

ABSTRACT

This study focuses on analyzing the representation of alternative masculinity in *Barbie* (2023), specifically through the character of Ken, portrayed by Ryan Gosling. The film is set in a female-dominated world, making it a unique case to explore how masculinity is constructed when traditional patriarchal structures are absent. This research adopts a qualitative semiotic analysis to interpret the meaning of masculinity through both verbal and non-verbal from the visual elements. Roland Barthes's (1972) semiotic theory serves as the primary analytical framework, applying the levels of denotation, connotation, and myth to selected scenes. Additionally, the study is supported by Connell's (2005) theory of hegemonic masculinity and the concept of alternative masculinity. The findings identify four core characteristics of alternative masculinity as represented in Ken: emotional openness, gender-role flexibility, individuality, and anti-sexism/non-violence. These results challenge traditional ideals of hegemonic masculinity by showing that male identity can be shaped differently by cultural and social context, specifically in a female-dominated environment. This research contributes to discussions on media and gender by the evolving of male representation in the contemporary cinema context.

Keywords: *barbie, alternative masculinity, semiotic analysis, representation, signs*