

Challenging The New Masculinity: An Analysis Of Ms Glow Advertisement “Babe Cabita X Marshel Widiyanto” Version

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Abstract

Creating creative ads will support getting targeted potential customers. However, it should be realized that in addition to increasing awareness, advertising causes a change in the construction of thinking about gender stereotypes, one of which is stereotypes about male masculinity. This study aims to look at the representation of masculinity in MS Glow advertisements by presenting the figures of Babe Cabita and Marchel Widiyanto because they have very different physical characteristics compared to other cosmetic actors. The method used is content analysis with the semiotic study of Ferdinand de Saussure to dissect the contents of advertisements in several scenes that contain masculinity. This study shows that some men have different body shapes and attitudes as characteristics of dark skin and free body shape, hard workers and lower social class, and metrosexual. The three of these fit the masculinity characteristics of Brannon. The uniqueness of this advertisement is the body is not shown as athletic of a muscular young man, diligent in fitness, and eats nutrition. The MS Glow Men ad breaks the old masculinity that measures masculinity from an athletic physique to a clean and neat appearance; even the actors are portrayed from the lower class.

Keywords: New Masculinity, MS Glow Advertisement, Babe Cabita, Marshel Widiyanto

Introduction

The term masculine comes from the English language “muscle”, meaning “otot” in Indonesia. The male meaning here is a trait based on physical strength, or muscles implied to be strong. The term is finally associated with men because they are considered beings with more muscular physical strength than women (Al Falaq & Puspita, 2021). The phenomenon of today's lifestyle shift shows that many men pay more attention to appearance, an example of modernization's influence in society. The phenomenon of metrosexual men is good because men care more about taking care of themselves. The representation of metrosexual men in advertisements and other media will encourage other people, especially men, to take care of themselves (Scheibling & Lafrance, 2019). Once the metrosexual trend emerges, it will be accompanied by the establishment of a metrosexual market. Various kinds of beauty products are also made to support the appearance of men. Brands that previously only provided cosmetics for women also began to expand their market for men (Zestanakis, 2023).

The media also support social construction regarding masculine ideology as a medium for conveying messages. The press often displays the male side of a man through illustrations in advertisements targeting the ideal target market and potential customers. For example, advertisements for beverage products are depicted in scenes with muscular men who are women's dreams. There are also advertisements for several brands of cigarette products, which often feature a brave man, agile, dares to defy death, dignified, macho, and sensitive (Dent, 2019; Rosalind Gill, 2007).

In the changing times, according to (Beynon, 2022), the depiction of the masculine has developed in several phases that have continued to grow in every decade to date. Beynon

divides the male form through the idea of the trend of the times from the 1980s to the 2000s. In the 2000s, men have shown symptoms that indicate a new terminology, metrosexual. Metro's sexuality is also one of the characteristics of a masculine man. The media often depicts masculinity with the characteristics of a man with an ideal, muscular body. The press describes a man by showing that a masculine man is a man who likes to maintain, shape, and care for his body (Synnott, 2007). He adds that masculinity is the imagination of virility, dexterity, courage, courage to challenge culture, tenacity, determination, dripping sweat, and protruding male muscles or parts—a specific body of male attractiveness forces involved extrinsically (Kurnia, 2004).

Masculinity is a social construct that describes how men should be. Such construction usually appears and differs in specific societies or at specific times. The idea of masculinity has dramatically changed in contemporary cultures as social and cultural perspectives shift. The few things a man could address today are his physical strength, aggression, dominance, and ability to work to sustain and support his family. Other things about men's masculinity also point to emotional intelligence, empathizing abilities, and vulnerability, but people rarely follow conditions in general (Thompson et al., 1992). Michael Kimmel, for example, identified four ideals of masculinity in modern cultures: winners, protectors, hard workers, and strong men. Men have always been described as being strong enough to be winners, not worthy of losing any battle. Indeed, he can protect friends and family and even fight to protect his country. The man in the stereotype of modern society is also a physically challenging, physically strong figure to support him as a guardian and head of the household. Men are always expected to have ambitious, motivated, and successful personal and professional desires (Kimmel, 2005).

The concept bears much familiar with the concept of masculinity defined by James Brannon in the 1970s. No sissy stuff, big wheels, the sturdy oak, and “give em hell” are some of the four characteristics of Brannon's recognized masculinity. These ideas reflect conventional masculinity, emphasizing dominance, toughness, and power. The expression “no sissy stuff” refers to the view that the lazy one must refrain from acting in a way that may appear weak or feminine, such as showing feelings or weakness. Men are expected to develop the ability to hide feelings because emotions are only for women. The idea of “big wheels” emphasizes how important it is for men to be strong and successful in their professional and personal lives. This concept can be summarized as success, status, and the need to be considered. The man's hope can be “Being the Breadwinner” and “Being admired and respected.” The idea behind a “solid oak” is that men must be able to overcome obstacles and hardships. Last but not least, “give them hell” emphasizes how important it is for men to be aggressive and assertive in dealing with others (Brannon, Robert; David, 1976)

Today's modern world tends to have a more reasonable, complex, and inclusive definition of masculinity. However, the conception of Brannon can still be used, and typical masculinity is seen in modern cultures. The challenge now is the mass media blindly spreading ideas about masculinity according to the advertisements they receive. Apart from playing a role in guiding public opinion, the media also plays a role as a judge who is the most correct and legitimate in exploiting gender for the satisfaction of readers or viewers. The mass media has a vital role in conveying information widely because the mass media can reach a broader range of people (Latham, 2000). Especially in the digital era, where everything is sophisticated and fast, the help of the internet makes it easier for the mass media to convey information to the public (Ball-Rokeach, 2011). Matters related to the physical appearance of men and women seem to be commercial material for the media. In addition, online media provides fantasy and image satisfaction for male readers with sexual desires in their reporting. This is exacerbated by advertisements that increasingly show the value of

capitalism that defeats reason and humanity. Various images of male and female bodies are presented only for business purposes (Rose et al., 2012).

Advertising is a communication process that aims to influence ideas or ideas to a group of people or individuals through a medium. Advertising is defined as a communication process with significant strengths as a marketing tool that helps sell goods, provide services, and ideas or ideas through specific channels in the form of persuasive information (Kerr & Richards, 2020). The mass media has a significant role in producing and constructing sign values. Besides being electronic media that can reach a broad audience, television has another function, namely a construction function. Stated that television could offer a particular definition of human life. Television advertising can create a human perception of reality (Furnham & Paltzer, 2010).

In the current era of modernization, social media is the most considerable means used by the public to obtain information (Yang et al., 2016). The information can be news, infotainment, sports, and other helpful information. Social media is used as an alternative to getting information because, apart from being very modern, social media is also very easy for many people to use. Slowly but surely, social media will compete with other media in providing information to the public, mainly on YouTube. YouTube is a video-sharing site widely used to share videos (Jarrar et al., 2020). Various videos that can be watched on YouTube are increasingly attracting the attention of many people. Even when someone misses information aired on television, it can be covered by simply looking back at the information on social media, YouTube (Goerg et al., 2015).

The development of business and industry in Indonesia is proliferating. This phenomenon can be seen in the increasing number of business fields and the industrial world, as well as in improving what is being done towards good results or international standards. Every company must own and be able to adapt to a changing environment quickly (Rosati & Faria, 2019). As we know, communication can happen to anyone, anytime, and anywhere. The delivery method can also vary, from face to face, by letter, telephone, or mass media such as radio, television, and even the internet. There are various forms of advertising in various mass media, visual, audio, and audio-visual (Abbas, 2020).

The concept of advertising differs from its competitors, one ad and another ad, but some ads are almost the same or similar. Ads also cover all groups, from middle to lower and upper middle class. Advertising can also be referred to as the process of delivering messages or information to some or all of the audience using the media (Rosenbaum-Elliott, 2016). Advertising is also known as media promotion or campaigning through the mass media. Producers use advertising as a commercial communication medium to raise awareness, instill information, develop attitudes, and expect action from potential consumers that benefit producers (Lee & Cho, 2020).

Since the inception of YouTube in 2005, the platform with the most popular video-sharing facilities has undergone significant changes. YouTube social media allows everyone to share various moving images (videos), including advertising. In 2006, YouTube first presented different advertising concepts to companies to use the media as an effective marketing tool. With the purchase of the YouTube platform in October 2006, Google chose a clear path in developing YouTube as a product where revenue generation through advertising (Kim, 2012).

So far, advertising is seen only as a place to promote products. So far, advertising is seen only as a place to promote products. Advertising generally has two informative and persuasive functions (Ham & Nelson, 2016). Informative because indirectly, the ad provides information about the advertised products. It has a compelling role in which advertising is not merely a tool for promoting products or services and providing product information. It is also used to persuade targets to follow all the actions desired by advertisers and is more “coercive”

or persuasive. The existence of continuous persuasion can form meaning and perception for the audience. Advertising messages are made with specific imagery to make it easier for advertisers to lead audiences to the behavior desired by the advertisement.

A large number of advertisements in various media makes advertisers work hard to make the advertising messages reachable and easy to remember by the public. Advertising is considered a reference in people's lives; this is because advertising is proof, let alone the depiction that is displayed looks accurate and attractive and is considered normal by some people. In the promotion strategy through advertising, companies must know in detail about the product and who will be targeted by potential customers. Making creative advertisements will support the process of obtaining targeted potential customers. It is said that with attractive and easily understood promotions, consumers will easily remember the brand, and the level of consumer awareness will be higher. With a high level of brand awareness, consumers will tend to decide to buy the product (De Keyzer et al., 2022).

However, it should be realized that in addition to increasing awareness, advertising causes changes in the construction of thinking about gender stereotypes, one of which is stereotypes about male masculinity. (Wiasti, 2017) mentions that gender is a mental and cultural interpretation of gender differences, namely men and women. Gender usually shows the division of labor considered appropriate for men and women. Masculinity is a trait that exists in men and is a form of masculine construction towards men. Men do not have masculinity that is formed naturally but through culture. This statement was expressed by (Barker, 2007), who also revealed that traditional masculinity highly regarded values, including strength, power, fortitude, action, control, independence, self-satisfaction, male solidarity, and work. From this, it can be seen that masculinity in men is a male stratum formed by culture and does not come from within humans naturally (Demartoto, 2007; Fine et al., 2020).

Advertisements distributed through the media are now helping to shape people's views and attitudes toward the concept of men and women. This advertisement is the case with many skin care advertisements that offer many ways for consumers to become the "ideal" men and women the advertisements portray. Skincare is well-known, and many people trust it to purchase skincare products under the MS Glow brand. MS Glow's founder stated that MS Glow's skincare in 2020 won an Indonesia Best Brand Award (IBBA), which SWA Magazine held in collaboration with MARS Digital Indonesia. The award is the best brand award with the highest Brand Value winner. MS Glow, from the Brand Awareness perspective, has become the Top of Mind or the most memorable brand in the minds of consumers. MS Glow also won first place in the Best Brand classification, or the brand considered the best by consumers (Hadyan, 2020).

Skincare MS Glow is BPOM-safe and can be used for all people, starting from early childhood and is safe for pregnant women and provides all the products consumers need (Makmun, 2021). Various kinds of products are provided by MS Glow, namely a series of skincare products, body care products, and also slim body products. MS Glow's skincare products provide a wide range of face packs for women, not only face packs for women MS Glow also provides MS Men's packages for men and skin care for children's skin, which, of course, has been adapted to each individual's conditions and needs of consumer skin (Tagarberita, 2022).

Orbis Research shows that sales of men's beauty products in 2018-2023 will grow to 5.23 percent (Costello, 2022). For this phenomenon, several brands are also competing to issue unique products for men who can provide their market share. One of them is the MS Glow brand, which has issued skincare products specifically for men since 2019. The company, founded by Shandy Purnamasari and Maharani Kemala, first released face and body skincare products specifically for women in 2016. With the development of the era, men

have also paid attention to appearance. MS Glow saw this opportunity and released special skincare products for men. MS Glow Men has released nine care products for men, such as facial wash, serum, and bright cream.

Apart from releasing a product that is considered to have this great opportunity, the company has also launched a marketing strategy that is quite astonishing. How could it not be? The product released by MS Glow Men has succeeded in collaborating with several public figures who are considered to have big names in the country, such as Raffi Ahmad, Atta Halilintar, and also Harris Vriza. The number of fans of public figures is one of MS Glow's strategies to attract its customers. However, what is more interesting, is MS Glow's deconstruction of beauty product models that are synonymous with handsome men, white skin, and even ideal bodies by presenting the figures of Babe Cabita and Marshel Widiyanto. MS Glow uses marketing strategies like this to build consumer confidence that skin care can not only be used by men who are considered "good-looking".

Method

This research approach uses qualitative. Qualitative research intends to understand the phenomenon of what is experienced by the research subject holistically and through descriptions in the form of words and language in a unique natural context and by utilizing various scientific methods (Snelson, 2016). The technique used in the analysis later is the semiotics described by Ferdinand de Saussure (Hervey, 2016). According to Saussure, every sign comprises two parts: the signifier and the signified. The sign is a unity of a form of marker (signifier) with an idea or sign (signified). So that later the signs in the research object will be dissected using the signifier and signified concepts (Sobur., 2013).

The data source for this research was obtained from advertising trials, namely in the form of ad scene snippets totaling 29 images. After purging the image criteria, we then get 17 images that follow the research objectives. All figures are then analyzed using Saussure's signifier concept to see how it relates to the signified. Second, the tagging is analyzed using the concept of masculinity, and thirdly concluding the research.

Result And Discussion

The patriarchal society classifies personality traits such as dynamic, assertive, responsible, independent, assertive, and competitive behavior as masculine characteristics, while passive, spoiled, irrational, emotional, dependent on others, and sensitive are feminine traits (Fitri et al., 2016; Siagian et al., 2018). Masculinity is seen as higher than femininity, and this condition is classified as a sexist attitude. The implication is the division of labor based on one's sexuality. Important jobs that require firmness, accuracy, strength, and responsibility are given to men because these jobs are closely related to masculinity. Women's work tends to require little responsibility, strength, and firmness, and this is due to the inherent femininity of women (Jones, 2019; Kuchynka et al., 2018).

This condition needs to be reviewed on how society translates masculinism and feminism. The MS Glow Men advertisement, played by Marshel Widiyanto and Babe Cabita, can be considered to break the assumptions described above. Marshel Widiyanto and Babe Cabita are not masculine figures that are often depicted in advertisements and mainstream films in Indonesia, such as men as free beings, men as beautiful creatures, men as charismatic beings, men as leaders, men as optimistic beings, men as rulers, and men as a narcissist (Pratami & Hasiholan, 2020), everything is broken down in the advertisement.

Dark Skin & Free Body Shape

Men are now competing to appear to have an ideal body shape, six-pack abs, large biceps, and balanced leg muscles (Rothmann, 2022). Getting the above body shape requires regular exercise. It has become a trend in today's society for fitness. Fitness places are increasingly popping up in malls. They are moreover supported by the many muscular men who go to shopping centers to the gym. Apart from sporting venues, there are also barber shops specifically for men. Men do all of this to get a masculine impression.

Looking at this MS Glow Men advertisement, several men are shown with various body shapes. However, the body shown is not the athletic body of a young, muscular man who is diligent in fitness and drinks or eats nutritious food. On the other hand, the man shown is a mason with an 'ordinary' form, like any mason in general. He was not particularly stocky or athletic but was not described as skinny. Advertisements or films on television often depict men with hexagonal abdominal muscles, bright faces, and broad shoulders, in contrast to the character in this MS Glow Men advertisement.



Source: MS Glow advertisement

Figure 1. One of the MS Glow commercial men is doing his job



Source: MS Glow advertisement

Figure 2. One of the men in the MS Glow ad works as an online motorcycle taxi driver

Figures 1 and 2 above show a young man with a body that is also proportional, like men in general (signifier). Figure 1 shows a man aged 30-40 years working as a builder, supported by a landscape filled with bricks, wood, unfinished buildings, and men mixing cement and sand. This marker has a strong image because the average Indonesian is familiar with the masonry profession, as shown in the image. The signifier in Figure 2 also shows the same thing. A young man with an estimated age of 20-30 years is waiting for online motorcycle taxi customers. He wears a green online motorcycle taxi uniform identical to the Gojek uniform. He reflected in the rearview mirror of his motorbike with a style that wanted to look handsome. He repeatedly looked at his right and left cheek to ensure he was handsome.

The signifier described above does not appear or describe this man's body shape, which is usually constructed through the physical characteristics of a masculine man, such as being big, muscular, broad-chested, and so on. Masculinity in appearance is constructed through the outer appearance of a man, such as how to dress and gestures—body tidiness, body odor, and so on. Usually, the concept of masculinity is shown as a man who is used as a sexual object through the body shape enjoyed by women and the men themselves. The concept of masculinity is evident in the L'MEN advertisement by showing the sex appeal of the men. In the ad, there is an emphasis on meaning where women prefer men with athletic bodies like the character Obert. In the "Eyes on You" (2009) version of the L'MEN advertisement, it can be seen that the advertisement emphasizes a man that being thin is not cool. This stereotype about "cool guys" is shown through the tagline of the advertisement, namely "Kerempeng Mana Keren (Skinny not Cool)" (Hadiani et al., 2020).

The two men above are figures who get a special place in advertisements. The online builder and motorcycle taxi driver are an example of how MS Glow wants to dismantle the meaning of masculinity, which initially looks like a metrosexual man who has a bathroom

with a large mirror, is young, works in a room with air conditioning, and so on, to become a male figure he usually meets in the context of Indonesian society. That explanation can mean that masculinity results from gender construction in social life. In contrast to gender which is determined based on biological aspects that have been innate and cannot change, gender is determined by social and cultural constructions. The depiction of masculinity in the media has been around for a long time. According to (Lawson, 2020), the relationship between masculinity and the media emerged in the 1970s and only received attention in the late 1980s. This stereotyped and gender-biased depiction eventually becomes the central idea and image in various advertisements in Indonesia.



Source: MS Glow advertisement

Figure 3. Marcel Widianto and Babe Cabita became stars in advertisements

In picture 3 above, it can be seen that Marcel Widiyanto and Babe Cabita are figures far from the ideal body society expects for men. The bodies of the two ad stars tend to be chubby, dark-skinned and have curly hair. Their bodies do not fit into the standard of consumer bodies which are often considered in beauty product advertisements. The assumption that women are the main customers of consumer culture needs to be updated. Meanwhile, it is not surprising that the relationship between popular media and the concept of masculinity produces consumptive individuals. (Kotler et al., 2017) revealed that the current potential market is Wo-Man—namely, not only women but also men who are effeminate. As revealed by Benwell, masculinity that evolves in magazines is closely related to the workings of capitalism for the need for refreshment in the market when its products are obsolete. If it is assumed that the target market has been women, the strategy adopted is a differentiation strategy with new products to target new markets. Even though the essence of the product may not be significantly different from the old product, the marketing communication that is built is a new product. Different target markets, different packaging, and different positioning. In other words, the formation of men greatly benefits the media industry and investors. Following Giddens's opinion, the commodification of self emphasizes style on a valued self (O'Grady et al., 2019).

Hard Worker and Lower Social Class

Men with this type of masculinity must have an aura of courage and aggressiveness and be able to take risks even though reason and fear want otherwise (Munir et al., 2022). Finally, men are often associated with risky jobs, jobs that rely on big muscles, and activities that are not afraid of getting dirty. In the industrial postal era, several brand companies are trying to find new market shares to be the subject of advertising. Not a few have turned to men to be used as commodities. Until the late 1990s, the biggest market was centered on men, which gave birth to a new trend, namely the matter of appearance for men.

The picture below shows a man willing to work under the hot sun, sweating and relying on his muscles. The ideology of masculinity for men is something that needs to be taken into account in the necessities of life. Instead of looking masculine and macho, a man is now willing to remodel himself to look more trendy, just like women who want to look beautiful.

The word masculine can adequately represent male perfection regarding men's appearance and inner beauty (Pratami & Hasiholan, 2020).



Source: MS Glow advertisement

Figure 4. A builder working in ordinary clothes



Source: MS Glow advertisement

Figure 5. Illustration of a builder after using MS Glow Men



Source: MS Glow advertisement

Figure 6. An online motorcycle taxi driver who has a dull face looking in the mirror



Source: MS Glow advertisement

Figure 7. The transformation from a dull face to a bright/white face

The four scenes of the MS Glow Men advertisement illustrate that an ordinary man, who is marked as a construction worker and motorcycle taxi driver, is an ordinary person who lives in Indonesia. The builder described working in the hot sun, not the cold room. He who lifts the hoe high to mix the cement and sand represents male virility, aggressive and unafraid of getting dirty. The same thing can be seen in Figure 8, namely, an online motorcycle taxi driver represented by a green online motorcycle taxi jacket that is similar and can be associated with Gojek Indonesia's uniform. Both of these images are associated with masculinity that is brave, dares to get dirty at work, dares to take risks, and is aggressive.

The advertising scene for MS Glow Men's face wash product above shows an interesting thing: a transformation from a brave man because work in lower social classes usually relies more on muscles than brains, tends to be rough, and is considered not to need deep thought. It was shown that there was a significant change between people who used MS Glow products and men who did not use this product. This condition is, of course, the fantasy and imagination that tries to spread through the ideology of capitalism in advertisements. A man in this ad is presented with a clean face and a 'seductive' look after using MS Glow Men. The contrast and the game of images with cutting techniques in some parts of the video make them look like magic actors who get beautiful after using the product.

Advertisements that focus on the appearance of men as something masculine and powerful can also be seen in many products specifically for men, for example, Biore Men's Oil. This advertisement wants to convey that by washing the face using Biore products, a man will look handsome by keeping his face clean. In this case, the act of washing their face in the Biore Men's Oil Clear advertisement scene is represented in the character of a metrosexual man (Pratami & Hasiholan, 2020). In this regard, metrosexual men always pay attention to their appearance, both inner beauty and outer beauty. One of the easiest things to maintain appearance is to keep their face clean by washing it. Thus, the image of men as beautiful creatures will stick with them

Notice the drastic difference between the image on the left and the right. Both pictures have in common that the man on the left has a dull face, tends to be dark, and both are hard workers, all of whom are not the type of metrosexual man. The male construction worker works hard with a tired face, while the male motorcycle taxi driver looks insecure with his face in the mirror. The picture on the left shows neither confidence nor happiness with his profession. Compare that to the image on the right, which changes very quickly. The audience must know that this condition is just part of the glorification or exaggeration of MS Glow Men's products. However, this method raises perceptions and emphasizes that a glowing appearance is still the best.

The scene above exemplifies how facial washing products can drastically change their appearance. In the past, if a man used cosmetic self-care products, he would be considered homosexual, and it was taboo to pay attention to his appearance by preening. A man has masculine values in him, directly proportional to a woman with feminine values. The cross between the concepts of masculinity and femininity eventually gave birth to a new concept of masculinity, namely, the concept of a metrosexual. Currently, metrosexual men get many places in advertisements, such as this MS Glow Men advertisement.



Figure 8. A shabby man wearing workshop clothes



Figure 9. The workshop worker, who was shabby before, is now clean and proud of his appearance

Source: MS Glow advertisement

The positive side that can be taken from this MS Glow Men advertisement is that the character being appointed is not someone far from society. The appearance of the three men above was originally shabby as their professions are known to the public, namely builders, motorcycle taxi drivers, and repair workers. Nevertheless, a different appearance appeared after they used MS Glow Men. This advertisement is different from similar advertisements, which usually use famous artists attached to the words handsome, macho, and fit and have characters idolized by all circles. The appearance of builders, motorcycle taxi drivers, and repair workers is unique and fresh in Indonesian advertising. The message is clear, whatever profession a man has, they must be able to maintain their appearance. The appearance presented in this advertisement includes a clean, shining, or glowing face. Trendy clothes, by profession, look new and well-maintained, different from the clothes of artisans in general. Then the third is radiating a sense of confidence in any profession. The self-confidence caused by MS Glow can bring happiness, shown by the smiles and laughter of the actors. Also, note the image below:



Source: MS Glow advertisement

Figure 10-13. Marcel Widianto and Babe Cabita, when depicted using MS Glow Men, then have an attractive appearance

The picture above explains some of the changes in an appearance before vs. after using MS Glow Men. In this advertisement, Babe Cabita and Marcel Widianto were asked to become brand ambassadors even though they have different physical qualities and appearances from artists/actors who usually play beauty products - in this context, products of good looks. From the beginning of the ad, Marcel becomes one of the actors with a dull face, then becomes clean, attractive, and confident. The clothing used to symbolize the 'metrosexual man' is a soft pink shirt and a white coat usually used for parties. The same thing is used by Babe Cabita, who became a fairy at the beginning of the ad. The transformation of using MS Glow is an advertising engineering that can influence people's minds. Even though it has a unique and unusual concept, capitalistic products still target foreign markets to maximize profits. MS Glow Men found that the broad market consists of the general public, no longer among office men who are used to using good-looking products.

Metrosexual

Men certainly have a social life and a way of dressing to a typical profession, not just a profession or work. Men in this context usually have rationality, namely high narcissism, so they always pay attention to their appearance and have a metropolitan lifestyle in cities or urban areas (Utami & Widiarti, 2022). It is said that metrosexual men are men who always follow fashion developments and always want the latest products, and are classified as liberal and like to socialize. The activities of men who like fashion and updates with new products certainly have certain social activities and professions.



Source: MS Glow advertisement

Figure 14. A builder who is neatly dressed and confident



Figure 15. An online motorcycle taxi driver who is neatly dressed and confident



Figure 16. Workshop employees who are neatly dressed and confident



Figure 17. Babe Cabita and Marcel Widiyanto are neatly dressed and confident

Source: MS Glow advertisement

The work that men do usually shows their social status. In the scene from the advertisement above, three jobs are shown: builders, motorcycle taxi drivers, and repair workers. The sign shown in the builders' activity is mixing cement and sand, then transforming into 'handsome' and smiling at the camera. The ojek driver's sign is apparent in the previous scene when the object wears a green shirt typical of an online motorcycle taxi and then becomes confident and laughs at the camera after using MS Glow men. The third marker for workshop employees is that the overalls are typical for workshop employees. There is a damaged inner tube on the object's right side, and a compressor is usually used to increase air.

The MS Glow ad discussed in this study does not display this condition. On the other hand, the characters shown seem to be "village people" and have "millennial jobs," which are very far from the views of metrosexual masculine people who are characterized by: paying much attention to appearance, having social skills, adhering to free views, narcissistic or self-worshipping. One of the characters in this advertisement is a man who works as a mason/builder. In this commercial, he is depicted doing his job, mixing the sand, cement, and grit used to lay the brick walls. There is also the profession of a repair shop employee who is usually shabby, dull, and dirty due to daily handling of oil, vehicle fumes, and the thick and dirty dust that usually sticks to several parts of the vehicle.

The professions and activities depicted in MS Glow Men's advertisements tend to differ from the actor's character in general advertisements. In the end, this advertisement became one of the ways to transform the thinking of today's men who were initially proud and confident of the office worker profession, as well as other professional professions. This advertisement wants to show that manual laborers must also have a pleasing appearance to the eye so that they will become one of the proud professions (Utami & Widiarti, 2022). Social life is full of media engineering that fulfills the ideology of the people to believe in something, one of which is a sign of success in a profession. Millennial workers/employments are considered less successful than office employees because the meaning of success itself needs to be more accurate in possession of the property. Even manual workers may have higher assets, but the rewards are different because society has entered the world of symbols. Office professions symbolize higher status and ownership of assets than unskilled workers, such as online motorcycle taxi drivers and mechanics.

There is no such dichotomous division in everyday social professions. Nevertheless, beauty products like MS Glow Men usually require advertisements that can make someone interested in buying the product. As with other products, this condition creates a new lifestyle, all of which are constructions. Social construction also states no true essence (Moreno-Bella et al., 2019). Reality is a social construction; therefore, phenomena such as homosexuality are social constructions resulting from culture, language, and institutions. Also, social construction focuses not on the attractive sexual partner but on cultural variations in what is

attractive. Social construction is a view that all values, ideologies, and social institutions are manufactured (Widodo et al., 2021).

This advertisement will then reject the initial view that always uses famous actors to become brand ambassadors. The MS Glow brand does have products with brand ambassadors, like other good-looking products. However, including Babe Cabita and Marcel Widiyanto is still an achievement that should be appreciated. An extraordinary move was needed to bring a chubby and cute figure into the future 'handsome' type of man.

Conclusion

The males in this MS Glow Men commercial have a variety of physique types. The figure depicted is not the muscular, athletic body of a young, fit man who regularly exercises and consumes wholesome food. On the other hand, the man pictured is a mason with an "ordinary" form, just like any other mason in general. He wasn't exceptionally athletic or stocky, but he wasn't called skinny either. Contrary to the man in this MS Glow Men advertisement, males are frequently portrayed in television ads or movies with broad shoulders, bright faces, and hexagonal abdominal muscles.

The two men in the ad above are examples of figures who are given special treatment. The motorcycle taxi driver and online builder are two examples of how MS Glow wants to deconstruct what it means to be a man, which initially appears to be a metrosexual man who has a bathroom with a large mirror, is young, works in a room with air conditioning, and so on, to become a man he typically encounters in the context of Indonesian society. The ideal bodies that society demands of males are very different from the figures of Marcel Widiyanto and Babe Cabita. The two commercial stars typically have curly hair, dark skin, and fat bodies. Their bodies do not conform to the consumer body standards frequently used in commercials for cosmetics.

The jobs and pursuits shown in the MS Glow Men commercials frequently diverge from those of the actor's persona in other commercials. Ultimately, this advertising served as a tool for changing the minds of modern men who, at first, were proud and self-assured of their careers as office workers and other professionals. This advertising aims to demonstrate that manual workers must also look attractive to become one of the proud professions. Social life is filled with media engineering that supports people's ideologies, and one of those ideologies is a sign of success in a job. Millennial workers are viewed as less successful than office workers since the definition of success is only modified when one has property. Even if physical labourers may have more incredible wealth, society has moved into a world of symbols. Thus the incentives are different. Office jobs represent greater prestige and asset ownership than unskilled jobs like online motorbike repair and taxi driving.

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