

Representation of Men as Sexual Objects in Film (Semiotic Analysis in the Film Dear David)

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Abstract

The depiction of men in the media is one of the complementary parts or visual objects that can be the center of attention of the audience. Exploitation of the male body can actually be a potential for media success. One of them is a film, where some of the actors appear as *sispek*, some even do not cover their entire bodies. *Dear David* is a film that has received controversy related to the existence of sexual oppression against men. The purpose of this study is to further reveal the representation related to men being used as sexual objects in the film "*Dear David*" by Lucky Kuswandi in 2023. This study uses a descriptive qualitative approach based on the theoretical foundations of Masculinity (Beynon) and Representation (Hall). Roland Barthes' semiotic analysis method is used to determine the meaning of the signs or symbols used in the film shown. The results of this study indicate that men can also be tempted and approached, and in this film it gives rise to a representation that men are part of the reason and temptation for women. Men get the stereotype of being brave, muscular and mighty if they can do everything. Researchers suggest that practitioners in the creative industry should pay attention to the absence of a patriarchal system that is detrimental to men in a film.

Keywords: Masculinity, Representation, Film, Semiotics, *Dear David* Film

INTRODUCTION

The increasingly significant changes have driven the mobility of gender equality and negative representation of men. Hall (in Willutami, 2020) said that representation has two meanings, the first is mental representation, namely the concept of something in each of our heads is called a conceptual map, mental representation forms something abstract. The second is constructing meaning, the abstract concept in the head must be translated into language, in order to link concepts, and ideas about certain signs and symbols.

Representation in the context of film also refers to the way certain characters, situations, or themes are depicted or presented in an audiovisual work. This case is about the depiction of men in films. More specifically, the

depiction of men in films includes various aspects such as masculinity, male characters are depicted in terms of physical, emotional, and behavioral aspects that are considered masculine. Gender roles, men are positioned in certain roles (eg hero, villain, father, best friend, or romantic partner). Certain stereotypes that often appear in the depiction of men, for example tough guys, playboy types, or hard-working men. Characterization, male characters develop through dialogue, actions, and their relationships with other characters (Cartinah, 2020). Relevant data related to the representation of men in films include, Representation of the Ideal Man in the Film Saturday with Father (Analysis of Roland Barthes' Semiotics on the Characters of Father, Cakra, and Satya) (in Cartinah, 2020), Representation of Infertile Male Masculinity in the Film Test Pack by Ninit Yunita (in Poedjianto, 2014) and several studies that certainly discuss the representation of men in films. Hall (in Willutami, 2020) said that representation means using language to express or represent something meaningful, a meaningful world for others. Representation is an important part of the process of producing meaning and exchange between people, which involves the use of language, signs, images that represent something and this can also be seen in human characters who have various characters, one of which is a character who has a masculine character.

Masculinity is a concept that exists because of the social construction of men. In this concept, men can be measured by success, power, and lots of praise from others, so men must be able to do and have all these aspects to become real men (Dermatoto, 2010). Society agrees regarding the role of women as someone who is feminine and the role of men as someone who is masculine. Feminine itself is described by characteristics such as gentle, friendly and kind. While masculine is described as being brave, brave, never giving up and responsible (Sutorini, Alif & Sarwani, 2019).

Discussions on gender issues create an uncomfortable atmosphere, both in women's forums and men's forums involving men and women. In fact, there is often confusion about the concept of sex and gender, both by men and women. Gender is still considered identical to women, therefore gender issues are also women's issues. In fact, gender issues are a common problem between men and women, because they are related to the roles, functions and interactions between the two sexes, both in the domestic and public spheres. Romdloni (in Alna, 2022) said that gender is basically used to identify differences between men and women in terms of socio-culture. Gender studies emphasize the development of aspects of masculinity and femininity in a person. In contrast to sex studies which emphasize the development of biological aspects and chemical composition in the bodies of men and women. For the process of a child growing into a man or woman, the term gender is used more than the term sex. The term sex is generally used to refer to issues of reproduction and sexual activity, and the rest is the term gender. Individuals who have different natures, characteristics and genders in everyday life are

something that every human being must be able to adapt to, so that in their lives humans do not feel that they live alone.

Physical characteristics are basically complicated and even vary in each individual and human perspective. Thus it can be said that human beauty is subjective (CNN Indonesia, 2015). Some parts that are quite common, based on science, women tend to choose typical masculine men with body shapes or postures that are taller than women, because with this women feel that men according to this can be considered handsome and good-looking, which shows a symbol of strength, sexual toughness and high testosterone. Unlike men, men tend to like women who are shorter than them, who have fuller or thicker lips, symmetrical faces, and large breasts with this showing a symbol of good fertility, and can be responded to by men that, it can be said that the woman is already beautiful. In reality, beauty and all of this go through reproduction. Beauty and handsomeness are also about how a person thinks, how they walk, and how they interact with others in their lives. In fact, it can be said that getting a picture of life with a better human face, returns to our mindset and how we appreciate ourselves in the life we live with various aspects, both from the aspect of masculinity and feminism (Solomon & Noroc, CNN Indonesia 2015).

Masculinity in the eyes of society as an ideal man is a person who is strong, tough, and has other attributes that are considered masculine. However, this assumption often causes gender inequality towards women. Men who adhere to these norms of masculinity have greater opportunities in life, while women have to fight against stereotypes and social expectations that bind them (William, 2021). In addition to this, there is also the phenomenon of toxic masculinity which describes the attitudes and behavior of men that are detrimental to themselves, others, and society in general with forms of toxic masculinity behavior including taboos when using skincare, prohibitions on crying, pressure to always be strong, and not being allowed to experience sexual harassment (Hermawan & Hidayah, 2023). This phenomenon affects the lives of men in society, including psychological pressure, intimidation, and exclusion.

The phenomenon of films that present gender issues has increased, both physical and non-physical violence, torture, rape, sexual harassment, and sexual exploitation and pornography carried out by both women and men. The films related to gender and sexuality are as in the following table.

Table 1. Films Containing Masculinity

No	Movie Name	Year	Main Players
1.	Audrie & Daisy	2016	Audrie Pott, Daisy Coleman, Paige Parkhurst, and Melinda Coleman

2.	Like Revenge , Longing Must Be Paid Completed	2021	Marthino Lio and Ladya Cheryl
3.	Dear Nathan	2017	Amanda Rawles and Jefri Nichol
4.	Dilan 1990	2018	Iqbaal Ramadhan and Vanesha Prescilla
5.	Lottery club !	2003	Cut Mini Theo, Tora Sudiro , Aida Nurmala , Surya Saputra, and Rachel Maryam
6.	Dear David	2023	Shenina Cinnamon, Emir Mahira, and Caitlin North Lewis

The films above have different storylines and are considered to have problems. For example, cases related to gender in the film are the film "Audrie & Daisy" in 2016. With full of gender conflicts in this film, it raises the idea of fundamental differences between men and women. As for films related to gender and sexuality such as in the film Dendam Rindu Harus Dibayar Tuntas, genitals or gender and sexuality are the main issues raised in this 2021 film. A film adapted from a novel by Eka, fighting with issues of gender and sexuality, with this film telling the story of a man named Ajo who is known as a paid thug and likes to fight. The desire to fight is influenced by his past trauma, then he meets a woman who feels the same fate, then they get married. Other films related to the author's research object are films entitled Dear Nathan, Dilan 1990, Arisan and of course there are still many films that discuss the masculine side of the actors who are shown.

The film that will be studied by the researcher is the film "Dear David" by Lucky Kuswandi in 2023 which shows gender issues. The film by director Lucky Kuswandi is at the top of the Top 10 Netflix Indonesia list. The different story in this film raises the theme of a love triangle, identity crisis, exploration of sexuality, and the intersection of teenage life with social media. This story is not only relevant for teenagers but also for adults. Director Lucky Kuswandi stated that this film discusses self-love and self-acceptance, which are universal messages. The unique initial idea came from the writer of Palari Movies, Winnie Benjamin, who wrote a fantasy story based on her own experiences. The attractive visuals and costumes in this film succeed in providing a charming and warm visual appearance, as well as costumes that support the fantasy story of the main character, Laras. Social issues that are close to teenagers in this film raise various issues that rarely appear in

Indonesian films, such as the search for identity, sexual orientation, harassment of men, and the importance of privacy in the realm of education. This romantic fantasy drama film makes many audiences especially those aged 18 and over curious to watch it. The film by Palari Films is considered successful in raising taboo issues and ignoring men as victims of sexual harassment. The film "Dear David" presents a story of Teenage Love with provocative fantasy, the film starring Shenina Cinnamon, Emir Mahira and Caitlin North Lewis tells the story of high school teenagers. Shenina Cinnamon who plays Laras is an outstanding student and gets a scholarship, which becomes a problem later the secret blog she created containing the secret of her fantasy story with David who is a football star is finally revealed and known to many people. David played by Emir is a star in their high school. The film can only be watched by viewers who are 18 years of age and over, which in the film can be said to show some parts of the body in an open state (Metrotvnews.com, 2023). The film "Dear David" itself made the audience give many comments, both positive and negative. As many as 38% of negative reviews by netizens were poured on Twitter regarding the film "Dear David". There are several opinions that consider the film not suitable to watch because it discusses sexual harassment and supports LGBT, even gender and male masculinity, especially the character of David in the film "Dear David" could be one of the cases related to gender.

In our heads or gender stereotypes have deviated far from previous masses. We ourselves can see cases around us are not free from cases related to gender, both from women and men. In this researcher's film, the male object is the researcher's concern which is shown that a man who is a star and has basketball skills, with a muscular body and a handsome face in a special high school in the film, becomes a woman's pursuit. In fact, it is made into a story in a blog by a woman, with an imagination that sometimes makes the woman always less focused on any activity she does in her daily life, even when talking to the man she tells in her secret blog, she sometimes behaves awkwardly and is ashamed of herself. On the other hand, the male character feels ordinary because he himself is not interested in the woman who plays Laras in the film "Dear David" 2023. In the film, the character Laras becomes a woman who looks smart with the trophies she has in her house, with the description of the trophy winning first place in all the trophies shown to the audience, in contrast to David who only likes playing basketball, so with this we can see the differences and characteristics possessed by the two genders are different and can be a case in life.

The gender element in the film Dear David is not only about a woman who excels in all fields of education and also a man who is depicted as a thug with his muscular body that makes women have high imaginations. This reaffirms that women are depicted as carriers of feminist roles and men as carriers of masculine roles. Based on the reasons that have been explained, the researcher is interested in researching gender in the film "Dear David" 2023,

then for further study in more depth with semiotic analysis using the Roland Barthes model, namely denotation which determines the basic meaning of a sign or word, then connotation which becomes an additional meaning to a sign or word based on context, culture, or individual experience, and then the myth of symbolic meaning given to certain signs by society, and also supported by gender theory. The film chosen as the object of the study is the film "Dear David", which raises issues related to men as victims of sexual harassment with a large audience.

Problem The phenomenon of men in the mass media is often depicted as objects and information tools for the public. This is what will support the many stereotypes or thoughts that arise that men can be objects to be enjoyed and seen. The depiction of men in the mass media itself tends to show physical or body. Therefore, the researcher's question in this study is How is the representation of men as sexual objects in the film Dear David. **Research Objectives** the problems that have been explained, the purpose of this study is to determine the representation of men as sexual objects in the film Dear David. The limitation of this study is that this study only analyzes the representation of men as sexual objects in the film « Dear David » by Lucky Kuswandi in 2023, especially the actor named Emir Mahira who plays David. **Benefits** This research is expected to provide practical and theoretical benefits. **Theoretical Benefits** This research is expected to contribute to the development of Communication Science in the world of lectures and be able to be a basis and reference for further research related to the representation of men as sexual objects in films and be a subject for further study. In practice, this research is expected to be useful as information and explanation material for readers to be more critical regarding men as sexual objects in films and to increase understanding for film practitioners in forming representations of men as sexual objects.

METHODOLOGY

The research method used in this study is the Roland Barthes Semiotic analysis method. Etymologically, the word semiotics comes from the Greek word "Semeion" which means sign. This means that semiotics is a science that discusses or studies the meaning of a sign. Kriyantono (in Prasetya, 2019) explains that "Semiotics studies systems, rules, conventions that allow these signs to have meaning. Sobur (in Prasetya, 2019) said that "Semiotics or in Barthes' terms, semiology, basically wants to study how humanity gives meaning to things". Semiotics is a method that studies symbols or signs. These signs are part of communication. Humans can use signs as intermediaries for communication with each other. Signs have their own meaning, these signs can come from applied experiences, thoughts, or ideas. Signs have their own meaning that signs become a name for something.

Table 2. Roland Barthes' sign map

1. Signifier (marker)	2. Signified (sign)
3. Denotative Sign (sign) denotative)	
4. CONNOTATIVE SIGNIFIER (CONOTATIVE MARKER)	5. CONNOTATIVE SIGNIFIED (CONOTATIVE MARKER)
6. CONNOTATIVE SIGN	

Semiotics plays a major role in interpreting many things, just as studying signs or symbols means studying language. Barthes (in Kevinia et al., 2022) explains that semiotics is the science of interpreting signs, where language is also a combination of signs that have certain messages from society. Signs themselves can be songs, dialogues, notes, logos, pictures, facial expressions, and body movements. Semiotics is a science or method of analysis that studies signs. Barthes (in Sobur, 2020) says that signs are tools that we use in an effort to find our way in the world, in human life, and among humans. Semiotics, in Barthes' terms, semiology, basically studies how humanity interprets things. To signify, which cannot be combined with communicating. Meaning is not only about objects carrying information, in the case of objects that want to communicate, but also constituting a system that is structured from signs.

There are two stages of meaning in Roland Barthes' semiotics, the first stage of meaning is denotation and the second stage of meaning is connotation. Denotation is a terminology or dictionary meaning of a word, while connotation is the cultural meaning attached to a terminology. Every denotative and connotative meaning that is formed is built through two-stage signification (two orders of signification) consisting of a signifier and a signified. The signifier is a sign that can be felt by human senses and the signified is the implied meaning contained in the media. At the same time, the denotative sign in number (3) forms a connotative signifier in number (4). To capture the hidden meaning or message (Mudjiyanto & Nur, 2013).

in connotative signs, the role of the user is needed, Roland Barthes emphasized the interaction between text and the personal and cultural experiences of its users (Mudjiyanto and Nur, 2013). After finding the meaning in the denotative sign (3) and the connotative sign (6), the meaning will then form a mythical element that develops and gives meaning to a sign through the culture that is the background for the emergence of the meaning. Myth is how to explain a culture and how to understand an aspect of reality or natural phenomena, myths are products of social classes that already have a dominance, examples of myths include primitive myths that explain the

existence of humans and gods or how to live and die, while myths in the present day for example about masculinity or femininity (Cartinah, 2020).

Myth is a genre of folklore related to sacred narratives about gods and heroes in society. However, in semiotics, myth is like a metaphor that connects signs with cultural values, historical events, attitudes, norms and beliefs of society towards something. Every scene in the film *Dear David* that refers to the representation of masculinity is then analyzed using Roland Barthes' semiotics which consists of denotation, connotation and myth.

Roland Barthes' semiotics according to (Sobur, 2017) in (Husaina et al., 2018) is known as the term signifier and signified which is developed into a theory of metalanguage with two systems of signification, namely denotative and connotative meaning. Denotative meaning is a level of descriptive meaning that is closed and literal which is virtually owned by all members of a culture. Denotative meaning is the true meaning that is mutually agreed upon socially, which refers to social reality. While connotative meaning is formed by linking the signifier with broader cultural aspects such as beliefs, attitudes, frameworks, and ideologies of a social formation. Connotative meaning is open to new interpretations. Between the signifier and the signified must have a relationship so that this is what will form the sign and the relationship will certainly develop because it is determined by the sign user. The relationship between the two is also arbitrary. So that in the denotative meaning it produces an explicit meaning and is the first signification system. While the connotative meaning produces an implicit meaning and is the second signification system.

When in the connotative meaning it is accepted as normal and natural or in other words provides justification for the dominant values that apply in a certain period as if it were destined, then this is a myth resulting from cultural construction, however it will appear as a pre-existing universal truth and inherent in common sense. A myth has a concept similar to ideology, because both work at the connotative level. Barthes (in Husaina et al., 2018) said that a myth that is already established will become an ideology. In Barthes' concept, connotative signs not only have additional meanings, but there are also two parts of denotative signs that underlie their position. This is a refinement given by Barthes in semiology, which stops at marking at the denotative level. Based on Barthes' understanding (in Sobur, 2020) interpreting the difference between denotation and connotation, in a general sense, denotation is understood as literal meaning, real meaning. The process of signification is traditionally referred to as denotation, which usually refers to the use of language whose meaning corresponds to what is said.

RESULTS AND DISCUSSION

RESULTS

Based on the data that has been obtained through observation and documentation , found in the form of scenes in scene and the dialogue in the film Dear David which represents masculinity in accordance with focus research . The data Then classified become a number of category masculinity according to Jhon Beynon's concept consists of from *Age and Physique, Geographical, Sexual Orientation, Status and Lifestyle, Historical Location, New Man As A Nurturer*, and traits Macho boyishness as well violence . The data that has been determined Then analyzed with use method Roland Barthes' semiotics and produced meaning denotation and connotation are constructed through two stages significance that is marker (*signifier*) and signified (*signified*) as well as furthermore from meaning the develop become element myth use give meaning in every sign .

Age and Physique

Figure 1. Scene in the Bush Forest (minutes 01:03 – 03-02)



Analysis Table representation image 1

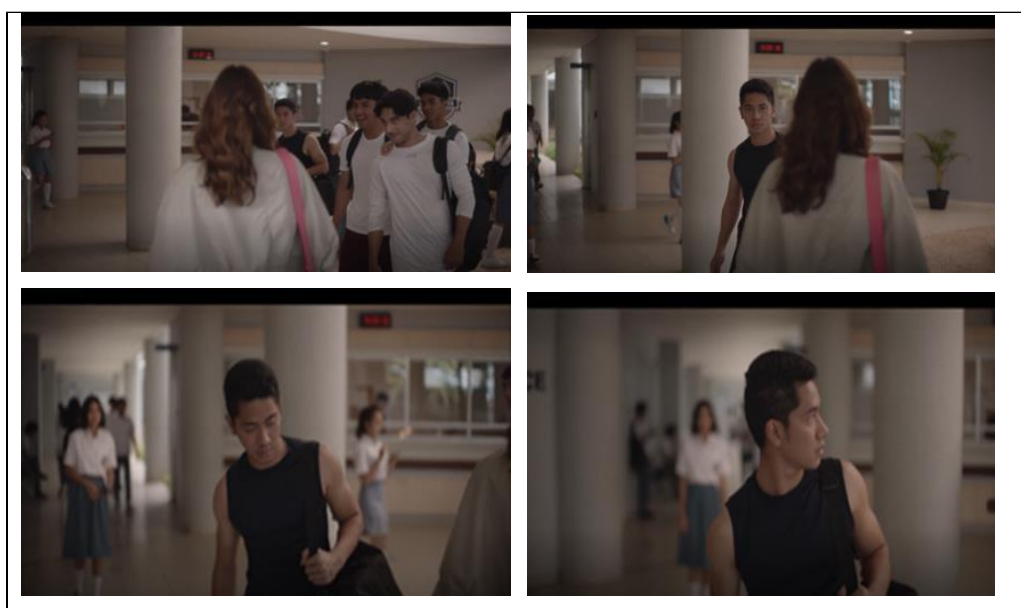
<p>1. Signifier (marker)</p> <ul style="list-style-type: none"> - A woman named Laras is looking through the telescope a man . - A man named David with bare chest, shoulders, thighs , and legs are bare wipe the water on some part his body the . - David got Laras who was look into it - David chases Laras. 	<p>2. Signified (signified)</p> <p>The character of David, played by actor Emir Mahira, has height 170 cm. David has David's body muscles are strong and visible have a broad chest as well as hairs fine add impression inherent masculine to him .</p>
<p>3. Denotative Sign (sign) denotative)</p> <p>David gets a medium Laras looking at it , so that He chasing Laras.</p>	
<p>4. Connotative Signifier (marker connotative)</p> <p>David with height 170 cm can classified as a man who has tall body posture . Signs physical evidence that shows David has enter age mature that is He own muscle muscular in some part body , hair subtle which signifies man the has experience maturity in a way sexual .</p>	<p>5. Connotative Signified (signified connotative)</p> <p>Humans who have mature experience growth height , height and weight body is one of indicator characteristics from man has adults .</p>

	<p>Poedjianto (in Aldi, 2022) said growth significant bone as well as strong muscles as sign masculinity in men who have adults . Ardia (in Aldi, 2022) explains hair that grows on the body become part growth sexual for man adults , as well as David who has part the .</p>
<p>6. Connotative Sign (sign) connotative) Man with body tall , handsome and muscular show man masculine .</p>	

The scene above , the character David represents masculinity that if connected with John Beynon's theory , David is included macho nature . David also represents masculinity with aspect reading masculinity category *age and physique*, namely past appearance physique as well as a number of part David's muscular body classified as man athletic . David's physique with handsome face becomes Power pull alone in the eyes of others, even a The woman named Laras is interested and full excitement as well as lust when see the body that David has .

Sexual Orientation

Figure 2. High School Lobby Scene (minute 06:45 – 06:48)



Analysis Table representation image 2

<p>1. Signifier (marker)</p> <ul style="list-style-type: none"> - A woman currently passing by, he become center attention - David sees without blink. - David noticed from end bring until on woman passing by the - David sees until woman road disappear from direction. 	<p>2. Signified (signified)</p> <p>A woman who becomes center attention many people, no on purpose passed in front of David. David with her gaze and expression, in a way No direct show there is a feeling of liking, interest and admiration to the woman he Look from from toe to toe end head, even see until woman That disappear from direction.</p>
<p>3. Denotative Sign (sign) denotative)</p> <p>David's interested expression and behavior to a woman.</p>	
<p>4. Connotative Signifier (marker connotative)</p> <ul style="list-style-type: none"> - David is interested to a woman. - Gaze David who shows his liking to a woman. 	<p>5. Connotative Signified (signified connotative)</p> <ul style="list-style-type: none"> - A man who has feeling to against type. - Interest man with someone he like.
<p>6. Connotative Sign (sign) connotative)</p> <p>David's gaze showed there is a feeling of liking and interest to against type.</p>	

Reading the sign in the scene above , based on method Roland Barthes' semiotics , and masculinity according to John Beynon. David is classified as in aspect *sexual orientation*, namely man own pattern interest emotional and romantic to against type . Aspect masculinity This shown past David's gaze from toe to toe on head to the woman who passed in front of him , who was a woman the become center attention for his friends in his high school . Even David is like that. stare and look A little his head to position woman who is way , until a woman the is lost from direction , David remained pay attention to it . This describe form David's interest , with the expression and gaze that David showed to against type .

Status and Lifestyle

Figure 3. Field Scene Football (minute 07:08 – 07:12)



Analysis Table representation Figure 3

<p>1. Signifier (marker)</p> <ul style="list-style-type: none"> - David who is play football . - David printed goal in exercise team football his . - Lots of praise from friends - and coaches on mold goal scored by David. 	<p>2. Signified (signified)</p> <p>David who is playing ball, with the tactics he uses use make He printing goal, so that He get praise and encouragement from Friend his team .</p>
<p>3. Denotative Sign (sign) denotative)</p> <p>David printed goal and get praise</p>	
<p>4. Connotative Signifier (marker connotative)</p> <ul style="list-style-type: none"> - David felt proud with the goal he scored make and get praise . - David with skills Can playing soccer. - David becomes the player who gets Lots praise from friends the team and its coach . 	<p>5. Connotative Signified (signified connotative)</p> <ul style="list-style-type: none"> - When a man like his interest, he will Spirit in run it . - David shows more skills from friends his team . - David showing his pride on what is he for to his team, himself, and his coach .
<p>6. Connotative Sign (sign) connotative)</p> <p>As man , david have influential interest in his life .</p>	

In the scene above David is classified man masculine with category *status and lifestyle*, namely behavior related men with image self for reflects his social status. Because with interest football, david show side masculinity that has interest as well as good skills, of course can influential in life nya, good

For himself Alone and the people around his life , even the person who fills his life .

Historical Location

Figure 4. Scene in the Ret-ret Bus (minute 1:19:30 – 1:20:30)



Analysis Table representation Figure 4

1. Signifier (marker)	2. Signified (signified)
<ul style="list-style-type: none"> - Laras and David on the bus, inside journey go home and retreat. 	<p>David and Laras sat next to each other on the bus. Suddenly Laras looked at David and asked related the pain experienced by David. Then David answered, that David and his mother lost in the forest, david said If Her mother there is , he is a person who is <i>moody</i> tan. At the time incident It was in the forest that David felt congested breath . Then Laras asked David is sick</p>
<ul style="list-style-type: none"> - Laras asked related Sick congested David's breath . 	
<ul style="list-style-type: none"> - David said that he and his mother were lost. in the forest . 	
<ul style="list-style-type: none"> - Laras was silent after hear David's story. 	
<ul style="list-style-type: none"> - Laras asked , related David is 	

<p>sick already known by his father or Not yet.</p> <ul style="list-style-type: none"> - David hides the pain from His father . 	<p>already known or not yet by sir David . But David didn't want to the pain known by his father .</p>
<p>3. Denotative Sign (sign) denotative)</p> <p>David tells the story to Laras about His family who has not known to Laras.</p>	
<p>4. Connotative Signifier (marker connotative)</p> <ul style="list-style-type: none"> - David tells the story to Laras about his family who have not known to Laras. - David shows sadness and regret in front of Laras. - David doesn't want to his father worry with the pain 	<p>5. Connotative Signified (signified connotative)</p> <ul style="list-style-type: none"> - The man who has tell question painful incident to the woman he know, because Already to believe woman the . - A man who can show sadness and weakness in front of the person he is happy, have side tenderness . - Man show his inability in front of woman .
<p>6. Connotative Sign (sign) connotative)</p> <p>David feels relieved when tell a story to the woman he trust and need help the woman he like when the pain currently relapsed</p>	

Based on method Roland Barthes' semiotics and John Beynon's Macullinity. In the picture above, the character David is classified as man masculinity with characteristic *new man as a nurturer*, namely man own side softness in himself . David shows side his inability, he No always show strength and courage in front of Laras. David is included man in category masculinity *historical location*, that is A history or related past with formation character

men . David's past caused the pain appear in the himself . That is what makes David's character also wants his illness to go away . No known his father and made his life with fine just .

Geographical

Figure 5. Men's Toilet Scene (minute 1:40:28 – 1:40:38)



Analysis Table representation Figure 5

<p>1. Signifier (marker)</p> <ul style="list-style-type: none"> - David hit Friend team his football - Team mates his leaking writing from Laras' blog. - His friend hate with David because become hero school . - His other friends saw David fights and breaks it up fighting and ordering his friend who had been beaten by David for go . 	<p>2. Signified (signified)</p> <p>David walks while emotion to Friend team he was in the toilet and found out his friend who leaked the writing that Laras made. David hit his friend make mouth his friend bleeding. David did not like action taken his friend. his friend hate because David became pride in his school. So that two friends other to break up and order friends who have bloody For quick go .</p>
<p>3. Denotative Sign (sign) denotativ)</p> <p>David fights with Friend team football the ball , because David didn't like action taken his friend .</p>	
<p>4. Connotative Signifier (marker connotative)</p> <ul style="list-style-type: none"> - David fights with Friend team football the ball, because David didn't like action taken his friend . - David doesn't like existence destructive act price self and dignity somebody. 	<p>5. Connotative Signified (signified connotative)</p> <ul style="list-style-type: none"> - Man finish a problem with violence . - Man try to straighten up justice . - In life men, sometimes No like people who join mix especially

	damage price self and dignity .
<p>6. Connotative Sign (sign) connotative)</p> <p>As David the man is not want to price himself viewed low by the people around him . As long as David doesn't Once follow mix will other people's lives , david will make life fine just .</p>	

Based on method Roland Barthes' semiotics above, then associated with John Beynon's masculinity. David is a man who has aspect masculinity *geographical*, that is a man rated own imaging more Good than others through scope the environment that surrounds him. David is considered the hero in his school, his friend hate will matter said, so that his friend spread Laras' writing about David. So that David doesn't like action taken his friend, because damage Name his and her name from the woman she know. According to properties John Beynon's masculinity, David has characteristic man in the form of violence . Shown with David's behavior , which is more choose fight For finish problem with Friend team football the ball .

DISCUSSION

Appearance and body shape can be a sign of a person's identity. In general, traditional expressions of masculinity emphasize values such as strength, power, fortitude, action, control, independence, self-satisfaction, and loyalty to friends. Interpersonal relationships, language skills, family life, kindness, communication, and children are looked down upon (Willutami, 2020). Beynon divides the development of masculinity into four important parts, namely pre-1980s masculinity, 1980s masculinity, 1990s masculinity, and 2000s masculinity. David is tall, handsome, and muscular, with a mustache and fine hair. Men with this build are usually seen as fierce and feared, and respected for being muscular, tall, and seen as strong men (Rowena & Rutherford, 2014). The presence of hair on certain parts of the body indicates that a man is experiencing sexual growth as an adult male and is considered more frightening than men in general (Ardia, 2017).

David fulfills the macho aspect according to Beynon (in Willutami, 2020). David also represents masculinity with the aspect of reading masculinity in the age and physique category, namely through physical appearance and some of David's muscular body parts which are classified as athletic men. David's physique with a handsome face is a special attraction in the eyes of others, even a woman named Laras is interested and full of passion

and lust when she sees David's body. Beynon said that male sexuality can include men's experiences in relationships with women. David shows his concern and saves the woman he loves. To show his love and interest, men not only do romantic things, but can also show aggression by protecting women. Men who show concern for the opposite sex show that they are attracted to the opposite sex (Rowland, 2001). David's sexual orientation is female. Sexual orientation is the emergence of feelings of sexual or emotional attraction to a particular gender (Jelita et al., 2020).

According to Beynon (in Willutami, 2020) emotional characteristics include the perception of a man not crying, steadfast and not emotional. Aspects of Masculinity Reading by John Beynon in (Willutami, 2020), John Beynon argues that masculinity clearly overlaps and depends on the individual man, masculinity is never regulated in a fixed and concrete manner. Masculinity experiences changes that change a man, such as changing his class, status, and culture, these changes can change upwards or downwards. Beynon (in, Willutami, 2020) said that in the process of changing masculinity, it will also change feelings, experiences, and new rules regarding masculinity.

Swearing is an attempt to convey feelings and thoughts in certain language units that are considered the most appropriate and appropriate in terms of linguistic expression (Putra, 2013). In addition to being used to express amazement or surprise, swearing is also an attempt to show a form of angry expression (Ibda, 2019). In this section, it can be concluded that David does not fulfill the macho aspect of violence from the characteristics of Beynon's concept of masculinity because he tends to show his machoism. Masculine men have intelligent, rational, logical and objective thinking in solving a problem (Saputro and Yuwanti, 2016). Objective according to the Big Indonesian Dictionary is about the actual situation without being influenced by personal opinions or views, being objective is a way of drawing a conclusion or action by looking at what the perpetrator does. David in Beynon's reading aspect is a geographical person, David becomes someone who has a better image in the environment around him.

The findings of this study have some similarities with previous studies. Representation of Men as Objects in Films based on Five Scenes in the Film "Dear David" are analyzed based on the meaning of Denotation, Connotation, and Myth. As a mass media, the film "Dear David" is able to describe the phenomena and problems that occur in society, especially related to sexual harassment against men. Signs of depiction of male sexual harassment are clearly visible through the character of David who is sexualized by his teacher and friends at school after a sexual fantasy story about him spreads. Five types of sexual harassment against men were found in the film Dear David: verbal sexual harassment, physical sexual harassment, non-physical sexual harassment, cyber sexual harassment, and sexual harassment through information and communication technology. Of the five traits of masculinity and aspects of reading masculinity according to John Beynon, with Stuart

Hall's representation classified using Roland Barthes' semiotic analysis, there are findings that can be seen from the character of David, namely the first Age and Physique, second Sexual Orientation, third Status and Lifestyle, fourth Historical Location, fifth Geographical. What is interesting about the results of this study is that men can also be victims of sexual harassment, and that the problem of sexual harassment itself is not based on gender, but is a behavior that occurs in everyone, including society, even the opposite sex.

CONCLUSION

The Results of the Study of the Representation of Men as Objects in Films Based on Five Scenes in the Film "Dear David" are analyzed based on the meaning of Denotation, Connotation, and Myth. As a mass media, the film "Dear David" is able to describe the phenomena and problems that occur in society, especially related to sexual harassment of men. Signs of depiction of male sexual harassment are clearly visible through the character of David who is sexualized by his teacher and friends at school after a sexual fantasy story about him spread. Five types of sexual harassment of men were found in the film Dear David: verbal sexual harassment, physical sexual harassment, non-physical sexual harassment, cyber sexual harassment, and sexual harassment through information and communication technology. Of the five traits of masculinity and aspects of reading masculinity according to John Beynon, with Stuart Hall's representation classified using Roland Barthes' semiotic analysis, there are findings that can be seen from the character of David, namely the first Age and Physique, David in this section shows heterosexuality. Romantic attraction, sexual attraction, or sexual habits of humans of different sexes or genders (gender couples). How a man is attracted to a woman or a man's emotional and sexual attraction to the opposite sex. Second Sexual Orientation, David in this section shows heteroromantic. How a man is attracted to a woman or vice versa, but what appears in this case is romantic attraction. Third Status and Lifestyle, David in this section shows metrosexual. Someone who takes care of themselves with a healthy lifestyle, follows modern trends, does useful activities and there is a construction influenced by friends, family, even social media. Fourth Historical Location, David in this section shows phlegmatic. Someone with a personality that is not easily upset, happy, or angry. Someone in this case likes to observe, which they will feel more comfortable communicating by paying attention to their surroundings and choosing people to tell what they want to tell. However, with phlegmatic, someone is able to work together with others to achieve common goals. Fifth Geographical, David in this section shows physical aggression, physical violence or acts of violence. Someone who involves acts of physical violence, be it hitting, kicking, or using weapons. This directly hurts other people, even someone makes it a solution to solve problems. So when someone commits physical aggression, they aim to hurt another person directly. The film "Dear David" conveys the message that men can also be victims of sexual

harassment, and that the problem of sexual harassment itself is not based on gender, but rather is a behavior that occurs in everyone, including society, even the opposite sex. The film *Dear David* also indirectly displays the influence of patriarchal culture, toxic masculinity, where men must be strong and not look weak. Social bias that places men above women causes many people to still underestimate male victims of sexual harassment. The film shows how a male victim of sexual harassment played by David prefers to remain silent and not report it because he feels pressured by the existing prejudice. The film *Dear David* shows that men can also be victims of sexual harassment, and the patriarchal culture that is considered only detrimental to women has created a stigma of toxic masculinity. This gives us an understanding that it is actually also detrimental to men.

CONFESSION

1. Prof. Dr. M. Suyanto, MM as Rector of Amikom University Yogyakarta.
2. Emha Taufiq Luthfi, ST, M.Kom as Dean of the Faculty of Economics and Social Sciences, Amikom University, Yogyakarta.
3. Erik Hadi Saputra, S.Kom, M.Eng as Head of the Undergraduate Science Study Program Communication of Amikom University Yogyakarta.
4. Erfina Nurussa'adah, M.Kom as a Supervising Lecturer The thesis that has been give directions or input, and support to researcher from beginning until finished compilation thesis This.
5. Mr. Paulus Pambut and Mrs. Regina Mariati as parents who pray researcher in smoothness lectures until the drafting process thesis and support researcher Good in a way morale and material.
6. Brother Francisco Adventio Hair that always give spirited and entertaining researcher in finish thesis This.
7. Brothers and sisters and friends fellow fighters in wandering, which is always give support to researcher in the process of being drafted thesis This.
8. To everyone who doesn't Can called one by one, researchers pray for always given convenience in every process and struggle.

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