

ABSTRACT

The background of this research is the emergence of the metrosexual phenomenon in Yogyakarta. Metrosexual is men neat, fragrant and always love himself (skripsiadi,2005:97). Behavior or activities that do have their own representation that can be interpreted. Such behavior is also considered to lifestyle values espoused by the metrosexual men. This is the purpose of research, to interpretation or represent the values of the metrosexual lifestyle. The research method used was a qualitative research method with analysts descriptive or exposure value metrosexual lifestyle. Collection data techniques used were in-depth interviews, observation, and study the literature, test the validity of using triangulation of data sources. The result showed that there are values of the metrosexual men lifestyle is aesthetic value represented by the metrosexual way of taking care of himself, with diligent to the beauty center, consumer beauty product, and beauty clinics. Then the healthy value of the represented health of metrosexual men diligence visit to the gym or aerobics classes to keep his body in order to stay and good sixpack. Value of recognition that represented by metrosexual men like keep abreast of fashion trends and gadgets by the brand. Socialization values are represented by more joy, a metrosexual men doing affiliate motif in cafe. Lifestyle metrosexual men do can provide high confidence formulated. These values can be represented metrosexual lifestyle with his wish these guys get high social status that these men are willing to do anything to create the image attached with the man himself so that other will be easy to identify, prioritize who they are, and want to look like what they .