

Representasi Subordinate Masculinity dalam Fashion (Analisis Semiotika Androgynous Fashion Anggota Grup K-Pop Tomorrow By Together (TXT) pada Acara Red Carpet Mnet Asia Music Awards 2022) = Representation of Subordinate Masculinity in Fashion (Semiotic Analysis of Androgynous Fashion of Tomorrow By Together (TXT) K-Pop Group Members at the Mnet Asia Music Awards 2022 Red Carpet Event)

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Abstrak

Maskulinitas subordinat merupakan salah satu bentuk maskulinitas yang belum banyak direpresentasikan di media. Dengan pemahaman masyarakat yang masih terbatas pada bentuk maskulinitas hegemonik, yakni laki-laki yang kuat, mandiri, dan dominan, bentuk maskulinitas subordinat masih sering mengalami diskriminasi dalam mengekspresikan identitas mereka. Pada industri K-Pop, Tomorrow by Together (TXT) merupakan salah satu grup K-Pop laki-laki yang sering menyuarakan isu stereotip dan norma gender, salah satunya melalui fesyen yang mereka kenakan. Penelitian ini bertujuan untuk menganalisis representasi subordinate masculinity, terutama dalam bentuk androgynous fashion yang ditampilkan anggota TXT pada acara red carpet Mnet Asia Music Award (MAMA) 2022. Terdapat beberapa konsep yang akan digunakan dalam penelitian ini, antara lain representasi media, maskulinitas subordinat, dan TXT sebagai grup K-Pop yang akan dianalisis. Penelitian dilakukan dengan menggunakan metode analisis semiotika oleh Roland Barthes untuk membahas penanda (signifier) dan petanda (signified) yang ada pada fashion TXT serta menggali sistem makna denotatif dan konotatif di baliknya. Hasilnya, ditemukan bahwa TXT berhasil merepresentasikan fesyen androgini melalui koleksi pakaian yang mereka kenakan dan memperoleh reaksi positif dari banyak pihak. Sebagai artis muda, TXT berhasil membangun branding sebagai sebuah grup yang merepresentasikan isu sosial melalui fesyen mereka.

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Subordinate masculinity is one form of masculinity that has yet to be widely represented in the media. With society's understanding still limited to hegemonic forms of masculinity, such as strong, independent, and dominant men, men with subordinate masculinity still often experience discrimination in expressing their identity. In the K-Pop industry, Tomorrow by Together (TXT) is one of the male K-Pop groups that often voices issues of stereotypes and gender norms, one of which is through the fashion they wear. This study aims to analyze the representation of subordinate masculinity, especially in the androgynous fashion displayed by TXT members at the 2022 Mnet Asia Music Award (MAMA) red carpet event. This research will use several concepts, including media representation, subordinate masculinity, and TXT as a K-Pop group that will be analyzed. The research was conducted using Roland Barthes' semiotic analysis method to discuss the signifier and signified in TXT's fashion and explore the denotative and connotative meaning systems behind it. As a result, this research found that TXT successfully represented androgynous fashion through the Burberry Menswear Collection they wore at the event and received positive reactions from many people. As a young artist, TXT managed to build branding as a group representing social issues through their fashion.