

ABSTRAK

Penelitian ini mengkaji representasi maskulinitas perempuan dalam industri periklanan melalui analisis semiotika terhadap iklan kampanye Skintific X Fimela dalam rangka Hari Perempuan Internasional tahun 2024 yang dilatarbelakangi oleh dominasi stereotip gender dalam iklan yang menempatkan perempuan dalam peran domestik dan subordinat serta minimnya representasi perempuan dalam karakteristik maskulin. Penelitian ini bertujuan untuk menganalisis dan menginterpretasikan bagaimana maskulinitas perempuan direpresentasikan melalui elemen visual dan naratif serta mengungkap makna ideologis di dalamnya dengan menggunakan pendekatan kualitatif dan metode semiotika Roland Barthes yang mencakup denotasi, konotasi, dan mitos, dengan analisis terhadap lima video iklan kampanye yang didukung konsep tujuh area maskulinitas Janet Saltzman Chafetz, konsep *female masculinity* dari Judith Halberstam, serta teori representasi Stuart Hall. Data dalam penelitian diperoleh melalui observasi non-partisipatif dan studi pustaka. Hasil penelitian menunjukkan bahwa maskulinitas perempuan direpresentasikan secara multidimensional melalui aspek fungsional, fisik, interpersonal, emosional, intelektual, serta karakter pribadi lainnya seperti ambisi, kebanggaan, dan orientasi moral, di mana representasi tersebut tidak sekadar meniru maskulinitas laki-laki melainkan membentuk konstruksi maskulinitas khas perempuan yang tetap mempertahankan identitasnya. Pada tingkat mitos iklan membangun narasi bahwa perempuan memiliki kapasitas setara dalam ruang publik dan profesional sekaligus menggugat norma patriarkal yang membatasi peran gender.

Kata Kunci: Maskulinitas Perempuan, Representasi, Iklan, Semiotika, Gender, Skintific, Fimela.

ABSTRACT

This study examines the representation of female masculinity in the advertising industry through a semiotic analysis of the Skintific X Fimela campaign advertisement released in commemoration of International Women's Day 2024. This research is motivated by the dominance of gender stereotypes in advertising, which often position women in domestic and subordinate roles, as well as the limited representation of women in masculine characteristics. The study aims to analyze and interpret how female masculinity is represented through visual and narrative elements and to uncover the underlying ideological meanings. This research employs a qualitative approach using Roland Barthes's semiotic method, which includes denotation, connotation, and myth, through the analysis of five campaign advertisement videos. The analysis is supported by the seven areas of masculinity proposed by Janet Saltzman Chafetz, the concept of female masculinity by Judith Halberstam, and Stuart Hall's theory of representation. The data were collected through non-participant observation and literature review. The findings reveal that female masculinity is represented in a multidimensional manner, encompassing functional, physical, interpersonal, emotional, and intellectual aspects, as well as other personal traits such as ambition, pride, and moral orientation. This representation does not merely imitate male masculinity but instead constructs a distinct form of female masculinity that maintains women's identity. At the level of myth, the advertisement constructs a narrative that women possess equal capacity in public and professional spheres while simultaneously challenging patriarchal norms that limit gender roles.

Keywords: *Female Masculinity, Representation, Advertising, Semiotics, Gender, Skintific, Fimela.*