

ABSTRACT

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Study Program : Communication Sciences
Thesis Title : **THE REPRESENTATION OF ANDROGYNY IN HARRY STYLES ON VOUGE MAGAZINE WEBSITE “PLAYTIME WITH HARRY STYLES” EDITION**

(xiv + 102 pages: 12 pictures: 14 labels; 2 attachments)

Fashion plays a significant role in expressing an individual's gender identity, even though society previously only recognized the binary concept of gender as masculine and feminine. Gender beyond these norms was often considered unconventional. However, through fashion, especially with icons like Harry Styles, the concept of androgyny is gaining wider acceptance. Harry Styles garnered attention as the first man to grace the cover of Vogue Magazine's special edition, "Playtime with Harry Styles," where he expressed androgynous concepts by combining masculine and feminine elements in clothing, accessories, and poses.

This research employs a qualitative descriptive method, analyzing photos using Charles Sanders Peirce's semiotic theory and Judith Butler's Gender Performance in the context of fashion. The research findings indicate that androgyny in men creates two self-concepts: the powerful woman and the powerless man. Additionally, Harry Styles tends to exhibit masculine behavior but chooses to express himself through fashion that leans towards femininity, often referred to as "act masculine and dress feminine." This study illustrates how androgyny manifests in Harry Styles' style, as observed in the Playtime with Harry Styles edition on the Vogue Magazine website.

keywords: Representation, Androgyny, Semiotics, Fashion

References: 65 (1948 – 2023)

ABSTRAK

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Program Studi : **Ilmu Komunikasi**
Judul Tesis : **REPRESENTASI ANDROGINI HARRY STYLES
PADA SITUS WEB *VOUGE MAGAZINE* EDISI “*PLAYTIME WITH HARRY
STYLES*”**

(xiv + 102 halaman: 12 gambar: 14 tabel; 2 lampiran)

Fashion memiliki peran penting dalam mengekspresikan identitas gender seseorang, meskipun sebelumnya masyarakat hanya mengenal konsep gender secara biner, yaitu maskulin dan feminim. Gender di luar norma ini sering dianggap tidak wajar. Namun, melalui fashion, terutama melalui ikon seperti Harry Styles, konsep androgini semakin diterima. Harry Styles menjadi sorotan sebagai pria pertama di sampul *Vogue Magazine* edisi khusus "*Playtime with Harry Styles*," di mana ia mengekspresikan konsep androgini dengan menggabungkan elemen maskulin dan feminim dalam pakaian, aksesori, dan pose.

Penelitian ini menggunakan metode kualitatif deskriptif, penelitian dilakukan dengan menganalisis foto menggunakan teori semiotika Charles Sanders Peirce, dan *Gender Performance* oleh Judith Butler dalam konteks fashion. Hasil penelitian menunjukkan bahwa androgini pada pria menciptakan dua konsep diri, yaitu *the powerful woman* dan *the powerless man*. Serta, Harry Styles cenderung bertindak maskulin namun memilih untuk mengekspresikan diri melalui *fashion* yang cenderung feminim atau disebut "*act masculine and dress feminine*." Penelitian ini menggambarkan bagaimana androgini terwujud dalam gaya Harry Styles, terlihat pada situs web *Vogue Magazine* edisi *Playtime with Harry Styles*.

Katakunci: Representasi, Androgini, Semiotika, Fashion

Referensi: 65 (1948 – 2023)