

PREFACE

Praise and thank you to Father in Heaven, Lord and Savior Jesus Christ, whose endless blessings gave strength to writer's aid whenever needed, and made everything – involved in the writing of this thesis – possible. A final project titled as “Portrayal of Masculinity in Gillette’s “We Believe” Advertisement” is written as part to fulfill the academic requirements the degree of *Sarjana Ilmu Komunikasi Stara Satu* in Pelita Harapan University, Karawaci. The writer acknowledges without the help and guidance she has received, this final project would not come to life. Therefore, all the writer's gratitude and love are dedicated to:

- 1) Dr. Edwin Martua Bangun Tambunan, S.I.P., M.Si. as the Dean of Faculty of Social and Political Science.
- 2) Marsefio Sevyone Luhukay, S.Sos., M.Si. as the Head of Department of Communication Science.
- 3) Dr. Naniek N. Setijadi, S.Pd., M.Si., as the writer's thesis advisor and lecturer for the first years in the writer's academic life. Thank you for the memorable classes in the writer's first years of university, and utmost appreciation is due for all the guidance during the writing of this thesis.
- 4) Dr. Dra. Desideria L. D., M.Si, Selvi Siregar, S.Sos., M.Si., M.B.A., Sigit Pamungkas, S.T., M.T., Dr. Rizaldi Parani, S. Sos., M.I.R., Agustin Diana Wardaningsih, S.E., M.I.Kom., and Drs. Roy R. Rondonuwu, Dipl.-Inf, M.Lib., as the writer's lecturer in communication major of UPH. Thank you for all your knowledge these past years.
- 5) Jumadal Simamora, S.Sos., M.I.Kom. as the final project coordinator, thank you for your patience and guidance.
- 6) The writer's family, Iwan Rahardja and Linda Indrawaty, for endless hard work and support and love they've given: no thank you will be enough for both of you. Theresa Nadya Rahardja for her advices and

lifting the writer's spirit at any given chance, Jeremiah Aaron Rahardja for his patience and intelligence helping through technicality frustrations; the writing of this thesis would be lost without the two of you.

- 7) Walmond S. Handoyo, Anggia Djajasaputra, Cynthia Widjaja, Tamara Gracia, and Ade Romario, for becoming the writer's support system throughout university life. Thank you for the unforgettable friendship and cherished memories for the past three to four years; it wouldn't be the same without the five of you.
- 8) Grace Octavia and Vanessa Garcia, as friends in Journalism class of 2016 as well as comrades in completing this final project. Anastasia Kathleen, Yohana Margareth, Alicia Winata, Felicia Natalie, as classmates of International class of 2016, thank you for the experiences shared together.
- 9) Last but definitely not least: Elizabeth Satya Audy, Gyshella Goestino, Jefani Marrosa Orah, Linda Benita Nannessi, for being the writer's sanctuary in hard times and provider of the writer's best memories since 2010. It's been a decade of growing up in the most fun way with you all; here's for more decades to come.

The writer is aware of the flaws and limitations this research may have, and therefore welcomed any criticism and suggestion for future references. Hopefully this research will come to use in one way or another for anyone who stumbles upon it.

Tangerang, January 15, 2020

Aurelia Michelle R.

TABLE OF CONTENTS

COVER PAGE	i
FINAL PROJECT AUTHENTICITY STATEMENT	ii
ADVISOR'S APPROVAL LETTER	iii
FINAL PROJECT EXAMINER'S APPROVAL.....	iv
ABSTRACT	v
<i>ABSTRAK</i>	vi
PREFACE.....	vii
TABLE OF CONTENTS	ix
LIST OF FIGURES	xi
LIST OF TABLES	xii
LIST OF ATTACHMENTS.....	xiii
CHAPTER I INTRODUCTION	1
I.1 Background of the Problem	1
I.2 Problem Identification.....	6
I.3 Statement of the Problem	10
I.4 Purpose of the Study	10
I.5 Significance of the Study	10
I.6 Organization of the Study	11
CHAPTER II RESEARCH SUBJECT AND OBJECT.....	13
II.1 Research Subject.....	13
II.1.1 Gillette Company	13
II.2 Research Object	19
II.2.1 We Believe: The Best Men Can Be Gillette (Short Film) Commercial	19
II.2.2 Director Profile.....	21
CHAPTER III LITERATURE REVIEW	22
III.1 State of the Art	22
III.2 Social constructionism	25
III.2.1 Gender as a Social Construction	28
III.3 Hegemony	32

III.4 Hegemonic Masculinity	33
III.5 Semiotics by Charles S. Peirce	37
III.4.1 Codes.....	40
III.4.2 Film and Semiotics.....	42
III.6 Frame of Thought.....	47
CHAPTER IV RESEARCH METHODOLOGY	48
IV.1 Research Methodology.....	48
IV.2 Data Analysis Method.....	49
IV.3 Data Gathering Technique	51
IV.4 Data Triangulation	53
IV.5 Unit of analysis	54
IV.6 Research constraint	54
CHAPTER V DISCUSSION AND FINDINGS.....	55
V.1 Research Findings	55
V.2 Semiotic Analysis of the Video	58
V.3 Research Discussion.....	85
CHAPTER VI CONCLUSION AND SUGGESTION.....	93
VI.1 Conclusion.....	93
VI.2 Suggestion.....	94
REFERENCE LIST.....	96
ATTACHMENT A	
ATTACHMENT B	
CURRICULUM VITAE	

LIST OF FIGURES

Figure 2. 1 Gillette Soldier Advertisement	14
Figure 2. 2 Gillette Sport Advertisement	14
Figure 2. 3 Gillette Advertisement.....	15
Figure 2. 4 Gillette Advertisement.....	15
Figure 2. 5 "Ask Dad" Advertisement	15
Figure 2. 6 "Gillette Soldier For Women" Advertisement	17
Figure 2. 7 "Gillette Soldier For Women" Advertisement.....	17
Figure 2. 8. Gillette TREO Advertisement	18
Figure 2. 9. Gillette "We Believe" Short Movie Commercial	19
Figure 3. 1 Semiotic Peirce and Saussure Model.....	38
Figure 5. 1 Scene 1	59
Figure 5. 2 Scene 1	59
Figure 5. 3 Scene 2	62
Figure 5. 4 Scene 2	62
Figure 5. 5 Scene 2	63
Figure 5. 6 Scene 3	66
Figure 5. 7 Scene 3	66
Figure 5. 8 Scene 4	69
Figure 5. 9 Scene 4	69
Figure 5. 10 Scene 5.....	72
Figure 5. 11 Scene 5.....	72
Figure 5. 12 Scene 5.....	73
Figure 5. 13 Scene 6.....	76
Figure 5. 14 Scene 6.....	76
Figure 5. 15 Scene 7.....	79
Figure 5. 16 Scene 7.....	79
Figure 5. 17 Scene 7	80
Figure 5. 18 Scene 8.....	83
Figure 5. 19 Scene 8.....	83
Figure 5. 20 Scene 8.....	83

LIST OF TABLES

Table 3. 1 Past Research	23
Table 5. 1 Semiotic Analysis	59
Table 5. 2 Semiotic Analysis	62
Table 5. 3 Semiotic Analysis	66
Table 5. 4 Semiotic Analysis	69
Table 5. 5 Semiotic Analysis	72
Table 5. 6 Semiotic Analysis	76
Table 5. 7 Semiotic Analysis	79
Table 5. 8 Semiotic Analysis	83



LIST OF ATTACHMENTS

ATTACHMENT A

Final Project Consultation Attendance Sheet..... A-1

ATTACHMENT B

Semiotic Analysis Figures..... B-1

Gillette Interview Transcript..... B-2

