



Image Representation Of Men In Tokopedia X BTS Advertising: Waktu Indonesia Belanja

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ABSTRACT

This research is entitled "The Representation of Male Image in Tokopedia X BTS Advertisement: Indonesian Shopping Time". The purpose of this study is to find out how the meaning of denotation and connotation contained in the advertisement and how the meaning of the image of men in the advertisement of Tokopedia X BTS: Indonesian Shopping Time is. The theory used in this research is Representation Theory. The object of this research is Tokopedia's video advertisement. This study uses Roland Barthes' semiotic analysis method in which researchers can better understand the meaning of denotation, connotation, and the meaning of male images in Tokopedia advertisements through expressions, body language, clothing, and taking pictures from the Tokopedia advertising model. The findings from the research that has been done regarding the image of men in Tokopedia advertisements are that men are depicted with clean white faces, tall, and graceful. The end of the 1900s to the 2000s a new term emerged, namely the new masculinity. With this, it presents a unique and interesting blend that can open the world's eyes to the stereotypes about the masculine imagination that have been formed for a long time. Where men used to emphasize muscle, power, and disorganized style. Compared to today's men like Tokopedia's advertising models, the image displayed is friendly, stylish, unrelated to violence, and sensitive to the feelings around them.

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1. INTRODUCTION

According to Carl I. Hovland (Widjaja, 2000:26-27), communication is a process where a person transfers stimuli which are usually in the form of symbols of words to change the behavior of others. So, thus communication is equality of opinion and for that purpose people must influence other people first before other people have the same opinion, attitude, and behavior as us.

In advertising communication, he not only uses language as a tool, but also other communication tools such as images, colors, and sounds. Advertisements are delivered through two mass media channels, namely print media (newspapers, magazines, brochures, and billboards or billboards) and electronic media (radio, television, films). The sender of the message is the seller of the product while the recipient is the target audience (Sobur, 2004: 116).

The current era of free trade and globalization is marked by the increasingly widespread variety of products, both in the form of goods and services, which causes business competition between companies to become increasingly fierce. The increasingly fierce competition between companies, has an impact on the increasingly high challenges faced by companies including always trying to find the best way to seize and maintain a broad market share. The form of providing information about these products can be done through various forms of marketing communication programs, one of which is through advertising. Wibowo (2016) in his research said that many consumers are interested in a product after seeing advertisements on television and this shows that multimedia advertisements (sound, images, and animations) are very effective in conveying messages to consumers.

Advertising activities using television media are widely used by large companies because they can reach the wider community. Television is the most attractive and most effective media compared to other advertising media (Mariyanti and Rahanatha 2015). Companies that provide online shopping applications and services do not want to lose in introducing the products they create.

Advertising acts as a means of presenting non-personal information with all forms of messages desired by producers and addressed to consumers. Thus, advertising or advertising is a form of promotion of the idea of an item or service by a certain agency that must be paid for (Marhaeni, 2010: 3). In simple terms, advertising is an effective way of communicating to convey information. This can be used to persuade people to use the products and services that have been promoted. The more interesting the advertisement is made, the greater the possibility of public interest. Therefore, producers are competing in making advertisements as creative and attractive as possible so that it will be easy for people to always remember them. People can consume advertisements every day. This advertisement can change the culture and people's thoughts about an advertisement that is displayed.

The media portrayal of ideal men subconsciously triggers men to try to make themselves as shown in various media, so that they appear as ideal men. Advertising in this case is a dissemination of information that is quite easily consumed by the public. Not just information about products, but as a medium that can offer ideology, lifestyle and images about products (Dewi, 2017:17).

Not far from the advertisements offered by women, men also have a big influence in advertising which also makes the products and services offered increase rapidly in their use. As stated in the Qur'an surah Al-Hujurat verse 13, as follows:

يَا أَيُّهَا النَّاسُ إِنَّا خَلَقْنَاكُمْ مِنْ ذَكَرٍ وَأُنْثَىٰ وَجَعَلْنَاكُمْ شُعُوبًا وَقَبَائِلَ لِتَعَارَفُوا ۗ إِنَّ أَكْرَمَكُمْ عِنْدَ اللَّهِ أَتَقْوَمُ ۗ إِنَّ اللَّهَ عَلِيمٌ خَبِيرٌ

۱۳.

Hi humans. Verily, We created you from a male and a female and made you into nations and tribes so that you may know one another. Verily, the most honorable of you in the sight of Allah is the one who is most pious among you. Verily Allah is All-Knowing and All-Knowing. (Q.S. Al-Hujurat, 49:13)

Men are the gender choice that is often the idea in an advertisement. Moore revealed that the notion of gender cannot be equated with sex, male and female sex are biological. The term

gender was first proposed by social scientists in order to explain the differences in the innate nature of women and men (God's creation). It can be concluded that gender has different functions, roles, and responsibilities (Sutriya, 2019:1-2).

Product advertisements featuring models with images that can attract public interest, especially for Indonesian women, one of which is the Tokopedia advertisement featuring BTS as Brand Ambassadors in the advertisement. Advertisers want the advertised product to make people more aware of and use the application.

The Tokopedia X BTS advertisement: Indonesia Shopping Time is an example of an advertisement that uses the image of a man as an object. This 15-second advertisement aired on February 19, 2021 and aired on 10 Indonesian television stations, namely Indosiar, MNC TV, Trans TV, ANTV, GTV, RCTI, SCTV, Trans 7, Net TV, and RTV. The ad shows BTS members wearing retro outfits and showing enthusiastic and cheerful expressions from the beginning to the end of the ad.

The reason Tokopedia makes BTS as their Brand Ambassador is because the journey and vision are in line. Tokopedia and BTS both demonstrate a strong commitment to innovation and a passion for continuously creating opportunities. BTS has consistently channeled positive energy and influence similar to Tokopedia's DNA. This makes BTS a suitable partner to describe the Tokopedia brand persona and spread Tokopedia's message throughout the world. Tokopedia hopes that this collaboration can inspire people to continue to dream without exception, even though they are faced with limitations and various challenges (www.tokopedia.com).

Tokopedia also offers special promos on its advertisements that make people very enthusiastic to watch the event through electronic media, namely television. From the background above, the reason why this advertisement is used for analysis is because the author wants to show how the image of men is represented in the advertisement. With a simple delivery so that it is easy to understand by readers but don't forget to convey the image of men who are the selling points in advertisements.

Based on the statement above, the selection of advertisements chosen by the author, namely Tokopedia X BTS: Time of Indonesia Shopping, is a suitable research material to convey information about how to represent the image of men in increasing selling points for the audience. Based on this, the writer chose the title "Representation of Male Image in Tokopedia X BTS Advertisement: Indonesian Shopping Time".

Representation

Representation (Suntoro, 2012:346) is something that represents. Representation according to Stuart Hall contains two meanings, namely, First, mental representation, is a concept about something that is in each of our heads or also known as a conceptual map. This mental representation forms something abstract. Second, language representation, language representation plays an important role in the construction of meaning. Abstract concepts that are in our heads must be translated into common language so that we can connect our concepts and ideas about certain signs and symbols (Wibowo, 2011: 148).

The first process allows us to make sense of the world by constructing a set of correspondence chains between things and our system of 'conceptual maps'. In the second process, we construct a set of correspondence chains between the 'conceptual map' and the language or symbols that serve to represent our concepts of something. The relation between 'thing', 'conceptual map', and 'language/symbol' is at the heart of the production of meaning

through language. The process that connects these three elements together is what we call representation (E.B, 2011:16).

So thus representation is a social process of representing as well as a product of representing itself. Representation refers to the process or product of the meaning of a sign. Representation is a concept used in the social process of meaning through available marking systems, such as dialogue, video, film, text, photography and so on (E.B, 2011:16).

Based on the explanation above, it can be said that representation is an abstract process of meaning conveyed through language. Representation refers to reality and is constructed in the media as is the reality in the Tokopedia advertisement regarding the image of men.

Gender

The difference in the concept of gender socially has given rise to the different roles of men and women in the everyday environment. In general, the existence of gender has given birth to roles, responsibilities, functions and even spaces where humans move. It is formed from the results of one generation to the next. Thus, gender can be interpreted as the result of an agreement between humans that is not natural. Therefore, there is a wide variety of gender variations from place to place and from time to time. Gender is not only seen from one side, but from the side of men and women. This happens because of the difference in roles between men and women, both of which have space that can be used for activities. In this case, it can really help men and women so that they are not limited and misinterpreted with community culture that has been embedded in everyday life (Dara, 2019:47).

A culture driven by a patriarchal culture interprets this biological difference as an indicator of appropriateness in behavior which ultimately leads to restrictions on rights, access, participation, control and enjoying the benefits of resources and information. Finally, the demands of roles, duties, positions, and obligations that are appropriate for men or women and which are not appropriate for men or women vary greatly from one society to another. There are some societies that are very rigid in limiting the roles that are appropriate for men and women, such as seeing men cooking in the kitchen. However, there are also some communities that are flexible in allowing men and women to carry out daily activities, such as women climbing on roofs or climbing trees.

Semiotics Concept

Semiotics is a science or method of analysis to study signs. Signs are tools that we use in trying to find our way in this world, in the midst of humans and with humans. Semiotics in Barthes's terms, semiology basically wants to study how humanity uses things. Meaning (to signify) in this case cannot be confused with communicating (to communicate). Meaning means that objects not only carry information, in which case the objects want to communicate, but also constitute a structured system of signs (Sobur, 2006:15).

The main task of semiotics is to observe (observe) the phenomena around them through various visible "signs". Signs are actually representations of symptoms that have a number of criteria such as: name (designation), role, function, purpose, desire. These signs are in all human life. If the sign is in human culture, then this means that the sign can also be in human culture, and become a sign system that it uses as a regulator of life. Therefore, signs (which are in the sign system) are very familiar and even attached to meaningful human life (meaningful actions) such as actualization in language, religion, art, history, science.

Rholand Barthes Model's

Roland Barthes (Kriyantono, 2006) is the successor of Saussure's thinking. Saussure was interested in the complex way sentences are formed and the way sentence forms determine meaning, but less interested in the fact that the same sentence may convey different meanings to different people in different situations. Roland Barthes continues this thought by emphasizing the interaction between the text and the personal and cultural experiences of its users, the interaction between the conventions in the text and the conventions experienced and expected by its users. Barthes' idea is known as the "order of significations".

To help read the signs in the advertising text, especially to be able to see the meaning that is stated explicitly and implicitly, Barthes helps to read it through the concept of two orders of signification. The first stage of significance is the relationship between the expression (signifier) and content (signified), so the first stage is also called denotation. Denotation is what the sign describes on an object. While the significance of the second stage is called connotation. This is illustrated by the interaction that occurs when the sign meets the feelings or emotions of the reader and the values of the culture (Wibowo, 2011:17).

Barthes explains the significance of the first stage is the relationship between the signifier and the signified in a sign to external reality. Barthes calls this denotation, which is the real meaning of the sign. The second stage of significance is connotative meaning. Barthes uses it to show and describe the interactions that occur when signs meet cultural values. Connotation has a subjective meaning from the audience who sees the message conveyed.

In the map above, it can be seen that the denotative sign (3) consists of a marker (1) and a sign (2). However, at the same time, denotative signs are also connotative markers (4). In other words, it is a material element: only when you recognize the sign of the "lion" will connotations such as self-respect, ferocity, and courage become possible.

So, in Barthes's concept there is a connotative sign which not only has an additional meaning, but also contains both parts of the denotative sign that underlies its existence. In fact, this is Barthes' contribution that is very meaningful for the perfection of Saussure's semiology, which stops at the denotative level of signification.

2. RESEARCH METHODE

This study uses descriptive qualitative research using a semiotic analysis approach Roland Barthes model. The mechanism in this study will produce descriptive data in the form of words and also verbally from Tokopedia advertisements which can be investigated. This study was used to examine how the denotative and connotative meanings of the male image in the Tokopedia X BTS: Time Indonesia Shopping advertisement, and what the male image means in the Tokopedia X BTS: Time Indonesia Shopping advertisement. The data collection technique used by the researcher is observation by directly observing the Tokopedia advertisement video and observing carefully the images, dialogues, and scenes such as the background and expressions displayed in the Tokopedia X BTS: Time Indonesia Shopping advertisement. Documentation is done by taking pictures by taking screenshots on scenes that are considered to represent the male image. Then watch the video advertisement for Tokopedia X BTS: Indonesia Shopping Time and collect data. Then, a literature study was carried out to find important information related to Tokopedia advertisements and collect data that had been obtained in accordance with the existing theory. Literature study was conducted by reading and analyzing data sources based on books, journals, and the internet. Studying the thesis is also done to support the analysis of the research conducted.

3. RESULT AND ANALYSIS

Overview of Research Subjects


Tokopedia.com is one of the largest digital-based buying and selling companies in Indonesia. The founders of Tokopedia, William Tanuwijaya and Leontinus Alpha Edison, launched Tokopedia on August 17, 2009 with the mission of digitally distributing the economy. Initially, they faced similar life experiences and challenges, namely that Indonesia is the largest archipelagic country in the world with 17,000 islands whose conditions are difficult to carry out infrastructure development evenly. Sellers moved to big cities for better markets. Meanwhile, consumers have limited access to what they need. This has led to high urbanization which has led to the accumulation of necessities in big cities. They think to stop the problem by doing something to close the gap between big cities and small towns.

With the theme of an online marketplace and mall business model, PT Tokopedia created an online shopping and selling application to make it easier for people, especially in Indonesia, to fulfill their daily needs and sell merchandise for consumers. Less than three weeks from the release date, Tokopedia has more than 5,000 members, more than 600 active stores and over 6,700 sold.



Tokopedia has won many awards. Marketeers Of The Year 2014, Top 50 Most Valuable Indonesia Brands 2016, Best Company in Customer Industry (Indonesia Digital Economy Award), Digital Marketing Awards, Digital Marketing Awards, Indonesia E-Commerce Award, Young Global Leaders, Marketing Awards, in 2017 there are Merchant Gathering 2017 Around The World, and The Customer Experience (CX) Asia Excellence Awards 2020.

Meaning of Denotation and Connotation


Scene 1



Visual	Dialogue / Voice	Type of Shot
 <p>Image 4.2 Duration 00:01</p>	The intro sound is like the sound of a siren and a female voice singing the Tokopedia jingle with the lyrics: "WIB WIB". Long Shot. The image is taken in its entirety at a distance, so that the entire object is exposed to the object's background.	The intro sound is like the sound of a siren and a female voice singing the Tokopedia jingle with the lyrics: "WIB WIB". Long Shot. The image is taken in its entirety at a distance, so that the entire object is exposed to the object's background.
Denotation	BTS stands behind the Tokopedia box with a happy expression, wearing a shirt and pants with a retro style and the words Tokopedia Indonesia Shopping Time accompanied by a paper bag logo and a pink clock and background with the caption "WIB WIB".	
Connotation	BTS describes as a boy who emphasizes his male side more. This is evidenced by BTS wearing shirts and pants which generally become iconic fashion for men. The shirt has a neat and authoritative impression. The pink background means that BTS is a romantic man and makes other people happy. This is evidenced by BTS giving a surprise to the audience. The expressions displayed are cheerful and happy.	

Scene 2


Visual	Dialogue / Voice	<i>Type of Shot</i>
 <p>Image 4.3 Duration 00:02</p>  <p>Image 4.4 Duration 00:03</p>	<p>A female voice singing the Tokopedia jingle with the lyrics: "Check Tokopedia" and "Every date...".</p>	<p><i>Medium Close Up.</i> The picture is taken only from the chest to the head up close.</p>
<p>Denotation</p>	<p>V is holding a cellphone that shows the Tokopedia logo accompanied by the words January 25-31 and a purple smile emoji accompanied by a yellow circle and the addition of a bling-bling effect. V wears a light brown shirt with a pink background and the caption "Check Tokopedia".</p> <p>RM shows a finger with the numbers two and five accompanied by the words January 25-31 and a purple smile emoji accompanied by a yellow circle. RM wore a dark brown shirt and gold glasses as well as four rings with a pink background and the caption "Every 25th".</p>	
<p>Connotation</p>	<p>V's hair is golden brown which means that he has a high sex appeal to the opposite sex and is flirtatious. This is evidenced by V's expression which persuaded the audience to check Tokopedia.</p> <p>RM wears glasses which means that he looks smart, highly intellectual, and mysterious. RM wears a ring on his ring finger which means that he has high creativity and a romantic relationship. While wearing a ring on the index finger symbolizes that it is about power, leadership, authority and self-confidence. This is evidenced by RM's expression that looks mysterious and his authority in telling the 25th with his finger gesture.</p>	



Scene 3.

Visual	Dialogue / Voice	<i>Type of Shot</i>
 <p>Image 4.5 Duration 00:04</p>	<p>A female voice singing the Tokopedia jingle with the lyrics: "25", "Until..." and "End of the month"</p>	<p><i>Medium Close Up.</i> The picture is taken only from the chest to the head up close.</p>



 <p>Image 4.6 Duration 00:05</p>  <p>Image 4.7 Duration 00:05</p>		
<p>Denotation</p>	<p>Jin holds a cellphone that shows the Tokopedia logo accompanied by the words free unlimited shipping and January 25-31 accompanied by a purple smile emoji accompanied by a yellow circle. Jin wears a yellow shirt with a pink background and the caption "Every 25th".</p> <p>Jimin opens his hands like the number five accompanied by bling bling which makes a luxurious impression and free postage to your heart's content. Jimin wore a beige shirt and red and white checkered tie as well as a ring and earrings with a pink background and the caption "Until the end of the month".</p> <p>Jung Kook shows the number two finger with the words free shipping as much as you like. Jung Kook wore a red shirt and three earrings with a pink background and the caption "Until the end of the month".</p>	
<p>Connotation</p>	<p>Jin wears a yellow shirt which means that he is an active and creative person. He also opened 2 buttons of his shirt which indicated that he was attracting attention. This is evidenced by Jin being able to attract the attention of the audience by showing the Tokopedia logo.</p> <p>Jimin wears a white shirt which has the meaning that he is a reliable person and looks at life optimistically. Jimin wears a ring on his ring finger which means he has high creativity and a romantic relationship. This is evidenced by his gentle expression.</p> <p>Jung Kook is wearing a red shirt with 2 open buttons, this indicates that he is attracting attention and is passionate about promoting Tokopedia. This is evidenced by expressions and body gestures that persuade and remind viewers to check Tokopedia.</p>	

Scene 4.

Visual	Dialogue / Voice	<i>Type of Shot</i>
 <p>Image 4.8 Duration 00:06</p>	<p>A female voice singing the Tokopedia jingle with the lyrics: "Many discounts", "Free shipping" and "And you can pay on the spot, all...".</p>	<p><i>Long Shot</i> The image is taken in its entirety at a distance, so that the entire object is exposed to the object's background.</p>


 <p>Image 4.9 Duration 00:06</p>  <p>Image 4.10 Duration 00:07</p>		
<p>Denotasi</p>	<p>BTS chased a green box with writings ranging from chasing a 10k discount and a small box fell. Pink background and captions "Many discounts" and "Free shipping". Then BTS each holding a green cellphone and dancing a small dance on the spot with a green Tokopedia gift box. Then BTS with gift boxes walked hand in hand. The COD (Cash On Delivery) logo and a search that shows the phrase pay on the spot are displayed on a pink background with the caption "And you can pay on the spot".</p>	
<p>Konotasi</p>	<p>BTS symbolizes that men can't just stand still. Men need to be active and move around a lot. Because men have to look for opportunities and opportunities in life.</p>	

Scene 5.

Visual	Dialogue / Voice	Type of Shot
 <p>Image 4.11 Duration 00:09</p>  <p>Image 4.12 Duration 00:10</p>	<p>A female voice that sings the Tokopedia jingle with the lyrics: "Everything is always there..." and "Can be in Toko..".</p>	<p><i>Medium Close Up.</i> The picture is taken only from the chest to the head up close.</p>
<p>Denotation</p>	<p>Suga is smiling with the Tokopedia logo behind him and the added bling-bling effect. Suga wears a beige shirt with a pink background that reads Tokopedia and the caption "Everything is always there". J-Hope is smiling and spreading his arms wide with the Tokopedia gift box behind him dancing. J-Hope wore a mustard yellow shirt with a pink background and the caption "Always available at Tokopedia".</p>	
<p>Connotation</p>	<p>Suga wears a white shirt which has the meaning that he is</p>	

	a reliable person and looks at life optimistically. This is evidenced by the caption "everything is always there". J-Hope wears a yellow shirt which means that he is an active and creative person. This is evidenced by his active body gestures which indicate that J-Hope is "welcome" to everyone.
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Scene 6.

Visual	Dialogue / Voice	Type of Shot
 <p>Image 4.13 Duration 00:11</p>	A female voice singing the Tokopedia jingle with the lyrics: "Pedia. Indonesian time shopping at Toko.."	Long Shot. The image is taken in its entirety at a distance, so that the entire object is exposed to the object's background.
Denotation	BTS in between the green Tokopedia gift boxes, each holding a cellphone with the Tokopedia logo. The background is pink with the words Tokopedia Indonesia Shopping Time accompanied by a paper bag logo and clock and with the caption "Indonesian Shopping Time at Tokopedia".	
Connotation	BTS' gestures that stand up straight indicate that they have an authoritative and assertive nature. This is marked by BTS displaying a firm expression to impress the audience with the product offerings they offer.	

The Meaning of Male Image in Tokopedia X BTS Advertisement: Indonesian Shopping Time

The findings from the research that has been done regarding the image of men in Tokopedia advertisements are that men are depicted with clean white faces, tall, and graceful. This shows the image of today's men and how the appearance of today's men is displayed, the selection of the right advertising model and the adjusted appearance composition can show how the image of today's men is represented in advertisements.

The male image in this advertisement is that the male character is now different from the previous male. The end of the 1900s to the 2000s a new term emerged, namely the new masculinity. With this, it presents a unique and interesting blend that can open the world's eyes to the stereotypes about the masculine imagination that have been formed for a long time. Where men used to emphasize muscle, power, and disorganized style. Compared to today's men like Tokopedia's advertising models, the image displayed is friendly, stylish, unrelated to violence, and sensitive to the feelings around them.

BTS is considered as attracting public interest to buy the products or services offered. In terms of fame, the use of BTS as a model in advertisements is very influential on these advertisements. The reason is that market tastes really like advertising models that are viral or famous and not only women who like these ads, but it is possible that men also like them. Male handsomeness is one of the factors coveted by men coupled with the use of BTS as an advertising model, making men want to be handsome like BTS. This triggers to buy whatever is being advertised by BTS and more precisely to use the goods used by BTS.

Researchers assume that the characteristics of BTS that do not do heavy physical activity such as advertisements that use male models in general, this shows that the imagination about masculinity is not only displayed by the media in physical form, but also intellectual powers such

as influencing audiences to use applications. Tokopedia. If you look at the use of BTS as an ethical aspect of public interest, the men in the advertisement display a very polite impression and this is in accordance with the culture in Indonesia. Therefore, this ad has never drawn criticism or controversy and has rejected broadcasts in Indonesia.

This representation theory is in line with research conducted by researchers. The researcher interprets the Tokopedia X BTS: Time of Indonesia Shopping advertisement that uses BTS for the ad model as a man who represents the image of a man in it. Their expressions, body language, and dress styles match the image of men in general.

However, this theory also does not stop until after it is represented. Because the representation is part of the object itself. Representation is a relationship between thought concepts and language that allows the reader to point to the real world of an object, reality, or to the imaginary world of fictitious objects, people, or events. So representation is the process by which members of a culture use language to produce meaning. Meaning is constructed through language and influenced by local culture. Cultural representations and meanings have a certain materiality.

Like the interpretation made by researchers regarding the ideology embedded in Tokopedia advertisements, namely men when wearing shirts and pants will display and represent the image of men. On the other hand, when men do not wear shirts and pants, this will not display and represent the image of men where the clothes are identical to men.

4. CONCLUSION

After observing and analyzing the previous chapter using Roland Barthes' semiotic analysis, the author can conclude that the meaning of denotation in each of these advertising scenes represents the image of men in general. Such as the appearance of expressions, body language, accessories, clothes worn, and following existing trends.

While the meaning of connotation in each scene of this advertisement, the advertiser wants to convey that men can work indoors and do light activities which make the image of the man still visible.

Then, the meaning of the male image in the Tokopedia advertisement is that men are described as always wanting to look handsome, attractive, active, independent, and confident. In this case, the independence possessed by men indicates an independent nature where men can do everything themselves, such as shopping.

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