

## **ABSTRACT**

With the current rise of discussion on the matter of masculinity and gender, society is experiencing social changes. Defining what masculinity is becomes the question and discussion in today's society, how men are supposed to act, look, and values varies from different perspectives. Cigarette advertisements in Indonesia are commonly created with their approach on selling their value by creating contents that represent men and masculinity in a traditional perspective. The primary goal of advertisements is to make a product appear appealing to the consumer and increase sales, but on the other hand, it has influenced other areas, in this case gender stereotyping and the idea of masculinity. Cigarette advertisements in Indonesia may mould a perception of masculinity towards their audience. This research investigates and discusses how big of an impact cigarette advertisements brought to construct the definition and perception of masculinity in Indonesian male Gen Z furthermore, acquiring the definition of what masculinity is. This research is conducted through a qualitative approach with the method of in-depth interview which has been subjected in particular to Indonesian male Gen Z between the ages of 18 to 25.

**Keywords:** Cigarette advertisements, Male Gen Z, Masculinity