Capri Hollywood Awards as the Best Animated Movie "Capri Animated Movie of the Year Award" in 2013. As a form of mass communication media, The Croods movie represents a unique phenomenon, namely a reality where male masculine traits are implemented in a wrong and excessive way to be considered as a real man or called toxic masculinity. This research aims to find out how the representation of toxic masculinity in The Croods movie at three levels of John Fiske's semiotics, namely the level of reality, the level of representation, and the level of ideology. The research method used is qualitative research method and critical paradigm with analysis based on John Fiske's semiotics. The results showed that the characteristics of toxic masculinity in the movie The Croods are found in one of the characters, Grug, in the form of combining his leadership with intimidation and violence, hyper masculinity, and not being able to show his true feelings. The types of toxic masculinity include misogyny, greed, and violent domination. As for ideology, conservatism is found as the basis of Grug's toxic masculinity.

Keywords: Representation, Toxic Masculinity, Film, John Fiske Semiotics, Conservatism.