

## ABSTRACT

**Dennisa Istifani, 2018.** *Representation of the Ideal Body of Men in Men's Health Magazine.* Skripsi, English Department, the Faculty of Languages and Arts, State University of Jakarta.

This research was conducted to find out how is the ideal body of men represented in the *Men's Health* as one of the popular magazines by using content analysis and supported by analytical interpretative method. It analyzed five editions of U.S. *Men's Health* magazine August to December 2017. This study describes, analyses and interprets the titles, slogans, central image and coverlines of the magazine to find out the signification of masculinity based on Charles Sander Peirce semiotic approach. According to the features of hegemonic masculinity by Robert William Connell theory, the result showed that *Men's Health magazine* focuses on showing the big muscles and the sixpack stomach in representing the ideal body of men. The findings of this study comes to a conclusion that strength and mentally health of the model in the front covers show hegemonic masculinity.

Keywords: **Semiotics, Ideal Body, Masculinity, Hegemonic Masculinity**