

**MYTH INTERPRETATION ABOUT MASCULINITY
IN GILLETTE’S SHORT FILM “WE BELIEVE: THE
BEST MEN CAN BE”, A SEMIOTIC STUDY**

TERM PAPER

By

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2016130032



**STRATA ONE (S-1) OF ENGLISH LANGUAGE AND CULTURE DEPARTMENT
FACULTY OF LANGUAGE AND CULTURE
DARMA PERSADA UNIVERSITY
2020**

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GILLETTE’S SHORT FILM “WE BELIEVE: THE
BEST MEN CAN BE”, A SEMIOTIC STUDY**

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Submitted in part-fulfillment of the requirements for obtaining
Sarjana Linguistik (S.Li.) degree



By

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**STRATA ONE (S-1) OF ENGLISH LANGUAGE AND CULTURE DEPARTMENT
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DARMA PERSADA UNIVERSITY
2020**

INTELLECTUAL PROPERTY STATEMENT

I hereby declare that this term paper is the result of my own academic research under the supervision of Dra. Kurnia Idawati M.Si. and Nurul Fitriani, S.S., M.hum., not a plagiarism of someone else's in whole or in part. The contents have become my responsibility and all of the sources quoted from or referred to have been stated correctly based on the actual date and time.

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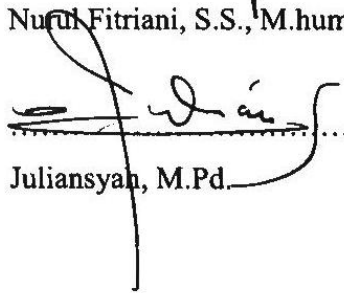
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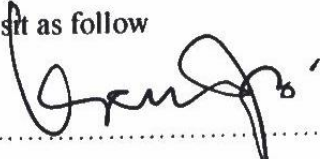
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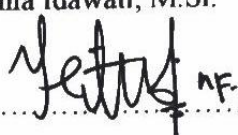
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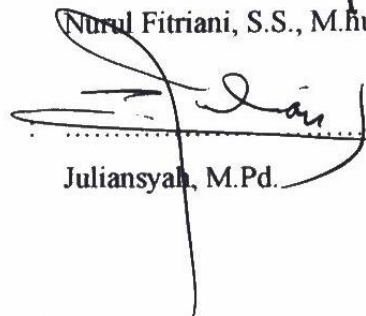
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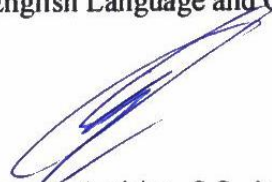
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 13. English Language and Culture class of 2016, especially linguistic class.
- This term-paper is far from perfection. Suggestions and constructive criticism are welcome.

Jakarta, August 14, 2020

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ABSTRACT

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Study Program : Strata One (S-1) of English Language and Culture
Title of the term paper : Myth Interpretation about Masculinity in Gillette's Short Film "We Believe: The Best Men Can Be", a Semiotic Study

This term paper discusses myth interpretation and its relation to masculinity in Gillette's "We Believe: The Best Men Can Be" advertisement using semiotic theories from Roland Barthes which is the denotation, connotation, and myth. This research focuses on answering two formulations of problems as follows: 1) the interpretation of the myths found in the "We Believe: The Best Men Can Be" short film and 2) the interpretation of the myths found in the "We Believe: The Best Men Can Be" short film. Different studies on theory are used in the research. First, Barthes' theory deals with connotation, denotation, and myths. Second, Raewyn Connell's theory about hegemonic masculinity. Furthermore, this research uses a qualitative approach through analyzing the myth that appears in Gillette's advertisement. The results of the analysis show the myth that appears in Gillette's "We Believe: The Best Men Can Be" advertisement have a relation to masculinity in American culture.

Keywords: *Gillette, advertisement, semiotic, sign, myth, connotation, denotation*

ABSTRAK

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Judul Skripsi : Myth Interpretation about Masculinity in Gillette's Short Film "We Believe: The Best Men Can Be", a Semiotic Study

Skripsi ini membahas interpretasi mitos dan hubungannya dengan maskulinitas dalam iklan "We Believe: The Best Men Can Be" oleh Gillette menggunakan teori semiotika dari Roland Barthes yang merupakan denotasi, konotasi, dan mitos. Penelitian ini berfokus pada menjawab dua rumusan masalah sebagai berikut: 1) interpretasi mitos yang ditemukan dalam film pendek "We Believe: The Best Men Can Be" dan 2) interpretasi mitos yang ditemukan dalam "We Believe: The Film pendek Best Men Can Be ". Berbagai studi tentang teori digunakan dalam penelitian ini. Pertama, teori Barthes berkaitan dengan konotasi, denotasi, dan mitos. Kedua, teori Raewyn Connell tentang hegemoni maskulinitas. Selanjutnya, penelitian ini menggunakan pendekatan kualitatif melalui analisis mitos yang muncul dalam iklan Gillette. Hasil analisis menunjukkan mitos yang muncul dalam iklan "We Believe: The Best Men Can Be" milik Gillette memiliki kaitan dengan maskulinitas dalam budaya Amerika.

Kata kunci: *Gillette, iklan, semiotik, tanda, mitos, konotasi, denotasi*

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