

ABSTRAK

Penelitian ini bertujuan untuk mengetahui resepsi laki-laki Gen Z terhadap penggunaan *makeup* oleh tokoh laki-laki dalam iklan Barenbliss di Instagram versi Gabriel Prince. Iklan tersebut diunggah pada 10 Oktober 2022 dan menampilkan Gabriel Prince yang secara langsung mengaplikasikan produk *makeup* di wajahnya. Penampilan tersebut memicu perdebatan di kolom komentar dan mencerminkan adanya tegangan antara konstruksi maskulinitas yang berlaku di masyarakat dengan pergeseran representasi gender yang hadir melalui konten media digital. Penelitian ini menggunakan metode kualitatif dengan paradigma konstruktivis dan pendekatan analisis resepsi berdasarkan model *encoding-decoding* Stuart Hall. Data diperoleh melalui wawancara mendalam dan observasi terhadap tujuh informan laki-laki Gen Z yang dipilih secara *purposive sampling*, dengan keabsahan data dijamin melalui triangulasi sumber. Melalui proses *encoding*-nya, Barenbliss menyampaikan *preferred reading* bahwa "*K-Beauty is genderless and for everyone*", yakni *makeup* bukan hanya milik perempuan, melainkan sarana ekspresi diri bagi siapa pun tanpa batasan gender, sebagaimana ditegaskan melalui kampanye "*Bloom My Way*" dan pernyataan resmi *brand*. Hasil penelitian menunjukkan bahwa dua informan berada pada posisi *dominant-hegemonic*, yakni menerima pesan inklusivitas gender Barenbliss secara penuh. Tiga informan berada pada posisi *negotiated* sebagai posisi paling dominan, di mana informan menerima sebagian pesan namun menyesuaikannya dengan nilai agama, latar belakang keluarga, dan norma sosial mereka. Dua informan berada pada posisi *oppositional*, menolak pesan iklan dan memandang penggunaan *makeup* oleh laki-laki sebagai hal yang bertentangan dengan norma maskulinitas. Penelitian ini menegaskan bahwa perubahan representasi gender dalam media tidak secara otomatis mengubah cara audiens memaknai maskulinitas, karena pemaknaan tersebut selalu dipengaruhi oleh nilai-nilai yang telah terbentuk sebelumnya.

Kata Kunci: Analisis Resepsi, Maskulinitas, *Makeup*, Iklan, Generasi Z

ABSTRACT

This study aims to examine the reception of Gen Z males toward the use of makeup by a male figure in the Barenbliss Instagram advertisement featuring Gabriel Prince. The advertisement was uploaded on October 10, 2022 and depicted Gabriel Prince directly applying makeup products to his face. The content sparked debate in the comment section and reflects the tension between prevailing masculinity constructions in society and the shifting gender representations emerging through digital media content. This study employed a qualitative method with a constructivist paradigm and a reception analysis approach based on Stuart Hall's encoding-decoding model. Data were collected through in-depth interviews and observations with seven Gen Z male informants selected through purposive sampling, and data validity was ensured through source triangulation. Through its encoding process, Barenbliss communicated a preferred reading that "K-Beauty is genderless and for everyone", that makeup is not exclusively for women, but rather a means of self-expression for anyone regardless of gender, as affirmed through the "Bloom My Way" campaign and official brand statements. The findings indicate that two informants occupied the dominant-hegemonic position, fully accepting Barenbliss's gender-inclusive message. Three informants occupied the negotiated position as the most prevalent position, in which they accepted parts of the message while adjusting their interpretation in accordance with their religious values, family background, and social norms. Two informants occupied the oppositional position, rejecting the advertisement's message and viewing the use of makeup by men as something contrary to masculinity norms. This study confirms that shifts in gender representation in media do not automatically change how audiences interpret masculinity, as such interpretations are always shaped by values that were previously established.

Keywords: Reception Analysis, Masculinity, Makeup, Advertisement, Generation Z