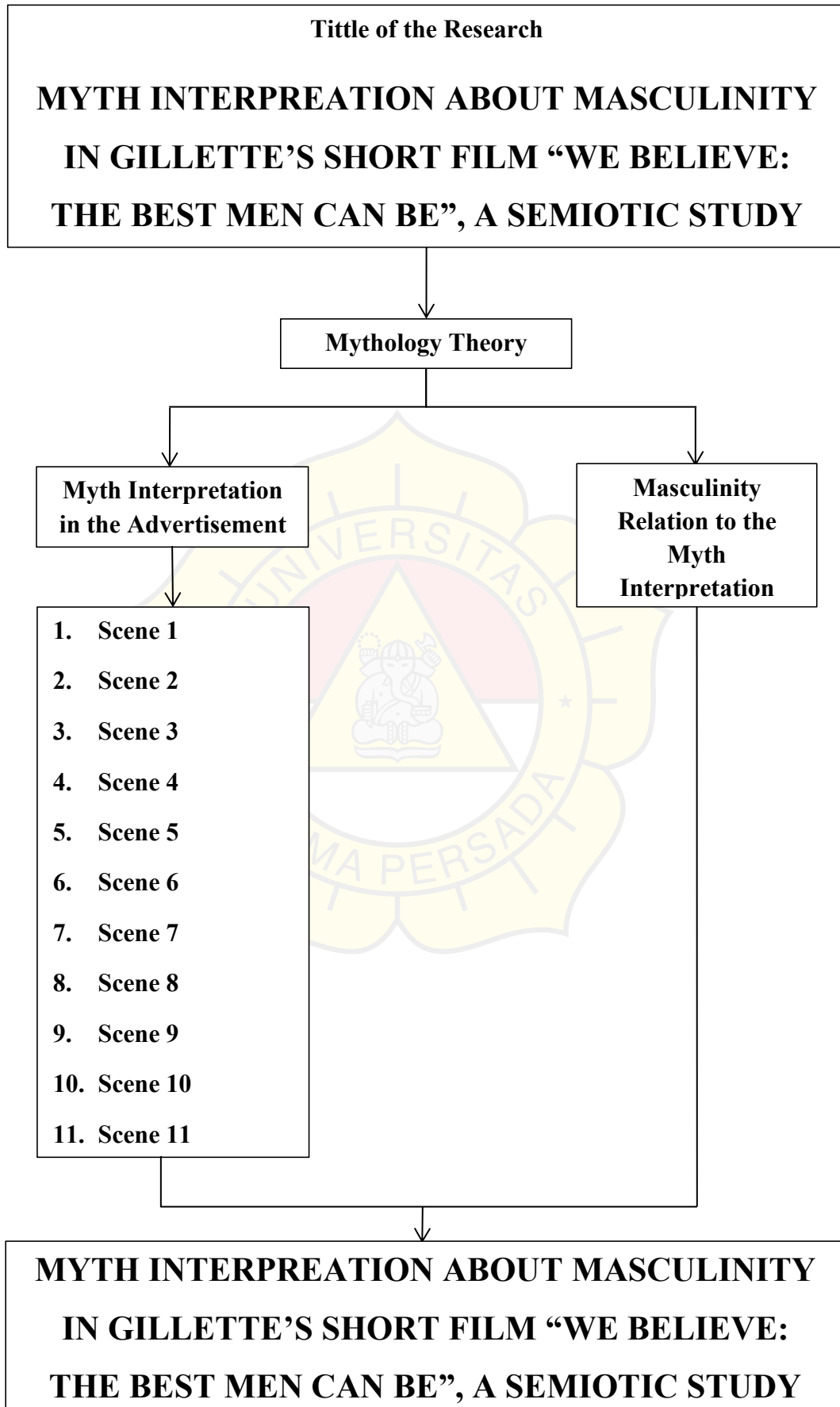


## SCHEME OF THE RESEARCH



## POSTER OF THE RESEARCH



### MYTH INTERPRETATION ABOUT MASCULINITY IN GILLETTE'S SHORT FILM "WE BELIEVE: THE BEST MEN CAN BE", A SEMIOTIC STUDY

**Salman Rizki Alfansyuri**

**2016130032**

**University of Darma Persada**

#### OBJECTIVE

1. To find out the myths interpretation found in the "We Believe: The Best Men Can Be" short film.
2. To find out the relation between myth interpretation and masculinity.

#### METHODS

Qualitative approach is used to analyzes the myth interpretation in Gillette's Advertisement. The use of it is more appropriate for the writer because the source of the data is only from the video on YouTube by collecting the data and analyze it.

#### CONCLUSION

According to the analysis of Gillette's "We Believe: The Best Men Can Be" advertisement that writer conducts, Gillette's "We Believe: The Best Men Can Be" advertisement that is published in youtube as the main source of data for the analysis. The writer breakdown the advertisement into 11 scene with a myth that the writer identify in each of it. In the advertisement there are some indicators that bring people to make their own assumption of the meaning in the advertisement. The most important indicator in this advertisement that show it is about masculinity is from the characters and the stereotyping act in the video.

#### BACKGROUND OF THE PROBLEM

In a sophisticated era like today, marketing a product no longer needs to use the services of billboards, posters, or even advertising on television. Advertising is one way for a company or brand to market and promotes their products. In January 2019, Gillette published an advertisement with a title "We Believe: The Best Men Can Be" in the form of a short film with a duration of 01:48 (one minute and forty-eight seconds). This advertisement is very controversial, especially in America where Gillette brand is originated. Mythologies theory from Roland Barthes will the main theory used for this research for interpreting the myth. In which, theories regarding masculinity will also be used to complement this research. The theory is the hegemonic masculinity by Raewyn Connel.

#### FRAMEWORK OF THEORIES:

##### Semiotic Theory:

##### Barthes's

- Connotative
- Denotative
- Myth

##### Connel's

- Hegemonic masculinity

#### BENEFITS

This research is beneficial for those who want to perceive the semiotic study of myth interpretation. Myth interpretation can be different for every person since it is highly dependent on what culture it represents.

## PRESENTATION SLIDES

MYTH INTERPREATION ABOUT  
MASCULINITY IN GILLETTE'S SHORT  
FILM "WE BELIEVE: THE BEST MEN CAN  
BE". A SEMIOTIC STUDY

**Gillette**

SALMAN RIZKI ALFANSYURI  
2016130032

IDENTIFICATION OF THE  
PROBLEM

BACKGROUND OF  
THE PROBLEM

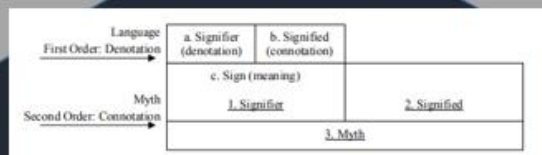
OBJECTIVE OF THE  
RESEARCH

# THEORETICAL FRAMEWORK

## ROLAND BARTHES

- DENOTATION
- CONOTATION
- MYTHOLOGY

## RAEWYN CONNELL HEGEMONIC MASCULINITY



## MYTH INTERPRETATION OF THE SCENES

## MYTH INTERPRETATION RELATION TO MASCULINITY

# CONCLUSION



## CURRICULUM VITAE

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### Formal Education

2003-2009 : SD Islam Al-Fajar Bekasi  
2009-2012 : SMPN 04 Bekasi  
2012-2015 : SMAN 04 Bekasi  
2016-Present : Universitas Darma Persada, Jakarta Timur

### Achievement




2017 : Silver medal at Penabur International Choir  
Festival for Mix Choir  
2017 : Silver medal at Penabur International Choir  
Festival for Musica Sacra







# CONTROL BOOK

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### LAPORAN KEMAJUAN PENULISAN SKRIPSI SARJANA

Nama Mahasiswa : Salman Rizki Alfansyuri  
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Dosen Pembimbing I : Nurul Fitriani, S.S., M.Hum.  
Judul Skripsi : Myth Interpretation about Masculinity in  
Gigette's Short Film "We Believe: The Best  
Men Can Be", a Semiotic Study  
Mulai Bimbingan : 06 April 2020  
Tahun Akademik : 2016

No.	Hari & Tanggal	Catatan Pembimbing	Paraf
1.	6 April 2020	Bimbingan BAB 1	
2.	8 Juni 2020	Revisi BAB 1	
3.	10 Juni 2020	Bimbingan BAB 2 & 3	

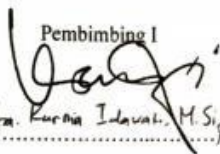
4.	13 Juni 2020	Revisi BAB 1, 2, 3	
5.	17 Juli 2020	Bimbingan BAB 1-4	
6.	14 Juli 2020	Revisi Bab Satu	
7.	15 Juli 2020	Revisi Bab Dua	
8.	20 Juli 2020	Revisi Bab Tema & tempat	
9.	08 Agustus 2020	Revisi Pasca Sidang	



10.			
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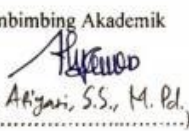
Jakarta, 07 Agustus 2020

Menyetujui :

Pembimbing I  
  
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(.....)

Pembimbing II  
  
Nurul Fitriani, S.S., M.Hum.  
(.....)

Mengetahui :

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Dengan ini menyatakan bahwa skripsi saya yang berjudul:

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


yang diajukan pada semester genap tahun akademik 2019/2020 bersifat orisinal dan belum pernah ditulis oleh orang lain, dan akan diselesaikan penulisannya selambat-lambatnya 1 (satu) tahun akademik dan/atau setara dengan 2 (dua) semester.

Bilamana di kemudian hari ditemukan ketidaksesuaian dengan pernyataan ini, maka saya bersedia dituntut dan diproses sesuai dengan ketentuan yang berlaku.

Demikian pernyataan ini dibuat dengan sesungguhnya dan dengan sebenar-benarnya.

Jakarta, 24 Februari 2020

Mengetahui,  
Ketua Jurusan Sastra Inggris S-1

  
**Tommy Andrian, S.S., M.Hum**  
NIK./05395 / NIDN. 0320097601

Yang menyatakan,  
Mahasiswa



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NIM. 2016130032