Two faces of masculinity in Axe Chocolate Advertisement

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Abstract

Abstract: An advertisement has never been departed from an ideology. Although it occurs implicitly, an ideology in an advertisement is able to make someone believe in particular value of life. This study tries to reveal the ideology both in positive meaning as a belief system which marks certain group and in negative meaning as a false consciousness. Besides that, this study also tries to reveal the way of illustrating the ideology that lies within the Axe Chocolate advertisement. In order to obtain the ideology, each scene in the Axe Chocolate advertisement is analyzed based on Barthes’ model of sign. Then, to find the way of illustrating the ideology, the connotative meaning of mass media codes applied in the advertisement, i.e. fashion codes, color codes, non-verbal codes and technical codes is analyzed. The result of this study shows that masculinity appears as the negative and positive ideology because masculinity is not contradictory with Indonesian culture. However, the value of masculinity shown by the advertiser is narrowed down into the area of sexuality only. In addition to this, the way of illustrating the ideology of masculinity in sexuality area also gives negative stereotype to women, for instance by showing women as figures who like to advertise their body through wearing fashion which exposes women’s body.

Keywords: ideology, advertisement, semiotics, mass media codes

Full Text: PDF

doi: http://dx.doi.org/10.17509/ijal.v1i2.90

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The nostalgic AXE scent that wafted through middle school hallways has stayed the same. But the way the brand is advertising to dudes is changing. From a guy with an afro to cornrows to long luscious locks, the latest AXE commercial for their haircare line, titled "Not Just a Pretty Hairstyle," is encouraging men the world over to embrace their hair however they choose to style it. More importantly, it's got a powerful message about perceptions of masculinity. "Our guy has evolved, society has evolved," Rob Candelino, the vice president of marketing and general manager Axe, in other words, had become woke. Or, at least it was trying to be. "They're tagging certain markers of masculinity in the way that they dress, in the way that they hold themselves, in the way that they converse, in the way that they position themselves physically in the world with others," Beth E. Bukoski, a faculty affiliate at the University of Texas at Austin's Women's and Gender Studies Center, told the Daily Dot. Axe has also partnered with two other nongovernmental organizations—anti-bullying organization Ditch the Label and
gender equality group Promundo. With the latter, Axe commissioned an international study of men across the U.S., the U.K., and Mexico to better understand the challenges they face today. CONAPLIN JOURNAL Indonesian Journal of Applied Linguistics, Vol. 1 No. 2 (January 2012) @The Author(s) 2012 TWO FACES OF MASCULINITY IN AXE CHOCOLATE ADVERTISEMENT Bernadeta Ririn 1 Lulu Laila Amalia 2 Indonesia University of Education email: bernadeta.rin@gmail.com, luluamalia75@gmail.com Abstract: An advertisement has never been departed from an ideology. Although it occurs implicitly, an ideology in an advertisement is able to make someone believe in particular value of life. This study tries to reveal the ideology both in positive meaning as a belief system which marks certain group and