

ABSTRACT

Penelitian ini membahas tentang konsep maskulinitas yang terdapat pada halaman depan sebuah majalah. Majalah yang digunakan adalah majalah *Men's Health* bulan Juni tahun 2014 edisi Amerika dan bulan Februari tahun 2016 edisi Australia. Tujuan dari penelitian ini sendiri adalah untuk membuktikan bahwa majalah *Men's Health* mengusung konsep maskulinitas sebagai konsep utama dan hal tersebut tergambar pada halaman mukanya. Teori yang digunakan dalam analisis ini adalah Semiotika, yang menekankan pada analisis setiap hal yang dapat dianggap sebagai tanda, baik secara visual maupun secara tekstual. Secara spesifik, teori Semiotika yang digunakan dalam penelitian ini adalah teori milik Saussure yang bertumpu pada analisis setiap penanda (*signifier*) dan petanda (*signified*) yang lalu akan dihubungkan dengan konsep maskulinitas. Hasil yang diperoleh adalah sebagian besar dari penanda dan petanda yang terdapat pada halaman utama memiliki nilai-nilai maskulinitas dan berhubungan kuat dengan konsep maskulinitas.

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