

Contemporary Masculinity: The Rise of Yuppies in Rexona Invisible Dry Advertisement

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Abstract: Yuppie is a label given to the young person with a well-paid job and a fashionable lifestyle. Yuppie is part of new masculinity or also known as New man culture which is shaped and spread out by the mass media through its content such as advertisements. One of the advertisements which presents a “yuppie” sign in its scene is Rexona Invisible dry advertisement. Roland Barthes Semiotic study is conducted in this research to know how “The yuppie” sign is presented inside the Rexona Invisible dry scenes. The result shows that the most frequent yuppies' sign presented is “Rich man.” The ideological practice formed by this advertisement has given rise to the new characteristic of man which then shifted the original form of the traditional masculinity.

Keywords: New man, masculinity, yuppies, semiotic, advertisement

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I. INTRODUCTION

The male values and norms in society have grown and carried from generation to generation. However, as the times have evolved, the values regarding men have experienced deconstruction, redefinition, and reconstruction in their social processes. The male value system or known as male masculinity is greatly influenced by the dynamic conditions of the economy, politics and ideological hegemony of the capital holder's groups in the society that caused changes on masculinity value system for the sake of their interests (Runtiko, 2011). In spreading new ideologies, norms and values related to masculinity, the capitalist are helped by the mass media to achieve their goals. The existing of the mass media in the society is as an effort to produce and distribute “knowledge” in the form of information, life views and culture.

As a tool for producing and distributing information, mass media is a strategic place for capital holders to generate rupiah through advertising. Advertising itself is a commercial communication about an organization and its products that are transmitted to a target audience through mass media such as television, radio, newspapers, magazines, direct mail, outdoor advertising, or poster at the public transportations (Erlita, 2016). According to Suharko, advertisement tried to represent the reality that lived in the society through certain signs, so that it able to create the impression on the consumers' mind which then make the image of the product displayed as part of cultural awareness (Wibowo, 2011)

Advertising is used by capitalists to shift the traditional values of masculinity. Brannon identifies four themes he saw as underpinning the male sex-role in traditional masculinity namely: No Sissy Stuff, Be a Big Wheel, Be a Sturdy Oak and give em hell (Levine & Kimmel, 1998) the deconstruction of traditional masculinity into new masculinity or known by “new man” that has been done by the mass media has created new masculine characteristics in the form of men with flamboyant, elegant and yuppies lifestyle (Beynon, 2002). Masculine itself was originally interpreted as a man who is strong, brave, able to lead, independent, hard-working and closely associated with violence (Vetterling-Braggin, 1982). But now the masculine image has been transformed into a man who came from the upper-middle class like to dress up, and also joined a respected community in the society.

This kind of man is also known as a man with a metrosexual lifestyle and they usually an educated person. (Demartoto, 2010) With this phenomenon, researchers want to uncover how the media develop the new man concepts in advertising and to find out what is the most dominant characteristic of the new man in the advertisement. The advertisement chosen in this research as an object of the study is a deodorant product of “Rexona invisible dry” advertisement that has been broadcasted in Indonesia Television since 2014 and also uploaded on youtube since 2014 by Rexona man Indonesia. The selection of Deodorant Ads as the object of research is based on the evidence presented by Mary Watkins (2017) in her dissertation research entitled

"Grooming Men: Consumer Culture and the Constitution of Masculine Identities" states that the most popular male grooming product advertisements that reinforce new masculine identities are deodorant products advertisement. Similarly written by wolipop in wolipop.detik.com articles entitled "*Survei: Makin Banyak Pria Suka Dandan, Ini 2 Produk Paling Diminati*" (survey about the top 2 grooming product most used by men)

"Hair styling dan deodoran adalah produk yang paling diminati, dengan jumlah pembeli untuk hairstyling 21,5 persen dan deodoran 19,3 persen. Disusul produk-produk lainnya seperti cologne dan cleanser masing-masing 17 persen dan 13,7 persen," jelas Hellen Katherina, Director of Home Panel Services Nielsen Indonesia saat Nielsen Press Club bertema 'Mengamati Pertumbuhan Pasar Produk Perawatan Pria' di Mayapada Tower, Jl. Jendral Sudirman, Jakarta Pusat, Rabu (23/04/2014)"

Translation:

"Hairstyling and deodorant are the most popular products, with the number of buyers for hairstyling 21.5 percent and deodorant 19.3 percent. Followed by other products such as cologne and cleanser respectively 17 percent and 13.7 percent," Hellen Katherina explained, Director of Home Panel Services for Nielsen Indonesia at the Nielsen Press Club with the theme 'Observing the Growth of Men's Care Products Market at Mayapada Tower, Jl. Jendral Sudirman, Jakarta Pusat, Wednesday (04/23/2014) "

Deodorant became the number two most popular male grooming product in 2014 after hair styling products. Besides that, Rexona's trademark deodorant product was chosen because Rexona's product became number 1 in the top brand index leaving other deodorant brands over the past 5 years (Top Brand Award, 2016).

Researchers believe that Rexona's success is partly due to the marketing strategy of its products through advertising on television. High consumer interest at the Rexona brand is inseparable from the interference of these product advertisements in conveying information to the public. Likewise with information that succeeded in shifting traditional masculine male to new masculine male that is consumptive and overly attentive to appearance. Thus, giving a positive impact to Rexona's company as the capital holder in gaining more profit because male consumers buy their products after being exposed to the false reality in the advertisement scenes presented by the Rexona company with the help of mass media.

1.1 New Man

According to the Oxford English Dictionary, the New Man was someone "who rejects sexist attitudes and the traditional male role, especially in the context of domestic responsibilities and childcare, and who is (or is held to be) caring, sensitive, and non-aggressive". The new man is a form of new masculinity which against the traditional masculinity. Benwell (2003) describes the "new man" as the sensitive, strong and embraces feminism. The "new man" is a little older, has a bit more money. While Beynon (Nasir, 2007) views a new man as nurturer and new man as a narcissist. New man as nurturer is an initial wave of man reaction against feminism. Man does his natural character like a woman as a creature who has care feeling. Man has the softness as a father. The desire of man to support woman movement also involves the man role in the domestic arena. This group usually comes from the middle class, well educated and intellect. (Beynon, in Nasir, 2007)

The second view is that new man as a narcissist, they are the man who is interested in clothes and pop music. Here, a man showed his masculinity with yuppie style which is flamboyant and elegant. Beynon also believes that new man as narcissist also displays a metrosexual lifestyle. Metrosexual itself is a term used and found by Mark Simpson in his criticism of consumerism triggered by the mass media in men (Aryanata, 2010: 5). Mark Simpson in his article published on November 15, 1994, in The Independent newspaper, defines metrosexual men as follows:

"Metrosexual man, the single young man with a high disposable income, living or working in the city (because that's where all the best shops are), is perhaps the most promising consumer market of the decade. In the Eighties he was only to be found inside fashion magazines such as GQ. In the Nineties, he's everywhere and he's going shopping."

In other words, the metrosexual man pays more attention to his appearance. They tend to have a good fashion sense, they choose good quality and branded clothes. They also have the habit of taking care of themselves. The metrosexual Lifestyle Concept is important in the men's fashion and cosmetics industry. (Arumbi, 2017) Mark Simpson's explanation of the metrosexual lifestyle has similar meanings to the term of yuppies lifestyle, one of the new man characteristics stated by Beynon (2002)

1.2 The Yuppies

The Yuppie short for "young urban professionals" or "young, upwardly mobile professional" is a term coined in the early 1980s for a young professional person working in a city (Oxford English Dictionary). The yuppie is one of the new man characters stated by John Boyd.

Yuppies are usually between their mid-twenties to the thirties, they are also generally rich because the yuppies work in highly paid professional positions with various benefits. It is common for yuppies to date and

marries the other yuppies, which significantly increases their impulsive desire. Yuppie couples also tend to choose not to have children. As a result, yuppie is close to hedonism, they live in a good house, own a luxury car and various other expensive items. The absence of children makes them able to spend their money more on luxury goods. (amazine.co, 2013)

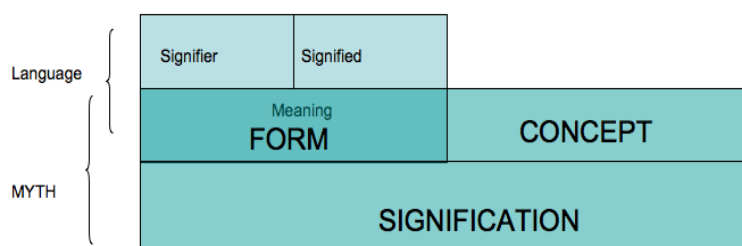
Richard Dyer (1985) states that it is hard to find people who think of themselves as yuppies. Yuppies are always other people. The label is a construction, produced somewhere between journalism and media. Yuppies are almost by definition unmarried and intent on staying that way, or at least being childless. The yuppie has become a powerful model, a peg for advertising campaigns and dedicated followers of fashion. (John Rennie short, 1989).

II. METHODOLOGY

Based on the phenomena above, researchers want to find out how “The Yuppies” as the new man characteristic presented in the advertisement, what are the hidden meanings behind the yuppie's signs and what myth appears behind those hidden meanings. Researcher limited the object of the research into non-verbal signs in Rexona invisible dry advertisement. In finding the signs, the Roland Barthes semiotic analysis method was used to analyse the research’s object. Roland Barthes's semiotics was chosen because Barthes saw the text as a discourse that had meaning, both meanings that could be understood directly, and hidden meanings to understand the values of social culture. (Barthes R.1964).

Barthes's idea is known as "order of signification", includes denotation (the true meaning according to the dictionary) and connotation (meaning born from cultural and personal experiences) (Dewi, 2010). The order of signification seen through this model created below:

Figure 1



Source: Roland Barthes, *Mythologies* (1957,trans. Annette Lavers, Vintage: London, 1993), 115.

Thus, the flow of data analysis using the semiotic Roland Barthes is as follows:





- The signification stage of the denotation, in this stage the relationship between the signifier and signified in a sign on the external reality, that is the most obvious meaning of the image presented. The researcher will observe the Yuppie signs in the Rexona Invisible Dry deodorant advertisement, then record it in the analysis table which will then be performed next analysis.
- The significance stage of the connotations. In this stage, researchers will meet with the emotions and cultural values that exist to uncover the meaning behind the image. The signs that have been successfully obtained from the Rexona invisible dry deodorant will then be connected to the existing social reality, especially the significance of contemporary masculine.
- The formation phase of myth, in this stage researchers will study further the meaning that has been found in the significance of the connotation stage, which then it connected to the ideology practice that occurs in the media industry received and approved by community.


III. RESULT AND DISCUSSION

Researcher did a whole analysis on Rexona Invisible Dry advertisement scenes. There are 21 scenes in total, while the scenes contained yuppie sign are 9 scenes and After the first stage analysis of order of signification, the result of scenes contained yuppies signs are found as bellow:

3.1 Table Analysis

TABLE 1

Analysis 1	
	
Signifier	Signified
Man with black lapel style tuxedo is in the luxury restaurant	Man is going to have a dinner
Denotation Man is attending a gala dinner	
Connotation Lapel style tuxedo is used for attending a formal event, and it creates an impression of luxury and are usually worn by the upper middle class	
Analysis 2	
	
Signifier	Signified
Man in black formal suits and black leather shoes is stretching out in a luxury building	Man is relaxing at home
Denotation Man feels comfortable at home	
Connotation Man is enjoying his life	
Analysis 3	
	
Signifier	Signified
Man is wearing white collar shirts and black pants. he is carrying a laptop bag	A professional worker is checking his armpit
Denotation A professional worker is worried about the stain on his clothes because of the armpit sweat	
Connotation Man doesn't like the stain on his clothes because it affects his appearance, in other words, man cares about his appearance	
Analysis 4	
	
Signifier	Signified
A woman with a black and white dress is standing not far from the man. The man	Both man and woman are a young professional worker

wears a blazer, white-collar shirts with black ties and sunglasses	
Denotation Man and woman is flirting to each other	
Connotation Young professionals tend to make a relationship with their fellow young professional	
Analysis 5	
	
Signifier	Signified
Man is wearing white V neck shirts, playing DJ equipment in front of a crowd of people.	The man is also a DJ
Denotation Man is partying	
Connotation The man is having fun	

1.2 Discussion

Table analysis 1 shows a man who wears a black and white "lapel style" tuxedo with a fancy restaurant background in one of his scenes. The man walked confidently, as if he was about to attend a gala dinner. The man also knows that the lapel model tuxedo is a tuxedo that usually used for dinner event (<https://tuxedo.menswearhouse.com>) It can be concluded that the male model in the advertisement knows well about fashion, it is one of the contemporary masculine traits of "the Yuppie" where men are more concerned about what they wear (Beynon, 2002). According to menswearhouse.com, this type of tuxedo valued more than three million rupiahs, which almost as much as Jakarta's "UMR" (worker's minimum salary), which then it can be concluded that Rexona's ad presenting a man with a good financial condition who pursued elegant yet pricey stuff. In addition, male models are also displayed as dandy, clean and macho. In the journal entitled "Fashion and Lifestyle: Identity and Communication" these characteristics are related to new man traits which is a portrait of the men as sex objects (Hendariningrum & Susilo, 2008). This contradicts to the traditional masculine definition which defines men as subjects, not as objects (Ferrante Joan, 2008).

While the black and white colors on the two tuxedos that are worn by the model are in line with the message conveyed by Rexona that Rexona protects white clothes from yellow stains and black clothes from white stains. Where black and white are masculine and neutral colors that are often worn by men (Zhang, 2015) Table analysis 2 presents a man wears black formal suits with black leather shoes and man is stretching his hands inside the luxury buildings. Male model is shown using casual business models, black shirt suits, black t-shirts and blazers, these clothes are worn by the professional workers (Antonio Centeno, 2015) In addition, the movement of a man stretching out his arms and then sitting on the couch with a smile has a meaning of pride, celebration, enjoying, and being satisfied (James, 2009). It can be concluded that the advertising model is described as a successful man who has a good income because he is able to have a luxurious residence.

With these characteristics, it can be concluded that Rexona wants to show the impression that men who become icons today are those who have financial maturity and have a good fashion sense. Why is the man not being depicted with other type of clothes such as T-shirts and jeans? Because Rexona's ad wants to give the impression that the advertisement model is a figure who works as a young executive with a lot of income so that he is able to provide an expensive lifestyle. That is also explaining why the man is smiling and while stretching out his arms, because he is satisfied with his life. In other words, the male model likes the luxury life he has achieved. The most prominent luxury signs displayed in this advertisement is the tuxedo, suits and blazers that are worn by the model. Those clothing types are part of "High Fashion" which is widely worn by the "Big Wheel" also known as rich, famous, successful and honorable Men. This series of scenes also implies that if a man has a luxurious life, then he is certainly a successful person. People who are affected by this ad will get closer to the consumptive lifestyle. They will try to achieve the life that has been displayed on the advertisement, which then give the capitalist another capital gain as now people are after their products.

The signs found on the table analysis 3 are man wears formal work clothes (white-collar shirts, black pants, carrying a laptop bag, attaching a black outer, using hand watch) man checking on the yellow stain oh his underarm clothes. Medium close shot technique is used to shoot the scene. This gives a dramatic impression as stated by Asa Berger (Media Analysis technique, 2000). Thus, create an image on the man that he cares about

his appearance. And he decided to put on Rexona deodorant invisible dry to overcome his underarm problem. It can be concluded that a successful man is usually those who have a good physical appearance.

On the table analysis 4, the signs found are man wears blazer, white-collar shirts, ties and sunglasses. There is also a woman in the same location who is teasing the man. In this scene, the man is "again and again" wears formal attire. As explained earlier that wearing formal clothes will attract the respect of others, declare the profession, and keep a distance from social conditions that are not the same as the formal dress wearers (Butler & Roesel, 1989).

Rexona's ad features a model that seems to think about his appearance, this is one of the characteristics of contemporary masculine based on research conducted by Nur SyuhadaMohdRadzi in a journal entitled "The Discursive Construction of Modern Masculine Identities in Contemporary Malaysia. The characteristics of contemporary masculine men in Malaysia based on Syuhada's journal have many similarities with the signs of contemporary male masculine shown in Rexona advertisements, one of the most prominent is physical appearance. Thus, Rexona advertisements convey that to be liked by women, men must maintain their appearance.

The last table analysis shows a man is having fun at the party. He dances and plays the "DJ" tools. If we take a flash back to the earlier scenes, we can conclude that this man is a total yuppie, he is a young professional worker, close to hedonism, he lives in a good house, and he takes well care of his appearance. This whole analysis then leads to the finding of metrosexual myth.

3.3 The Myth of Metrosexual Men

Barthes in mythology (1972) Stating that myth is a communication system. It is a message in the second-level semiology system, which is the total combination of the concept and image in the first system to be a signifier on the secondary system (Barthes, 1972). Each scene analyzed has connections with the theme of Metrosexual lifestyle. Metrosexual itself is defined as a man who is muscular but suave, confident yet image-conscious, assertive yet clearly in touch with their feminine sides. (Khanna, 2009). Metrosexual is used to describe the narcissistic and aesthetic oriented person who loves shopping and likes to spend money and time on their appearance (Pan and Jamnia, 2015). Metrosexual men live in big cities and consider themselves as a virile people who challenges the traditional view of masculinity by demonstrating the new and trendy lifestyle. They spend a lot of money on their appearance in order to enrich their self-image (Souiden and Diagne, 2009). After combining the concept and image on the first order of signification stage, researchers found that The contemporary masculine image attached to the male model in Rexona ads leads to the form of the metrosexual man, Ahmad Mulyana in his journal titled "Representasi Gaya Hidup Pria Metrosexual Di Majalah PriaIbukota" wrote that the metrosexual man can be characterized by a beautiful man with a narcissistic appearance, loving himself and the urban lifestyle. Men who have the money to spend on his appearance. Men who Live in the city because of its access to various facilities that support their performance.

A metrosexual is a form of social identity that covers all aspects of sexuality including sexual orientation, sexual preference and sexual enjoyment that is all centered on himself. And metrosexual man coming from any kind of professional background who has adequate access to beautify themselves and to purchase expensive products (Ahmad Mulyana, 2014). Based on the description of the first step of the order of signification above, the researcher finds that Rexona Invisible dry ad shows how connotation messages have identified the ideal traits for a metrosexual men's identity tendency such as a man who cares about his appearance. It is proven by the male models in the advertisement who has a good fashion sense in every scene in the ad. The male Model knows the type of tuxedo for dinner, v-neck shirts for clubbing, and a variety of other fashions that showed differently every scene and he knows exactly when to wear it. Besides that, the advertisement model also displayed as a man who has a professional work at the office and is able to afford all of his hobbies. Thus, the male model presented as a man with a good financial condition. It also seen from the activities done by the model and seen from the background locations of the scenes in advertisement includes luxury resident and luxury restaurant. The advertisement also shows a scene where a female model looks interested in a male model, but the model stays "cool" without making interaction with the lady. The male model is seen narcissistic that he knows he has a sexual charm in attracting the opposite sex, therefore the male model does not respond back to the female model. In this scene, the male model implicitly has turned into objects of sexuality.

The sign of contemporary masculinity in advertising is a commodity used by producers in advertising, it gives promises of a problem solving that masculinity can be obtained using the products that They offer or the products the manufacturer presents. The eventual goal is economic gains for producers and capitalist (Allan Lasido, 2017). The myth that appears in Rexona invisible dry advertisement showed by the male models that presented in the advertisement with specific appearance traits. The advertisement eventually not only displays its product but also but the social significance of a metrosexual male lifestyle is expected to happen if the male consumer buys Rexona invisible dry product. The chosen male model in Rexona invisible dry advertisement has

acted and behaved as a sign as well as the ad text in which it provides the meaning so that the consumer can digest the subjectivity of its personality such as athletic body, handsome and clean looking man face. The daily life value presented by male model in the advertisement has led to him became an ideal 'representation' for the target market to provide encouragement, as well as to bear testimony of using Rexona invisible dry.

IV. CONCLUSIONS

By studying through the two-step semiology in pursuit of understanding how and what Rexona deodorant advertisement defines as "masculine", it is concluded that the capitalist who created Rexona advertisement is implicitly promoting metrosexual lifestyle by presenting the sign of contemporary masculine especially "the yuppies" to influence the audience so that the audience behave in the way the capitalist wants and spend their money on the advertised products.

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