

TABLE OF CONTENTS

| | |
|--|----------|
| LEMBAR PENGESAHAN..... | i |
| LEMBAR PERNYATAAN..... | ii |
| LEMBAR PERNYATAAN PERSETUJUAN PUBLIKASI..... | iii |
| ABSTRAK..... | iv |
| ABSTRACT..... | v |
| ACKNOWLEDGMENT..... | vi |
| TABLE OF CONTENTS..... | vii |
| | |
| CHAPTER 1 INTRODUCTION..... | 1 |
| 1.1 Background of the study | 1 |
| 1.2 Research Question..... | 3 |
| 1.3 Purposes of the study..... | 3 |
| 1.4 Limitation of the study | 3 |
| 1.5 Significance of the study..... | 4 |
| 1.6 Previous Related Study | 4 |
| | |
| CHAPTER 2 LITERATURE REVIEW..... | 6 |
| 2.1 Representation as part of cultural study | 6 |
| 2.2 Semiotics..... | 8 |
| 2.2.1 Charles Sanders Peirce’s Triadic Model..... | 9 |
| 2.3 Masculinity | 11 |
| 2.3.1 Hegemonic Masculinity | 12 |
| 2.4 Men’s Magazine..... | 13 |
| 2.4.1 Magazine Front Cover | 14 |
| 2.4.2 Men’s Health Magazine..... | 14 |
| 2.5 Cover Edition..... | 15 |
| 2.6 Theoretical Framework | 16 |

| | |
|-------------------------------------|-----------|
| CHAPTER 3 METHODOLOGY | 17 |
| 3.1 Research Method | 17 |
| 3.2 Data and Data Sources | 17 |
| 3.3 Data Collecting Procedures..... | 18 |
| 3.4 Data Analysis Procedures | 18 |
| 3.5 Table of Analysis | 19 |

CHAPTER 4 FINDINGS AND DISCUSSION 21

| | |
|---|----|
| 4.1 Data Description..... | 21 |
| 4.2 Finding | 21 |
| 4.3 Discussion | 23 |
| 4.3.1 Semiotic Analysis of the Front Covers..... | 24 |
| 4.3.1.1 The Front Cover of <i>Men's Health</i> Magazine (August 2017 edition) | 24 |
| 4.3.1.1.1 Title..... | 25 |
| 4.3.1.1.2 Slogan | 25 |
| 4.3.1.1.3 Central Image..... | 26 |
| 4.3.1.1.4 Coverline..... | 27 |
| 4.3.1.1.5 Summary..... | 31 |
| 4.3.1.2 The Front Cover of <i>Men's Health</i> Magazine (September 2017 edition)..... | 33 |
| 4.3.1.2.1 Title..... | 33 |
| 4.3.1.2.2 Slogan | 34 |
| 4.3.1.2.3 Central Image..... | 35 |
| 4.3.1.2.4 Coverline..... | 36 |
| 4.3.1.2.5 Summary..... | 39 |
| 4.3.1.3 The Front Cover of <i>Men's Health</i> Magazine (October 2017 edition)..... | 42 |
| 4.3.1.3.1 Title..... | 43 |
| 4.3.1.3.2 Slogan | 43 |
| 4.3.1.3.3 Central Image..... | 44 |
| 4.3.1.3.4 Coverline..... | 45 |

| | | |
|-----------|---|----|
| 4.3.1.3.5 | Summary | 48 |
| 4.3.1.4 | The Front Cover of <i>Men's Health</i> Magazine (November 2017 edition) | 50 |
| 4.3.1.4.1 | Title | 50 |
| 4.3.1.4.2 | Slogan | 51 |
| 4.3.1.4.3 | Central Image | 52 |
| 4.3.1.4.4 | Coverline | 53 |
| 4.3.1.4.5 | Summary | 56 |
| 4.3.1.5 | The Front Cover of <i>Men's Health</i> Magazine (December 2017 edition) | 57 |
| 4.3.1.5.1 | Title | 58 |
| 4.3.1.5.2 | Slogan | 59 |
| 4.3.1.5.3 | Central Image | 60 |
| 4.3.1.5.4 | Coverline | 61 |
| 4.3.1.5.5 | Summary | 64 |
| 4.3.2 | Analysis of Representation of the Ideal Body | 66 |
| 4.3.3 | Analysis of Masculinity on Hegemonic Masculinity | 66 |
| 4.3.3.1 | <i>Men's Health</i> Features of Masculinity | 66 |
| 4.3.3.1.1 | Physically and Mentally Health | 67 |
| 4.3.3.1.2 | Muscularity and Health Eating | 67 |
| 4.3.3.1.3 | Knowledgeableness | 67 |
| 4.3.3.1.4 | Better Understanding of the Opposite Sex | 68 |

CHAPTER 5 CONCLUSION AND SUGGESTION.....69

REFERENCES

APPENDIXES

