

REFLECTION OF CHARACTERS OF THE MASCULINITY OF MAIN CHARACTER IN TARUNG SARUNG MOVIE

Alfiansyah Rahmabin¹, Chalimah^{2*}, Jabbar Abdulrahman Qahar³

^{1,2} Universitas PGRI Jombang Indonesia

³ General Directorate for Care and Social Development Duhok Kurdistan Iraq

e-mail: rahmabinalfian@gmail.com, *chalimahstkipjb@gmail.com, jabarqahar1@gmail.com

Abstract

The analysis of masculinity in this movie uses Barthes semiotics theory. The researchers conduct masculinity research because it raises the phenomenon of heinous persecution based on defending his lover. The aim of this research is first to comprehend the characteristics of masculinity in terms of denotative, connotative, and myth of the main character in the movie *Tarung Sarung*. The method used in this research is a qualitative descriptive method with a semiotic model. The results of the research conclude that first, there are seven characteristics of the main character's masculinity found in this research, namely Physical; Deni Ruso has a handsome physique and courage, Functional; Deni Ruso helps people around him and his family, Sexual Aggressive; Deni Ruso wants to apologize and express feelings, Emotional; Deni Ruso can control emotions, Intellectual; Deni Ruso is not careless in making decisions, Interpersonal; Deni Ruso being able to become a leader in his environment and Personal Characteristics; Deni Ruso as a man who is financially successful. Semiotics helps analyze the implied meaning of the gradual process of forming masculine characters by supporting the theory of masculinity characteristics applied in this research. So, guidelines are found to form masculine attitudes and characters for every man.

Keywords: *Character; Masculinity; Movie; Semiotic; Implied Meaning.*

Abstrak

Analisis maskulinitas dalam film ini menggunakan semiotika Barthes. Peneliti melakukan penelitian maskulinitas karena mengangkat fenomena penganiayaan keji atas dasar membela kekasihnya. Tujuan dari penelitian ini adalah pertama, untuk memahami karakteristik maskulinitas dari segi denotasi, konotasi, dan mitos tokoh utama dalam film *Tarung Sarung*. Metode yang digunakan dalam penelitian ini adalah metode deskriptif kualitatif dengan model semiotika. Hasil penelitian menyimpulkan bahwa pertama terdapat tujuh karakteristik maskulinitas tokoh utama yang ditemukan dalam penelitian ini, yaitu Fisik; Deni Ruso memiliki fisik yang tampan dan keberanian, Fungsional; Deni Ruso menolong orang di sekitarnya dan keluarga, Seksual Agresif; Deni Ruso mau meminta maaf dan mengungkapkan perasaan, Emosional; Deni Ruso dapat mengontrol emosi, Intelektual; Deni Ruso tidak gegabah dalam mengambil keputusan, Interpersonal; Deni Ruso mampu menjadi seorang pemimpin di lingkungannya dan Personal Characteristics; Deni Ruso sebagai seorang pria yang sukses secara finansial. Semiotika membantu menganalisa makna yang tersirat dari proses bertahap pembentukan karakter maskulin dengan mendukung teori karakteristik maskulinitas yang diterapkan dalam penelitian ini. Sehingga ditemukan pedoman untuk membentuk sikap dan karakter maskulin bagi setiap pria.

Kata Kunci: *Karakter; Maskulinitas; Film; Semiotika; Makna Tersembunyi.*

INTRODUCTION

Masculinity is not a definite characteristic of a man, but this character has been made socially over time. The masculine nature of a man is not born naturally but is formed by the environment in which he lives and the local culture. Analyzing masculinity is essential because it can be used as information about correct masculine attitudes and actions, as happened in the case of persecution recently, which quite shocked the community. There was an incident of heinous persecution of a minor named David Ozora. This incident caught the public's attention because the perpetrator was the son of a tax official, and the victim was the child of an administrator for an Islamic organization. What is even more heartbreaking is that the reason the perpetrator committed the abuse was his girlfriend's complaint that the victim had mistreated her when she was still dating. The perpetrator's actions are a form of wrong masculinity, even though the goal is to defend his lover. Therefore, it is essential to research masculinity so that incidents like this can be reduced. This research examined masculinity in a movie because a movie is one of the most popular media in society.

The movie as art has a powerful influence and can enrich one's life experience through deeper aspects of life. In addition, the movie has a strong and significant impact on the viewer, who is not only affected when watching movies but will continue to be carried away for quite a long time. If observed further, movies are not only for spectacle or entertainment. Movies can represent just about anything we can imagine or perceive (Boggs & Petrie, 2012). The power and ability of movies to reach many social segments then makes the experts believe that movies have the potential to influence viewers. *Tarung Sarung* is an Indonesian action movie directed by Archie Hekagery and produced by Starvision Plus. The movie, set in Makassar, stars Panji Zoni, Yayan Ruhian, and Maizura. This movie broadcast exclusively on Netflix on December 31, 2020. This movie has a cultural background of *Sigajang Laleng Lipa* (stabbing each other in a sarong using a *Badik*), and it tells how to solve problems unique to South Sulawesi. However, because movies have great appeal and reach a broad audience, they can influence people's perspectives and perceptions of masculinity. Therefore, moviemakers need to recognize their social responsibility in shaping more inclusive narratives that support broader understandings of healthy and positive masculinity.

Language is a reflection of the culture and values of society. In studying masculinity, students can understand how gender norms and social views about men are reflected in language. Masculinity helps students realize the differences in communication styles between boys and girls. This can improve students' communication skills in different social and cultural contexts. Masculinity can create a more inclusive and welcoming educational environment for all students, regardless of gender. It avoids perpetuating unhealthy gender stereotypes and promotes equal rights and opportunities. This movie tells of a young man named Deni Ruso who tries to escape his comfort zone. Deni Ruso has to go through various obstacles to form his masculine character. Like his mother said, he wanted to escape the shadow of a spoiled child. Through this movie, we can see how a man builds his masculine spirit. This movie is interesting to discuss because of several factors. First, the movie *Tarung Sarung* raises the culture of the Bugis people, which is closely related to masculinity. Second, this movie received several awards related to the cinematography used in moviemaking.

The researcher uses Roland Barthes's semiotic method to analyze the masculinity of the main character in the *Tarung Sarung* movie. According to Barthes (in Kurniawan, 2001), semiotics wants to study how humanity interprets the things around it. This means that objects not only carry but also constitute a structured system of signs used in the movie, so Barthes' semiotics follow the research objectives. Barthes is better known for his denotative meanings and connotative meanings. Barthes also emphasizes myth and ideology in each of his signifiers and signs. Barthes not only translates signs into a series of languages but also inserts mythical elements from each culture or ideology the writer adopts. Myth is also used to support signifiers and signified so they can be translated more logically. Barthes created about how signs work namely as follows:

Table 2.1 Roland Barthes' Sign Map
 Source: Cobley & Litza (1999). *Introducing Semiotics*. NY: Totem Books, p. 51

1. Signifier	2. Signified
3. Denotative Sign	
4. Connotative Signifier	5. Connotative Signified
6. Connotative Sign	

From the table above, we can see that the denotative sign (3) is made from the signifier (1) and the signified (2). They both produce the denotative sign which is also the connotative signifier (4) on the second level of the semiotic system. The connotative signifier must create a connotative signified (5) to produce a connotative sign (6). The following is an explanation of the meaning of denotation, connotation, and myth:

This study aimed to find out how masculinity is packaged in a movie that elevates the masculine culture of the Bugis people, namely *Tarung Sarung*. The benefits that can be taken in this research academically are of course expected to be able to add to linguistic studies related to semiotics in movies, especially those related to masculinity. Practically, this research is expected to provide input for English education because it raises semiotics, which is part of linguistics.

From all the explanations above, there are some previous researches on masculinity. Several studies of masculinity using the semiotic theory only look at the semiotic aspect but do not reach other aspects. The writer found a research gap; the previous researcher only analyzed scenes showing masculinity using a semiotic model. Previous researchers have not explored the characteristics of masculinity according to Janet Saltzman Chafetz (2006), who has seven characteristics of masculinity. Other previous researchers conduct research related to masculinity characteristics in Javanese songs (Ulya, et al., 2021), representation of male masculinity in Indonesian Folklore (Sugiarti, 2022), representation of aggressive Masculinity in Talak 3 Movie with Roland Barthes' Semiotic Analysis (Syulhajji, 2017). Then, the earlier researchers had not analyzed the cinematographic elements. Here, the researcher focuses

on the semiotic theory of Roland Barthes (1999) to analyze the characteristics of the main character's masculinity in the movie *Tarung Sarung*.

RESEARCH METHOD

The research design used qualitative data because the analysis described a particular phenomenon. The method used in this research is descriptive qualitative with Roland Barthes semiotics analysis. The subject under study is the movie *Tarung Sarung*, and the object is the main character's masculinity. In this research, the instrument was documentation and observation. The researcher uses documents in this research, namely the screen capture and transcripts that contain the masculinity values of the main characters in the *Tarung Sarung* movie. In this research, the researcher used non-participant observation because the researcher did not participate in the moviemaking process.

RESULTS AND DISCUSSION

Results

1. The Physical Characteristics of Deni Ruso

Physical appearance is a sign that can be a person's identity. According to the concept of Janet Saltzman Chafetz, masculinity can be seen from the physical appearance of men, namely having strength in them, such as being handsome, brave, manly, strong, and athletic. In the culture of *Bugis* society, it is a very upholding shame. Therefore, when there is a problem between the two families, *Sigajang Laleng Lipa* will do it to solve problems that cannot be resolved by deliberation. Thus, Bugis children have been taught to train their physical strength since childhood. The goal is that he can defend his pride when someone lowers his dignity. Below is Deni Ruso's process of teaching his physical strength in the *Tarung Sarung* movie.



Picture 4.1 Scene 1 Physical (00:45:45-00:46:09) Deni Ruso kicks at Sanrego who is urination.

Sanrego: "Abeng, wait a minute okay"

(Sanrego asked two of his men to wait for him to urinate)

Abeng: "Oh, yes"

(Deni Ruso approached Sanrego and kicked his back toilet which made Sanrego fall into the pool)

Abeng: "Sanrego, are you okay? Sanrego calabai"

Sanrego: "Calabai, Chase! kill him!"

Denotation

The meaning of the denotation in the scene above shows Deni Ruso's courage in kicking Sanrego, who was urinating, so that he fell into the water.

Connotation

This action reflects Deni Ruso's physical side, which is high on courage. Deni Ruso did this not without reason. He felt humiliated, so he beat up Sanrego to get revenge. Even though he knew that if Sanrego caught up to him, he would be beaten back.

Myth

Men with high courage are considered masculine for daring to risk dangerous things for themselves.



Picture 4.2 Scene 2 physical (00:59:32-01:00:39) Deni Ruso improves his physical abilities by lifting jerry cans filled with water.

Mr. Khalid: "We have a lot of homework; we only have one month. It's hard"

Deni Ruso: "I'm used to mobs in Jakarta sir"

Mr. Khalid: "Oh my gosh. Go there fill the tub!"

Deni Ruso: "Fill the tub?"

Denotation

The meaning of the denotation in the scene above is to show Deni Ruso carrying two jerry cans filled with water to be put in a water tank.

Connotation

Mr. Khalid feels that Deni Ruso's punch power still needs to be stronger if he has to fight against Sanrego in the *Tarung Sarung* tournament later. As a trainer, Pak Khalid wants Deni Ruso to improve his physical strength by exercising. One of the exercises is lifting a jig filled with water. The exercise was meant to make Deni Ruso's stamina and balance much better than before.

Myth

Men with great stamina and strength are masculine men. Therefore, it requires tiring physical exercise. Men must be able to protect women, especially the women they love, and defend their honor. Thus, a masculine man needs to be able to do martial arts.

2. The Functional Characteristics of Deni Ruso

Masculinity can be analyzed by functional men who are responsible for the family or close relatives and defend the family from physical treatment. Functional men are not only adequate materially, but functionally, a man is more visible if he can be responsible for his family and the people around him. In the movie, *Tarung Sarung* Deni Ruso often shows his function as a man who wants to help those closest to him, especially his family. The main character in the movie *Tarung Sarung* has very functional characteristics as seen in his care and responsibility both for his family and those around him. The Bugis tribe is quite familiar with migrating, especially in cruise and other fields. This is proven by the scene where Mrs. Deni Ruso says that she has Bugis blood even though she now lives in Jakarta. The scene below explains that Deni Ruso was asked to go to Makassar to manage his family's business.



Picture 4.3 Scene 1 Functional (00:07:01-00:09:10) Deni Ruso is talking to his mother about the problem that occurred

Deni's mother: "Luckily he didn't die, Den."

Deni Ruso: "Mama, how do you know?"

Deni's mother: "So stupid like this, just make content. He's the son of an official in Surabaya, this can be used as evidence." (Shows a video)

Deni Ruso: "The police will think twice about arresting me, mam."

Deni's mother: "Returning from Switzerland is causing problems. Don't you want to go to college? Or do something useful for your future. Spoiled you know, your dad you must be embarrassed to see you like this."

Deni Ruso: "I'm not a spoiled child mam."

Deni's mother: "Tomorrow you will come back to your village!"

Deni Ruso: "New York?"

Deni's mother: "Makassar"

Deni Ruso: "Come on mam"

Deni's mother: "Come on mam, mama has Bugis blood so automatically you also have Bugis blood. So, Makassar is your hometown. You can learn to be responsible, while you take care of our new amusement park. You can't take a private jet; you can take a commercial airline from Soekarno Hatta."

Deni Ruso: "Okay"

Deni's mother: "And no business class, you go up to the economy so you feel like an ordinary person."

Deni Ruso: "Mam, what else?"

Deni's mother: "No more privileges for you, you can't also invite Uncle Abdul, no bodyguards, no one only you."

Deni Ruso: "Okay, and I will provide you. I'm not a spoiled child."

Deni's mother: "Good"

Deni Ruso: "Amusement park business, it's easy that one day too."

Deni's mother: "Well see."

Denotation

The meaning of the denotation in the scene above is that Deni Ruso is being interrogated by his mother regarding the incident that just happened because of his actions. Deni

Ruso's mother thinks that Deni Ruso can only make trouble by calling him a spoiled child who can't do anything useful.

Connotation

Deni Ruso did not accept his mother's accusations and tried to explain the incident. Regarding his mother's opinion that he was a spoiled child, Deni Ruso denied this and promised to prove that he was not a spoiled child. One of his actions is going to Makassar to care for one of his family's businesses. Deni Ruso's father is gone; therefore, he must be able to replace his father's role by managing the family business.

Myth

Deni Ruso tries to replace his father's role as head of the household by working to manage the family business. A man who can help people around him, especially his family, is masculine.



Picture 4.4 Scene 2 Functional (01:22:58- 01:23:38) Deni Ruso held the hands of Sanrego's men who wanted to hit one of a merchant

Abeng: "Pay!"

Merchant: "Nothing! Tomorrow!"

Abeng: "Pay!"

Merchant: "Tomorrow I will pay."

Abeng: "Always tomorrow you."

Merchant: "Yes, tomorrow! I promise!"

(Abeng hits the merchant's face, and then Deni Ruso approaches to stop him)

Abeng: "Beautiful man, don't interfere with you! Oh, you can fight, (Deni Ruso dodged Abeng's punch)

Sanrego's men: "Finish him."

Tutu: "I'm sorry I didn't do it on purpose." (poured coffee on Abeng's face)

Denotation

The meaning of the denotation in the scene above is when Deni Ruso was enjoying food

with his friends, he saw a thug who was about to hit a merchant.

Connotation

The two thugs who were about to hit the merchant were Sanrego's men. They are asking the trader for money on the grounds of security money. Deni Ruso, who saw this, wanted to prevent the two thugs from hitting the merchant. Deni Ruso held the hands of one of the thugs and a commotion broke out.

Myth

Deni Ruso's actions that care about the surrounding environment show its functional characteristics. A man who cares about the events around him is considered a masculine man.

3. The Sexual Aggressive Characteristics of Deni Ruso

Masculinity can be analyzed by sexual aggression; men have more aggressive sexual experiences than women. Sexual aggressive men don't always have to be oriented toward sexual relations. The sexual aggression in question emphasizes a man's efforts to approach and protect the woman he loves or likes. In the movie *Tarung Sarung*, Deni Ruso often shows sexual aggression as a man who wants to approach and protect the people he loves or likes in many ways. The main character in the movie *Tarung Sarung*, has very sexually aggressive characteristics, as seen in his efforts to approach and protect the woman he loves or likes.



Picture 4.6 Scene 2 Sexual Aggressive (00:38:55-00:40:51) Deni Ruso expresses his intention to learn Tarung Sarung to Tenri.

Tenri: "He tried to propose many times, but I always refused. So, he attacked you. He's jealous."

Deni Ruso: "Jealous? Do we..."

Tenri: "Because of me, you became like this."

Deni Ruso: "No, no that's okay Tenri."

Tenri: "Nice to meet you. Jakarta children who can speak Mandarin."

Deni Ruso: "Tenri, who said I want to return to Jakarta? No, I said earlier I have a business. And that thing, I want to learn Sarong Fighting. So, I can beat that Sanrego."

Tenri: "So, you want to stay here just for revenge."

Deni Ruso: "Yes, one of them. But the most important thing is that Sanrego doesn't dare to propose to you again."

(Tutu and Gogos approached the two of them "The things are ready. Ready to go to the airport")

Deni Ruso: "No, I want to stay here. Find me a teacher of *Tarung Sarung*, I want to learn."

Tenri: "It seems that Kanang has an uncle proficient in *Tarung Sarung*."

Denotation

The meaning of the denotation in the scene above is when Deni Ruso feels unacceptable because he was beaten up by Sanrego and his men.

Connotation

Deni Ruso asks Gogos and Tutu to find thugs to get back at him. However, the Bugis tribe, does not recognize gangs, but one on one. Deni Ruso feels increasingly frustrated and intends to return to Jakarta. Suddenly Tenri comes to Deni Ruso to apologize for Sanrego's actions toward him. Tenri explained that Sanrego was jealous of Deni Ruso. After hearing Tenri's explanation, he intends to learn *Tarung Sarung* so he can protect Tenri. He can also win the prize in the *Tarung Sarung* competition, so Sanrego can't apply for Tenri.

Myth

Deni Ruso's sacrifice to learn *Tarung Sarung* so that Sanrego can't propose to Tenri is a form of masculine attitude from a man to the woman he loves. Deni Ruso wants Tenri to know that he loves her.



Picture 4.7 Scene 3 Sexual Aggressive (01:35:54-01:37:34) Deni Ruso apologizes to Tenri and also confesses his feelings

Deni Ruso: "I'm only going to be here for a while. I want us to get to

know again. My name is Deni Ruso, the son of the owner of Ruso Corp, my mother is Dina Ruso, the person you hate the most. Forgive him. I used to believe that happiness is number one is money. Turns out I was wrong. My number one happiness is in front of me now. You, you are my number one happiness Tenri.”

Deni Ruso: “This means I love you, (shows a board with Chinese writing) Tenri, I'm sorry. Assalamualaikum.”

Tenri: “Waalaikumsalam”

Denotation

The meaning of the denotation in the scene above is when there is a misunderstanding between Deni Ruso and Tenri.

Connotation

The misunderstanding occurred because Tenri felt lied to by Deni Ruso regarding his identity. Deni Ruso intends to improve his relationship by meeting Tenri. Deni Ruso came to start his relationship again with Tenri. Deni Ruso tries to start by getting acquainted again. He retells his true identity and who his mother is. Deni Ruso revealed that his perspective that money is the number one happiness is wrong. Deni Ruso also revealed that his number one happiness now is Tenri. Deni Ruso also expressed his feelings for Tenri by bringing a sign written in Chinese.

Myth

A man who is willing to admit his mistakes and try to correct the mistakes he has made is a form of masculinity. This action is a form of attitude that approaches women in a masculine way.

4. The Emotional Characteristics of Deni Ruso

Masculinity can be analyzed from emotion. Masculine men can control and hide the emotions they feel. Even though they are under pressure, they can still control their emotions so they don't harm themselves or those around them. In the movie *Tarung Sarung*, Deni Ruso several times displays his emotions as a masculine man who can control his emotions in several events. The main character in the movie *Tarung Sarung*, has excellent emotional characteristics, as seen from his efforts to restrain and control his emotions in stressful situations.



Picture 4.8 Scene 1 Emotional (01:47:01-01:50:30) Deni Ruso throws away the *Badik* that Sanrego gave him

Sanrego: "Come on *calabai*"

(Deni Ruso threw away the *Badik* that Sanrego gave him)

Sanrego: "*Calabai* what are you doing *Calabai*, come on and fight me! *Calabai* take that *Badik calabai*! You coward *Calabai*, Tenri will be mine *Calabai*, let's fight!"

(Deni Ruso ignored Sanrego who was trying to provoke his emotions with *Tayamum*)

Sanrego: "You coward *Calabai*."

Mr. Khalid: "*Subhanallah, Alhamdulillah*"

(Deni Ruso prays in front of Sanrego who wants to attack him)

Denotation

The meaning of the denotation from the scene above is when Sanrego does not accept it because he thinks there has been cheating in his match against Deni Ruso.

Connotation

Sanrego invites Deni Ruso to do *Sigajang Laleng Lipa*, which is to fight in a sarong using a *Badik*. Deni Ruso doesn't want to follow Sanrego's will to carry out *Sigajang Laleng Lipa*. Sanrego keeps trying to persuade Deni Ruso by threatening if he doesn't want to do it, then Tenri will be his. Sanrego also mocked Deni Ruso by calling him a coward. Sanrego continues to provoke Deni Ruso's emotions, so he wants to carry out *Sigajang Laleng Lipa*.

Myth

Deni Ruso's composure, who continues to receive pressure and threats from Sanrego, shows his prowess in controlling his emotions. Even though he was threatened with losing the people he loved, Deni Ruso was able to control his emotions. That shows one of the masculine male characteristics.

5. The Intellectual Characteristics of Deni Ruso

Masculinity can be analyzed from an intellectual. Masculine men have high intellectual intelligence, so it is logical to think about what to do and how the impact of the action will be obtained. Intellectual relates to the reasoning power of a person who has a logical, rational, objective, and practical point of view. In the movie *Tarung Sarung*, Deni Ruso displays his intellect several times as a masculine man who always considers things before deciding.



Picture 4.9 Scene 1 Intellectual (00:25:22-00:26:41) Deni Ruso refused to sign the document and threw away the pen

Mr. Bobby: "It's an honor for me to meet the crown prince of Ruso Corporation."

Deni Ruso: "No need to mince words, just get to the point."

Mr. Bobby: "Beach reclamation is an expansion of the coastal area, through technical engineering for the development of new areas. This is where Ruso Park will be built, the biggest game area in Asia."

Deni Ruso: "Is the beach damaged or not?"

Mr. Bobby: "In fact, sir, this activity will increase land resources."

Deni Ruso: "You asked what the answer was, your politician."

Mr. Bobby: "The residents here are all happy because our project will provide additional income for them."

Deni Ruso: "Okay, where?"

Mr. Bobby: "They again."

Deni Ruso: "Who is it?"

Mr. Bobby: "It's normal, sir. Environmental activist, I'll take care of it later, sir."

Deni Ruso: "Okay, take care of it now."

Mr. Bobby: "Pak boss here first, I'll take care of it."

Denotation

The denotative meaning of the scene above is when the Ruso Corp manager explains the amusement park development project to Deni Ruso.

Connotation

Deni Ruso, who is the son of the owner of the Ruso Corp, asked how the project would impact the local community. The Ruso Corp manager gave an answer that did not match Deni Ruso's question. Deni Ruso calls the manager of Ruso Corp like politicians because the answer is still unclear. When he was about to sign the proposal given by the manager, there was a commotion outside the Ruso Corp office. Deni Ruso asked the manager about what was going on. The manager also asked if there was a demonstration by environmental activists. Deni Ruso asked the manager to resolve the problem and not sign the proposal.

Myth

In this scene, you can see Deni Ruso's intellectual ability, he does not want to sign the proposal because he still sees unfinished problems. Masculine men must use their intellectual abilities before making decisions.



Picture 4.10 Scene 2 intellectual (01:34:15-01:35:25) Deni Ruso begged his mother to cancel the amusement park construction

Deni Ruso: "One moment, mam."

Dina Ruso: "Den."

Deni Ruso: "Mam, please mam. Cancel the project, I know that many people don't agree. How much do we have to lose because of money mam? Mama always said to Deni, that Deni is a useless child, Deni admits that, mam. Mama always told Deni, that Papa must be ashamed to have a son like Deni. But, now Mam Deni is sure that Deni is right, Mam and Papa will agree with what Deni is doing. Forgive Deni mam, if all this time Deni has been of no use to you. Deni loves mommy."

Denotation

The denotative meaning of the scene above is when the inauguration of the amusement park project will take place by Dina Ruso as the owner of the Ruso Corp.

Connotation

Deni Ruso suddenly came to his mother when he was about to press the ceremonial

button. Deni Ruso asked his mother to cancel the project. Deni Ruso's actions are not without reason. Deni Ruso already knows that the local community is opposing the project. Local people think that the project will only damage the environment. Deni Ruso also admitted that all this time he had only embarrassed his mother and family as a spoiled child. But this time, Deni Ruso convinced his mother that he was doing the right thing and his late father would agree. Deni Ruso also apologized to his mother for his attitude so far and expressed his affection for his mother. His mother melted and agreed to cancel the project.

Myth

Masculine men must be able to take a stand when in a difficult situation. Deni Ruso shows his intellectual ability to take action, which is a characteristic of a masculine man.

6. Interpersonal Characteristics of Deni Ruso

Masculinity can be analyzed from an interpersonal. Masculine men have a fairly strong interpersonal side. Based on their interpersonal, men usually have leaders, more dominating than women, disciplinarian, more independent, free, individualistic, and demanding. In the movie *Tarung Sarung*, Deni Ruso several times displays his interpersonal, as a masculine man with his own identity or character.



Picture 4.11 Scene 1 Interpersonal (00:02:02-00:03:02) Deni Ruso and his men are visiting a nightclub

Berry: "That's Gwen Greslie, Deni Ruso's girlfriend who owns Jakarta."

Ryan: "Deni Ruso owns Ruso Corp?"

Berry: "Yeah, one of the richest people in Indonesia."

Panjul: "You know Gwen, she's a YouTuber."

Ryan: "Jul, let's go."

Panjul: "What's wrong with you, it's just like seeing a devil."

Berry: "Too late bro, the devil has come. Den, sorry my friend doesn't know."

Deni Ruso: "This is my girl; you know that right?"

Berry: "He just came from Surabaya."

Deni Ruso: "Why didn't you tell him?"
Berry: "Sorry, yes I was wrong."

Denotation

The meaning of the denotation in the scene above is when Deni Ruso and his men visit a nightclub in Jakarta. Deni Ruso led by walking in front, and several men followed behind.

Connotation

Deni Ruso came to the nightclub to meet his girlfriend, Gwen. However, there Gwen was chatting with a man who had just arrived from Surabaya. The man's friends tried to persuade him to leave Gwen because they knew who Gwen is. But the man refused and finally, Deni Ruso saw this. Deni Ruso has a very strong interpersonal leadership side that can be seen in several of his men and the attention of the people around him. Then, there was a commotion between the two.

Myth

The scene above shows Deni Ruso's interpersonal side. He is the leader of his group and has quite a strong charisma. Masculine men must be able to lead the group and their environment.



Picture 4.12 Scene 2 Interpersonal (01:51:08- 01:51:38) Deni Ruso is talking to Gogos, Tutu, and Kanang at the airport

Tutu: "Permanent employees, this is what I've always dreamed of."
Deni Ruso: "Let's say, it's a gift for your healing and also a wedding present for Gogos and Kanang."
Kanang: "Thank you Den."
Gogos: "Thank you, sir."

Denotation

The denotative meaning of the scene above is when Deni Ruso is saying goodbye to Gogos, Kanang, and Tutu at the airport.

Connotation

Deni Ruso gave a permanent employee appointment letter to Gogos and Tutu. Deni Ruso's action by appointing Gogos and Tutu as permanent employees was a form of reward for Tutu's healing and Gogos' wedding gift with Kanang. Deni Ruso also shows his interpersonal characteristics as a leader. Gogos and Tutu thanked Deni Ruso for appointing them both as permanent employees.

Myth

Deni Ruso's appointment of the two as permanent employees demonstrates a masculine attitude of responsibility. He is the son of a company owner who pays attention to the welfare of his employees.

7. The Personal Characteristics of Deni Ruso

Masculinity can be analyzed from personal characteristics. Masculine men tend to be success-oriented, ambitious, aggressive, competitive, proud, egotistical, moral, trustworthy, decisive, uninhibited, and adventurous. In the movie *Tarung Sarung*, Deni Ruso, several times displays his personal characteristics.



Picture 4.13 Scene 1 Personal Characteristics (00:01:22-00:01:57) Deni Ruso gave the woman her car keys

A woman: "Woy, how about my mirror?"

Deni Ruso: "Sorry, I'm in a hurry. Here, just take my car for you."

A woman: "Huh, what do you mean? Hey, what do you mean?"

Denotation

The meaning of the denotation of the scene above is when Deni Ruso, who was driving a car, accidentally hit the mirror of a woman's car.

Connotation

Deni Ruso, who is the son of one of the richest people in Jakarta, is very calm in that situation. Deni Ruso apologized to the woman for accidentally hitting her car mirror. The

woman was seen scolding Deni Ruso for his actions. Deni Ruso gave his car to the woman as a form of compensation for damage to her mirror.

Myth

Deni Ruso's actions show his interpersonal characteristics as a man with great success. Masculine men are men who are responsible and financially successful. Success must be achieved by the Bugis, especially for men who are still single, one of which is the existence of *Uang Panai*, which is part of the Bugis wedding tradition. *Uang Panai* is defined as the gift of property, especially money, by the groom to the bride.



Picture 4.14 Scene 2 Personal Characteristics (00:05:49-00:06:10) Deni Ruso was approached by the manager of the nightclub

Manager: "Sir Deni, I am the manager of this club. I want to say thank you."

Deni Ruso: "How? Enough?"

Manager: "More than enough, sir, we can even renovate this place."

Denotation

The denotative meaning of the scene above is when the manager meets Deni Ruso, who is leaning on the nightclub bar table.

Connotation

Deni Ruso, in a relaxed style, seemed to be enjoying that situation. Then, the nightclub manager met Deni Ruso to thank him for the compensation given for the damage to the nightclub. The damage occurred due to a commotion between Deni Ruso and his men, who beat up a man who was trying to seduce Deni Ruso's girlfriend Gwen.

Myth

Deni Ruso's actions show that a man must be able to take responsibility for what he has done. Deni Ruso shows that a man who is financially successful and responsible is masculine.

Discussion

Based on the research results above, it can be explained coherently and clearly that this study confirms previous research by supporting the theory of masculinity in semiotic analysis. The first research problem is focused on the characteristics of the main character's masculinity in terms of semiotics. The researchers found seven characteristics of masculinity in the movie *Tarung Sarung*. Namely, physical, functional, emotional, sexual aggressive, intellectual, interpersonal, and personal characteristics. From Deni Ruso's research on the characteristics of masculinity, an element of novelty can be found, Semiotics helps analyze the implied meaning of the gradual process of forming masculine characters by supporting the theory of masculinity characteristics applied in this research. So, guidelines are found to form masculine attitudes and characters for every man.

The researchers confirm previous research related to masculinity characteristics. Ulya, C. et al., (2021) in their research entitled “*Relations of Men and Women in the Construction of Javanese Masculinity in Dangdut Koplo Songs*”. This research places men in the category of individuals with high emotional calm and maturity. Meanwhile, intellectually presents a male figure with logical, rational, and practical thinking. This follows the characteristics of masculinity Deni Ruso's when provoked by Sanrego. Deni Ruso can still maintain his emotions. On the intellectual side, Deni Ruso refused to sign the amusement park development document given by the Makassar branch manager.

Sugiarti, (2022) in her research entitled “*Representation of male masculinity in Indonesian Folklore*”. Research on Nusantara folklore still shows male dominance. The depiction of male superiority over women is still very clear. This is also following the research results on the main character of the *Tarung Sarung* movie. Where Deni Ruso dominates the female character. This is supported by the core of the movie which elevates the martial arts culture of *Tarung Sarung*.

Syulhajji, S. (2017) in his research entitled “*Representation of Masculinity in Talak 3 Movie (Study of Roland Barthes' Semiotic Analysis)*”. The results of the research found a new concept of masculinity makes men aggressive and sensitive at the same time and combines elements of strength and sensitivity at the same time. The results of the research found a new concept of masculinity that makes men aggressive and sensitive and combines elements of strength and sensitivity at the same time. This was confirmed in

this research where Deni Ruso dared to oppose his mother's amusement park development plans because he defended the interests of the wider community. Whereas in another scene Deni Ruso shows his strength and sensitivity as the son of the owner of Ruso Corp to appoint Gogos and Tutu as permanent employees.

CONCLUSION

Based on the results of the analysis conducted by the researchers regarding semiotics in analyzing the meaning of the characteristics of the main character's masculinity in the movie *Tarung Sarung* based on Roland Barthes' semiotic theory, which consists of denotation, connotation, and myth describing among others. Physical characteristics; Deni Ruso improves his physical abilities, to support himself in practicing the *Tarung Sarung* martial arts. Functional characteristics: With determination and intention, Deni Ruso changed their attitude when he arrived in Makassar. He can be responsible for his mother's project and care about the people around him. Sexual Aggressive characteristics, I met Tenri, a simple woman who made him change for the better. Tenri made Deni Ruso realize that money is not his only source of happiness. Emotional Characteristics, In the past, he was easily provoked by his emotions. Now, Deni Ruso can control his emotions even though Sanrego keeps on provoking him to do *Sigajang Laleng Lipa*. Intellectual characteristics, Deni Ruso is getting more careful when making a decision. Such as when he refused to sign the proposal given by the Makassar Ruso Corp manager because there were still many people who objected to it. Besides that, when he asked his mother to cancel the amusement park construction project. Interpersonal Characteristics, Deni Ruso shows that he has a strong leadership side. This can be seen when he walks into a nightclub with his men and when he decides to make Gogo and Tutu permanent employees. Personal Characteristics; Deni Ruso shows that he is a man who has success with great financial ability. This was seen when he gave his car to a woman as a form of his responsibility and gave compensation to the nightclub manager for the damage he did.

REFERENCES

- Boggs, J., & Dennis, P. (2012). *The Art of Watching Film*. McGraw-Hill Education.
- Cobley & Litza. (1999). *Introducing Semiotic*. NY: Tote Books.
- Chafetz, J. S. (2006). *Handbook of the Sociology of Gender*. In J. S. Chafetz (Ed.), *The other sociologist*. Springer Science+Business Media, LLC.
- Kurniawan. (2001). *Semiologi Roland Barthes*. Yayasan Indonesiatera.
- Sugiarti. (2022). Representation of Male Masculinity in Indonesian Folklore). *Jurnal Keilmuan Bahasa Sastra dan Pengajarannya*, 8(1), 181-196.
- Syulhajji. (2017). Representasi Maskulinitas dalam Film Talak 3 (Studi Analisis Semiotika Roland Barthes). *eJournal Ilmu Komunikasi*, 5(2), 1-11.
- Ulya, C. et. al. (2021). Representation of Javanese Masculinity in The Dangdut Songs Lyric. *Masculinities and Social Change*, 10(2), 139-161.