CHAPTER V

CONCLUSION AND SUGGESTIONS

This chapter aims to discuss the conclusion of the analysis to complete this study. The chapter is divided into two sections, the first section is the conclusion of this study to know how Siwon represent the characters of soft masculinity in Siwon Choi’s Instagram and Twitter posts in 2018-2020 and the second section is the recommendation of this study.

5.1 Conclusion

This study aims to analyze how Siwon Choi represent the character of soft masculinity through his Instagram and Twitter posts during the past 2018-2020 to identify the characters of soft masculinity that Siwon has represent in his Instagram and Twitter posts. The data consist of six posts from 2018-2020, these six data are chosen by applying purposeful sampling which relates to the character of soft masculinity. In order to answer the research question “How does Siwon Choi’s photos represent the character of soft masculinity through his Instagram and Twitter posts?”, the writer employs the theory of social semiotic by Gunther Kress and Theo van Leeuwen to analyze the visual text (photos) and Systemic Functional Linguistic by M.A.K. Halliday to analyze the written text (captions).
Siwon as a Korean celebrity uses social media Twitter and Instagram to share his daily activities. The activities that he uploads to Twitter and Instagram, shows how he represents himself with a soft masculine character. This is shown in the six photos as a visual text and captions as the written text analyzed above. The six photos and captions show Siwon represents the character of soft masculinity through the activities that he does together with his fans, niece, the drama co-stars, friends or colleagues, brother and UNICEF.

All the six photos show us that Siwon has the character of tender charisma, purity, and politeness which he applies in his daily life. The first character is tender charisma, where Siwon has a combination of soft characters from women and firm characters from men, in the photos above this character can be seen from the body gestures and attitudes that Siwon gives when interacting with children, fans, or colleagues. Siwon does not hesitate to interact or play with children, his gentle and polite attitude toward his co-workers or fans and does not hesitate to show his expression also showing the character of tender charisma which is very contrary to the traditional masculinity character, where men feel they have a more powerful role as breadwinners and have full authority to make decisions, whereas women are only allowed to handle household matters (Korea: Dulu & Sekarang 48). As a result, men are uninterested in knowing about household matters, including taking care of children. Along with time, the soft masculinity character appears, and men become more sensitive, caring, anti-sexist, and concerned
with physical appearance, willingly sharing household activities that are usually associated with women (Baker & Levon, 2016).

The second character is purity, where Siwon shows sincerity and affection as innocent as the nature of a child. Siwon looks very friendly and sincere whenever he looks at his interlocutor or the people around him. He does not discriminate in his interaction with individuals, whether they are male or female co-workers, fans, children, or friends, and he treats them all with respect. He also does not view women as mere sex objects but as family or co-workers. Moreover, Siwon does not hesitate to show his affection to his colleagues either with a hug or with words of encouragement. Physical contact between men is acceptable, although it is still considered unacceptable in the context of local culture. In the relationship between men, there is the term "bromance" which stands for "brother romance", it is a phrase used to describe a man's physical contact that is not only interpreted as romantic closeness as in a relationship of the opposite sex but rather on affection between brothers, which in Korean culture is considered as something reasonable (Fauzi & Nugraha, 2020). This is quite different from the characters of traditional masculinity where men are depicted to be aggressive, independent, unemotional, dominant, active, logical, and objective. (Franklin II, 2012). They do not like soft things, showing affection, or things related to women.

The third character is politeness, where Siwon shows his good manners, politeness, and caring for others. This character focuses more on manners and a sense of humanity towards others. From the photos above, it can be seen that
Siwon appreciates spending time with the people he cares about such as his niece, his friends, his drama co-stars, his fans, or people from other countries that he met while attending UNICEF activities. This character is quite different from the traditional masculinity character, which is described as a rude, authoritarian, and indifferent character.

Through the visual text analysis, the writer found that all photos are using narrative structure because there are vectors that connect the represented participants. There are three photos that are captured in demand gaze and the rest in offer gaze to make a strong connection and engagement with the audiences in delivering the message of the photos. There are three out of six of the photos which use far personal distance and the rest two photos are used far social distance to create an intimate distance with the audiences. Half of the photos are captured in oblique angle and frontal angle to create an involvement with the photos. Most of the photos are captured at a medium angle which represents an equal power position with the audience. All of the photos are placed in the center of the frame which shows them as the main information, it also has great salience with no frame lines dividing the represented participants and has high modality which shows the photos are real.

While in the written text analysis, the writer found that Siwon frequently uses relational processes and declarative mood to attract the audiences and deliver the message of the photos. In showing the character of soft
masculinity, Siwon uses simple language to make the audience can understand the message easily.

Overall, the meaning behind the gesture or facial expression of Siwon, the message of visual and written text, sign, objects, color, and language displayed in the photos is to expose Siwon in representing the character of soft masculinity such as tender charisma, purity, and politeness which are different from the traditional masculinity character that depicted to be more dominant, inflexible, aggressive, and unable to express their feelings. They also lack in interpersonal relationships, domestic life, and interaction with women and children. The soft masculinity represented by Siwon in his social media has to be a part of Korean culture nowadays.

5.2 Suggestions

After finishing the analysis of soft masculinity characters as represented in Siwon Choi’s Instagram and Twitter posts, the writer hopes this study would be useful for other researchers that interest in the topic of soft masculinity. The writer also hopes that this study may be useful for those who are interested in studying the meaning behind the image in media discourse and cultural studies. Therefore, the writer suggests that in the future study it can be more analyze the comment of soft masculinity character or the development of the soft masculinity itself in the wider media.