

## ABSTRACT

**Aprilia, Dwi, Mega.** 2018. *Man Representation on L-Men Advertisement (A Semiotic Analysis)*. Thesis, English Department, Faculty of Letters and Philosophy, Panca Marga University Probolinggo. The advisors are (1) Drs. Syamsul Anam, M.A and (2) Nuril Hidayati, S.Fil., M.Hum., M.Phil.

**Keywords:** Man, Representation, Semiotic, L-Men Advertisement.

This research analyzed Man Representation on L-Men Advertisement. The purpose of this study is (1) To identify of signified to man representation on L-MEN advertisement. The scope of this research is the all movement, gesture, facial expression, background, costume and property which representated man representation on “L-Men” advertisement and the limitation of this research is the semiotic analysis, representation and masculinity on “L-Men” advertisement.

The theory on Semiotic analysis was based on Marcel Danesi (2010) that has Roland Barthes semiotic: Sign - Denotation - Connotation - myth, the theory about the concept of representation was based on Stuart Hall (2001), the theory of masculinity based on Andrea Cornwall (1997). This research was qualitative and descriptive with analysis all movement, gesture, facial expression, costume, body shape which representated man with masculinity.

The finding showed that, Albern Sultan as main character has some symbol which man representation that are encourage, fearless, brave, competent, confident, have, empathy, care through Albern action. This research hopes to give of thingking, and give significance to literature, literature as culture product.