Representation of Masculinity in the *Hugo Boss* Perfume Advertisement on Youtube.Com

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Abstract
This study focuses on masculinity through power, image, ideal, and domination based on Connel’s masculinity theory by displaying the symbol of masculinity in the Hugo Boss perfume advertisement. The Objective of the Study in this research is to describe the representation of masculinity which is depicted in the Hugo Boss perfume advertisement on Youtube.com. This research employs a qualitative research method. The data source for this research is from Hugo's perfume ads videos on YouTube. The researcher took five types of advertisements originating from Hugo perfume. In this research, the data were collected by proficient free listening and note-taking techniques. This method is used to remember that the data used is pausing and screenshots the advertisement. As a result, there are 20 data found by researchers from 5 advertisements that the researcher chooses as the object. The researcher found that there is a unique new concept of masculinity or appearance in Hugo Boss perfume advertisements, the representation of masculinity in the Hugo Boss advertisement is divided into power, image, ideal, and dominance. Hugo Boss perfume advertisements continue to reinforce the ideology of masculinity where masculinity is the separation between men and women in terms of gender and masculinity represents the male gender. The strengthening of masculinity ideology in this advertisement is shown in the aspect of men who are macho and successful. This advertisement also dismantles the ideology of masculinity in the aspect of men having a nerd appearance and manipulative attitudes towards women, both of which are not stereotypical.

Keywords: advertisement, masculinity, representation

INTRODUCTION
Hugo Boss Perfume is a company engaged in the lifestyle sector that provides luxury goods that include fashion items and perfumes. Due to the characteristics of these luxury goods, the depiction of gender in fashion items and perfumes has multiple interpretations depending on the gender of the actor in the advertisement as a representation of masculine. Designer Hugo Boss has 123 perfumes in our fragrance base. The earliest edition was created in 1985 and the newest is from 2022. Hugo
Boss perfume features a man as an advertisement star, thus making researchers examine the concept of masculinity.

Masculinity is a set of social practices and cultural representations associated with being male. Masculinity by Connell (2000: 29) is defined as a form of gender practice which is a social construct. Masculinity refers to the male body directly or symbolically, which is not determined by biological men. Masculinity is understood in the reproductive arena to explain that the body is not something fixed and determined in a way biologically, but through a historical process. Masculinity has a place in relationships of gender, namely practices that involve men and women and have implications for physical experiences, traits, and culture.

The reason why the researcher takes this research is because this research represents lots of masculinity meaning that is displayed through power, image, ideal, and domination. This research is also extended research by taking five types of variants in Hugo Boss perfume that raises the same topic but has a different research focus. This topic is chosen because of the shift and change in people's views towards the masculine concept, that men can now also pay more attention to appearance and self-care as represented through advertisements for cosmetic products for men whose appearance and circulation in the media are still relatively new. In terms of the study of discourse, this research can provide an overview of how reception analysis interprets the reader's meaning of a media text.

The researcher chooses five types of variants in this Hugo perfume because these five types of perfume display many symbols and signs that describe a masculine concept as well as shifts and changes in people's views towards masculine concepts, that men can now pay more attention to their appearance and take care of themselves as represented through advertisements of cosmetic products for men whose emergence and distribution in the media are still relatively new.

However, this research takes the topic of masculinity due to the fact that in fashion items such as perfumes, scents are usually associated with a particular gender identity.
and it needs to be investigated more deeply through this research. Lastly, the researcher uses representation theory of Stuart Hall because Hall believes that representation as a concept of meaning in the mind that is obtained through the mine. Interpretation can be interpreted as a form of words, pictures, stories etc. that represents ideas, facts and so on. Because of the representation characteristics of Hall, it helps the researcher to understand, especially to uncover the ideas and facts of Masculinity behind the Hugo Boss perfume ads.

This research focuses on masculinity in perfume advertisements, especially in Hugo Boss Perfume advertisements. However, this study only focuses on masculinity through power, image, ideal, and domination based on Connel’s masculinity theory with displaying the symbol of masculinity in the Hugo Boss perfume advertisement. On the other hand, this research is also important for YouTube users, especially those who want to understand the use of masculinity used by Hugo Boss perfume ads because through this research they are expected to understand the representation of masculinity contained in Hugo Boss perfume advertisement.

Based on the description above, this research uses the theory of representation by Stuart Hall because the researcher wants to emphasize that it is necessary to understand from an active and creative role that people interpret the world through symbols and signs. Representation is understood as the way in which meaning is given to things that are depicted through images or other forms on a screen or in words. This theory shows that an image will have a different meaning and there is no guarantee that the image will function or work as they are created. Representation sees linguistic events. How someone is shown and can be explained by using a certain language or signs. Through language, various acts of representation are displayed by the media and presented on television. So, what should be criticized is the use of symbols and signs displayed by the media to describe the concept of masculinity. The Objective of the study in this research is to describe the representation of masculinity which is depicted in the Hugo Boss perfume advertisement on Youtube.com.
RESEARCH METHOD

The research method that the author uses is qualitative research. The researcher uses Descriptive Qualitative Method because this research is qualitative in nature in which the object to be studied requires deeper research. The data source for this research is from Hugo's perfume ads videos on YouTube. Researchers took five types of advertisements originating from Hugo perfume. In this research, the data collection method used is proficient free listening and note-taking techniques.

FINDINGS AND DISCUSSION

This chapter discussed the findings of the representation of masculinity in the Hugo Boss perfume advertisement on youtube.com. It includes a Hugo Boss advertisement from Youtube platform which contains representation of masculinity on it and the discussion about how the representation of masculinity is depicted and explained in the Hugo Boss advertisement in Youtube platform. Hugo Boss’s advertisement is analyzed using representation theory based on Stuart Hall and Connell's theory of Masculinity perspective. After analyzing the Hugo Boss’ advertisement, including collecting and choosing the appropriate data, there were 20 pieces of data which contained representation of masculinity based on Stuart Hall and Connel’s perspective.

Representation in Terms of Encoding of Males in the Hugo Boss Perfume Advertisement on YouTube.com

The appearance of the advertising model depicts the identity of a model that treats herself with special care. These two attitudes are symbols of a metro sexual lifestyle which is a manipulation of a new masculine identity. It can be seen on the following data:
Through this advertisement, the message that is conveyed to the public space is to inform about the products or goods being offered, in the form of men's perfume brand Hugo Boss. In the broadcast, the ads show a representation of masculinity through the scenes in the ad played by Chris Hemsworth. The scene in the commercial shows actor Chris Hemsworth's iconic representation of masculine men in his scenes. The researcher found a hidden meaning in the form of a representation of the dominance of male masculinity which is presented and packaged with the image of a mighty, strong, and powerful man appearing to attract the public's attention.

This advertisement seems to provide space for men to adopt a masculine image of the desire to dominate women, especially for those who like to run as far as possible so that they are influenced and feel interested to see further. This explains that the activity has become a perception that creates stereotypes that cannot be separated from the image of men, for example, strength, masculinity, power, toughness, and courage. Apart from being seen as a non-limiting trait, on the contrary, the community considers this as a natural thing that is adopted in people's lives.

Perfume advertisements create the representation that masculinity is a symbol of a man's virility. In this advertisement, the image of masculinity is often embedded as a
complement to the identity of a “cool” man. The image of masculinity built by perfume advertisements includes scenes of physical activity, adventure, “macho” hobbies, and the objectification of women in every advertisement produced.

The advertisement tries to represent the power of masculinity by showing a man with a strong body, an attitude that does not give up, and is brave, which is shown by their passion for football. This ad indirectly implies that the ball has a male taste, namely hard, firm, and not soft. So, in cigarette advertisements, the aim is to illustrate that men who dress neatly and play ball are classy men, neat, and very formal. It also shows the element of power, passion, and power which is synonymous with male masculinity. The Hugo Boss advertisement also features a female figure who is the object of attention for men. It can also be seen from the following data:

**Data 3**

![Pict. 5](image1) ![Pict. 6](image2)

The figure above tells a problem and also provides the way or solution to the problem, that is, if a man wants to be confident to meet women, he must have a good scent to get women's attention. As well as providing fantasy by showing that just spraying the perfume, will become a concern and even make the woman come closer and even hug. It can be seen in the depiction of the ad above that men become an object enjoyed by women who are lulled by the man's body odor.

Through their advertisements, women are often used as gifts or trophies to men with a lifestyle as great and as challenging as the 'real man' described in the “The Scent” version of Hugo Boss perfume advertisements. This can trigger feelings of insecurity or low self-esteem of men who feel they do not meet the masculinity criteria depicted in the advertisement. It can be said that advertising can also represent something. One of them is how perfume advertisements tend to represent that masculinity is a symbol of a man's virility and depicts women as trophies for masculinity. This of course has
good impacts such as the formation of masculine stereotypes in society and encourages adult men and teenagers to always use perfume wherever they are in order to become masculine men as represented in the perfume advertisement above. It can also be seen from the following data:

Data 4
The advertisement through the male character above that tries to be attached to the model tries to create a condition about how to be a real man. Male masculinity in this Hugo perfume advertisement is described by using a male model with a large physique, aggressive, prestigious, dominant-superior, and is mythological as protective, strong, rational, manly and mighty. In addition, this advertisement for Hugo Perfume also shows male virility and courage through activities carried out by men, as seen above lifting weights, surfing, exercising and adventuring.

Data 5

Through the advertisement above, it appears that several men are carrying out very extreme actions, namely playing football in black suits with actions that look so manly. In this case, the media has played a role in directly expressing and constructing social reality about men. The media has a depiction of the definition of men in the discourse of masculinity. As shown in the advertisement above, men in social life are depicted as independent, wise in making decisions, aggressive and have a competitive spirit.

In the media it is shown that men with an emphasis on the attitudes above that are accepted in society are something that should exist as men. Furthermore, the values of male masculinity have now been made into commodities and disseminated through
the mass media. The concept of masculinity has been accepted through the values and cultural norms of society and disseminated by the media continuously also used by producers in attaching their products on the image of masculinity or which are supportive and add to the value of masculinity.

**Masculinity in Terms of Power, Image, Ideal, and Domination in the Hugo Boss Perfume Advertisement on YouTube.com**

In this section, the researcher will analyze the data that contain masculinity in Hugo Perfume advertisements by focusing on the power, image, ideal, and domination represented by men in the media and how the media makes use of this. It can be seen from the data below:

**Power**

**Data 6**

A neater appearance, using a shirt, jacket, black pants, and shiny shoes shows he is someone who works in an office. From his make-up, handsome face, and pure white skin, he can actually be categorized as a metrosexual man. But only limited to physical appearance and not the essence. When referring to the definition of masculinity that a metrosexual man is a rich man whose wealth is flooding, then the man in the Hugo Boss perfume advertisement cannot be fully described as a metrosexual even though he is a rich man and has a job and a car because he is still presented as a worker looking for money. Very different from other Perfume advertisements, where the men are shown enjoying money (wealth).

Although physically and in appearance he is more like a metrosexual man, his actions in advertisements have a level of violence and danger. Thus Chris Hemsworth in the ad has more complex characteristics, including: gentle, friendly, sociable and
adaptable phlegmatic and sanguine. Apart from its physical form which allows it to have these characteristics, again social factors play a big role here. With the social setting of urban society and the type of work, it is indeed required to have gentle, friendly, sociable and adaptable phlegmatic, and sanguine nature because mobility and the level of interaction with other people in big cities is higher. At the same time, the big city is also an arena for cruel and violent battles, where everyone is willing to do anything to defend their lives, and this situation sometimes requires a slightly 'hard' attitude.

From the explanation of the physical forms above, it appears that there is a shift in body shape, appearance, and also personality. Socially, a man's physical form is often defined as big, tall, manly, well-built, muscular, and broad-chested, which Kretschmer calls athletic. Although when pulled into the context of masculinity there are quite striking changes, especially in terms of size. So, the athletic body of the Hugo Perfume ad model becomes dominant because having a muscular body is a symbol of “power”, especially “male power”. Socially, power seems to be able to guarantee security and protection, at least for the men themselves. And women also agree with this symbol by stating that there is a feeling of security and pride in being with a man who is strong and full of strength. Changes in physical form are also inseparable from socio-cultural changes.

Data 7

![Pict. 11](image1.png) ![Pict. 12](image2.png)

Masculinity in this ad is shown with macho men. Macho men are shown through physical appearance, clothing, and male activities in the advertisement above, namely car racing. Physical appearance such as strong muscles, beards, and hairstyles owned by men in this ad show that men are indeed described as macho men. The clothes worn by the male characters in this advertisement also support their appearance as
macho men. This macho male character is also synonymous with activities carried out in public spaces such as sports, fighting, and adventure, and also has hobbies related to the automotive world. Even the car used is also a type of car that is known to be masculine because it has great power and can be driven fast. In other perfume advertisements, it is also described that a man who is masculine is a man who is macho.

Masculinity itself is something that is attached to the male gender where men are usually labeled as macho. Males who are macho are also synonymous with traits such as aggressive, dominant, rational, independent, and don't do things that are attached to women. The independence possessed by these men indicates an independent nature whereas masculinity in this perfume advertisement also often displays independent men who are able to solve all their problems alone. It can be seen from the audio of the advertisement “BOSS and Porsche come together to bring you an exclusive capsule that emphasizes innovative design and sophisticated style #RaceAhead, which means matters related to the military and heroism also show that the man is macho because it indicates that the man is strong and likes competition. In this advertisement, the researcher sees that men are still portrayed according to the construction of masculinity shown by men who are macho.

**Image**

Image is a person's attitude towards the body consciously, this attitude includes perceptions and feelings about the size, shape, function, appearance, and potential of the body's present and past which are continuously modified with new experiences. It can be seen in the following data:

**Data 8**

![Pict. 13](image1.png) ![Pict. 14](image2.png)
The concept of masculinity that has been accepted through the values and cultural norms of society and disseminated by the media on an ongoing basis is also used by producers in attaching their products to images of masculinity or those that are supportive and add to the value of masculinity. In short, it can be interpreted that masculinity as a commodity used by producers in the advertising industry also provides promises of a solution that masculinity for men can be obtained from the products they offer or the products presented by producers to help and provide support to society to acquire masculine characteristics whose ultimate goal is economic profit for the manufacturer of the product. It can also be seen from the following picture;

![Image](image.png)

**Pict. 15**

The appearance of the metrosexual male type in the Hugo Boss perfume ad above wants to remind us that the concept of masculinity is not single. Masculinity is not always measured in terms of macho which is synonymous with body shape and physical strength. Likewise, like the male body in the advertisement. Setting of places began to shift, no longer on the streets, but hotels or offices. The emphasis is on financial strength and intelligence at work. The shifting of the problem of physical form also occurs in society. For example, most women prefer a flat male stomach. Some women don't want a muscular stomach, but a flat stomach is better. However, it cannot be avoided that the concept of traditional masculinity still dominates, so that even though the representational appearance changes, it still has the essence of strength which is the hallmark of masculinity. The advertisement above tries to keep positioning itself on the concept of masculinity.
Data 10

The advertisement scene image above shows a male figure who has just returned from work wearing a neat suit. It shows the figure of a man working in an office with a macho and firm physical appearance that symbolizes masculine nature in him and gives confidence by wearing Hugo perfume. The background color is dark brown which is usually the color for men and coupled with the audio that reads “the power of BOSS and the new scent for men”, this can be seen how men who enjoy this masculine fragrance are described in the ad. What can be seen in the scene can be interpreted that when using advertised products, you cannot separate yourself from taking care of yourself, in this case cleaning, you also need the right fragrance, of course, with a masculine scent mixed and matched so that the self-confidence of the advertising model radiates.

Ideal

Masculinity is broadened in scope by simultaneously considering the position in gender relations, the praxis of how men and women are involved, as well as the effects of these gender practices on bodily experience, personality, and culture. It can be seen from the following data:

From the scene advertisement, mass media are communication institutions that produce and distribute texts on a large scale. The function of the mass media can be seen as a function of providing information, entertainment and education. In general,
mass media can be understood in terms of text, the relationship between text and audience, political economy, and the broader pattern of cultural meanings contributed to and shaped by the mass media. The mass media are at the center of public and cultural life in contemporary Western society. Apart from having an entertaining function, the media also has the power to build public opinion. There are still many people who believe in what is broadcast by the media today. The media itself is one of the means that plays a role in portraying masculinity.

**Domination**

The products presented by the media help and provide support to the community to acquire masculine characteristics, the ultimate goal of which is to benefit the media for these products. It can be seen in the following data:

![Pict. 21](image1.png) ![Pict. 22](image2.png)

This Hugo perfume advertisement, it takes advantage of the mindset that exists in society. The mindset that men are active, brave, and strong. It's not only women who are considered selling, but now with masculinity, men are also selling things and are no less attractive than femininity. Body shape is a condition and dominant factor that determines various social exchanges, and male muscle competence in the culture industry is increasingly being shown. Chris Hemsworth's body shape is used as a benchmark for whether or not an advertisement is attractive, even in the media, men's bodies are now displayed as a sign to represent a product that is prioritized and standardized and intended to be expanded commercially. Men's bodies began to be consumed to show attractiveness so as to attract the interest of a wide audience and boost sales of an advertised product.

Products that are presented by manufacturers to help and provide support to the community to acquire masculine characteristics which ultimately aim to benefit the
media for these products. This can be seen from Chris Hemsworth who wears an office suit which represents himself as a metrosexual man and has a job that deals with the business sector. Of course, this cannot be separated from the spirit of masculinity which in essence is a person who is independent and smart and able to do all the work he wants. It can also be seen from what the media said: “It’s very simple, but so addictive”, which means that the domination shown in the ad scene above is that men have power over women in their field of work. The dominant nature of the advertising model aims to maintain the dignity of a man so that it is not easy for women to take over what is being fought for. This is also proven by the model wearing perfume; it makes the hearts of many women in the office want to be near him. It can also be seen in the following picture:

Based on the advertisement above, it is found that the typography on the men's perfume packaging shows a metaphorical relationship with the male body. The perfume has a typographical quality that reveals a resemblance to a macho male body. Typography is designed to look dashing, and straight and have stiff/angular pieces, not supple typography like human handwriting. Therefore, the use of the letter model in the word “BOSS” is often found in men's fashion needs and other areas that tend to be masculine rather than feminine. Thickness in the HUGO BOSS perfume typography is a metaphor for domination and the ideal male body. Meanwhile, bold letters that are opposite thin letters can also mean the biological dimorphism of male versus female bodies. Plus, the fact that the letters don't display a thick-thin contrast at all, which further strengthens the impression of thickness. These things are shown in the representation of the male body that appears in the advertisement. The ad displays an athletic male body, strong and muscular all over his body, not an emaciated, gaunt body of a man.
CONCLUSIONS

Based on the research results above, the researcher concluded that the Hugo Boss Perfume Advertisement represents how a man's masculinity is no longer depicted using traditional masculinity ideology, which only focuses on depicting a man who is strong, muscular, sweaty and messy. However, the representation of a metrosexual man or of society which is presented in this advertisement as being manly is one who gives himself particular focus. Advertised scenes show men engaging in physical activities like running, playing ball, and surfing while still paying attention to their appearance by donning sharp suits and spritzing perfume on their bodies. This presents the image of a strong man who is dashing and courageous while also looking clean, tidy, and well-groomed to attract society's and women's attention. This is a way of expressing/constructing a reality about males in social life who are portrayed as figures who are autonomous, smart, assertive, competitive, and have a neat, dapper, and charming appearance.

The representation of masculinity in the Hugo Boss advertisement is divided into power, image, ideal, and dominance. The male model's physical attributes muscular, huge, tall, handsome, well-built along with his participation in physical activities like jogging, surfing, playing football, and driving a car represent the masculinity of a guy who possesses strength and power. The image that follows shows that masculinity is not always determined by virility, which is associated with physical strength and body composition. Instead of the street, a hotel or office is used as the background, which represents wealth and intelligence in the workplace. To stay looking good and boost their confidence, they also utilize body care products, like perfume. The ideal, which involves taking into account one's status in gender relations, how men and women are involved in those connections in practice, as well as the effects of these gender practices on one's perception of one's body, personality, and culture. The last one is dominance, which is demonstrated in this commercial by the fact that men are more powerful than women in the workplace. The advertising model's dominant nature strives to uphold the honor and dignity of men so that it is difficult for women to take control of the cause they are fighting for.
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