

CONCEPT OF MASCULINITY FROM AGE TO AGE AND ITS IMAGE IN MEDIA

1. The Meaning of Masculinity

Terminology of masculinity is same with talking about feminine. Masculine is a construction form of gentleman against male. Male is not born likewise with masculine character naturally. Masculinity is established by culture. Something which determines male or female character is culture (Barker, in Nasir, 2007:1). Generally, traditional masculinity consider highly values, among of them are : force, power, stout-heartedness, action, control, autonomy, self satisfaction, male solidarity, and working. And which are considered lower, among of them are: interpersonal relation, verbal ability, domestic life, communication, female, and children (Barker, Nasir, 2007:1).

In social life, with masculine tradition such that, man is considered fail if he is not masculine. Most of male is pressed to be masculine. Weak, emotional in inefficient sexuality performance are main threats against self believe of the man. According to Wikipedia encyclopedia (<http://www.wikipedia.co.id>), masculinity is called as manhood or manlike.

Masculine character is different in every culture. Masculinity itself is constructed by culture. Concept of masculinity in east culture like in Indonesia is influenced by culture factor. When a son is born into the world, so he has been charged by various norms, duty, and an accumulation of family hope. When Various kinds of regulation and attribute of culture have been received trough various media, they are custom ritual, religion text, looking after pattern, kind of game, television show, text books, advice, life philosophy. The unimportant thing which happened daily for tens years which derived from cultural norms, have established a self image in a life of a man. This state can be seen from taste and style to dress, appearance, activity form, way of interaction, and way to resolve problem, verbal expression and non verbal expression until accessories of body which are worn (Vigorito & Curry, 1998:1).

Self imaging have been inherited form generation to generation, trough mechanism of culture inheritance become a duty which must be done, if they want to be considered as the real man. Unwritten general regulation said that the real man is taboo to cry, he has to look firm heart, strong, braver, hot tempered, and muscled. Great man is man which can conquer woman`s heart until there is motivation to do polygamy. There also opinion which said that man have to be protecting and guiding figure or man will be very masculine if he is identical to smoke, alcohol and cruelty. (Donaldson, 1993: 1)

Most of man who sometimes involved in fighting both individually or in group, when he can`t find way out from problem faced, sometimes it relates to self dignity. It is also cruelty case against woman, which is performed by man, criminal action, ethnic roughness which is performed by men, includes missal fighting case.

Several forms of behavior which have been mentioned above are generally performed by men. It is said generally if it is viewed from quantity of doer , it also because if it is performed by woman, so people will see as strange thing or not properly and it will become chat. It is also caused by public opinion which said that man is free people which proper to do whatever without being charged by norms of proper and politeness (Barker, in Nasir 2007: 3).

General characteristic sometimes make community more tolerant if man do several actions so he doesn`t give special attention against the form of behavior. In the case of alcoholic drink worshiper for instance, because it is often performed by men, so community tends to let, when there is man whose habit is drinking alcoholic drink or when he act roughly and involved in fighting. It will make difficulty when we differ a man which has problem or which has no problem , when a man fall on the form of behavior alcoholic drinking, or often acts roughly.

Concept of traditional masculinity tends to make man talk about himself particularly his feeling. In facts dialog space for men to criticize concept of their masculinity is extremely needed, inclusively open space for men to make

dialog worries against concept of masculinity which is considered charging, including worries against changing situation which requires the change of traditional masculinity concept. Requirements of gender equality of woman to man want also men to have courage to share power with woman in all social level of life it start from house matter to country. It is also with offering new self concept of man with full of love, patient, loyal with partner, supportive, equality, and anti against all forms of cruelty.

The same thing happened also in western world that concept of masculinity is also influenced by culture. Concept of masculinity on western community associates always with industrialization image, military power, and conventional social gender role. It is meant that man has to be strong physically, smart, aggressive sexually, logic, individualistic, tend to lead, and other masculine character in the family as a prestige which is possessed genetically by men.

2. Description of masculinity in trend development of the age.

Concept of masculinity in development of the age undergo improvement. It is said by Beynon (Nasir, 2007:2) who performs research about masculine in his book "Masculinities and culture". In this book, Beynon describes masculine figure in every decade. Beynon shares form of masculine with ide of development trend of the age as follows:

a. Masculine before 1980s

Masculine figure which appeared is on figure of employee class men with shape of the body and their behavior as dominator, particularly on woman. The image of such woman is familiar in the early industrialization in that age. Men work as employee with steel arm. Man looks like father, as authority in a family and figure who can lead woman and main decision maker. Concept of masculinity like that is called concept of traditional masculine in western view.

According to Levine writing (Wikipedia 2008: 1) which is taken from encyclopedia Wikipedia which chat also the writing of two social

experts Deborah David and Robert Brannon (Nasir, 2007: 2), there are four regulation which strengthen masculinity character, they are:

1. No Sissy Stuff: Something which relates to thing which smells feminism is prohibited, a real man has to avoid behavior and characteristic which negotiates with woman.
2. Be a big wheel: Masculinity can be measured from the success, power, and worshipping from other people. Someone has to own property, fame, and status which extremely masculine.
3. Be a sturdy Oak: Masculinity needs rationality, power, and autonomy. A man has to act calm in various situations, not to show emotion, and not to show his weaknesses.
4. Give em Hell: A man has aura of brave and aggression, and has to be able to take risk although reason and fear feeling wants oppositely.

In its traditional which is developed by the culture of Java is similar, one of them is same as second point that man must be a big wheel. A man is said success if he is success in owning wife, property, vehicle, bird pet, and weapon or magic power. (Osella and Osella, 2000: 120).

b. Masculine in 1980s

Masculine figure then developed in the year of 1980s with different way. Masculine is not anymore a man which smell wood spice, masculine is a figure of man as new man. Beynon (Nasir, 2007:3) showed two concepts of masculinity on decade of 80s with views that new man as nurturer and new man as narcissist. New man as nurturer is initial wave of man reaction against feminism. Man do his natural character like a woman as creature who has care feel. Man has softness as a father, e.g. for caring child. The desire of man to support woman movement involves also full role of man in the arena of domestic. This group comes usually from middle class, good educated, and intellect (Beynon, in Nasir, 2007: 3).

Second view is that new man as narcissist, I relates to commercialism against masculinity consumerism since the end of World

War II. New man as narcissist is children from generation of Hippies (1960s) which interested in cloths and pop music. Much of commercial product for man appeared, and even man as sexual object becomes great business. Here, man showed his masculinity with Yuppie style which is flamboyant and elegant. Man liked more to nurturance himself with commercial products which made him look success. Property, car, cloths or personal artifact constitutes dominant realization in this style. Masculine Yuppies kinship can be seen from their appearance in dressing, and also their Porsche. Yuppies kinship consider that man who is as employee in industry that loyal and dedicate as left behind from the age figure in operating modal. (Beynon, in Nasir, 2007:3).

c. Masculine in the year of 1990s

In the era of 1990s appeared also figure which is called masculine in decade of 1990s. Man has character not care against underestimated thing like masculine yuppies kinship in the year of 1980s, This “The New Lad” comes from pop music football play which direct to masculine macho character, hard and hooliganism. Then man declared himself in consumerism label form which more macho, like built life around football and alcoholic drinking world, and also sexual contact to woman. (Beynon, in Nasir, 2007:4)

In decade of 1990s man still gives priority their leisure time as time to do something gladly, enjoy the free life like what exist. Man together his friends, to do something gladly, swear, watch football, drink beer, and make jokes which are considered to ignore woman. The relation between man and woman is merely for enjoyment. Their freedom to avoid from domestic relation needs loyalty and dedication.

d. Masculine in the year of 2000s

In outer of masculine development which is stated by John Beynon, it is also proper to be cared masculine in the year of 2000s, remembering

that the year of 2000s is almost a decade. . Something experienced by man is its appearance of the typical thing and the longer of the masculine phenomena, the fuller with new terminologies. Homosexual which has been developed since decade of 1980s, and even now man`s terminology has recognize the term of metro sexual (Beynon, in Nasir, 2007: 5).

Metro sexual men are men who come from high middle class level, they are diligent to dress up, and also joined in honorable group in community. Metro sexual men such as socialite (people who are glad to join with honorable community). They have generally broad knowledge or they are who called civilized men. Metro sexual men worship fashion, may be alike masculine type which is exist in 1980s, and even the same as them. Metro sexual men people who are care to regular life style, like detail, and tend to be perfectionist. Metro sexual men are different to men who having characteristic of the opposite sex. Or normal men, but they are men. Metro sexual tends more to choice of masculine identity, particularly because of requirement that metro sexual men stay always in middle economic level upward who are able to care their life style. Masculine type of men in the year of 2000s tends to develop to metro sexual direction.

Based on that decline, it can be concluded that classification regarding masculinity which is stated by Beynon (Nasir, 2007) are in 4 categories , they are : (1) masculine before 1980s, (2) masculine in the year of 1980s, (3) masculine in the year of 1990s, and (4) masculine in the year of 2000s.

Based on the four groups, the character of masculinity can be concluded as follows:

- 1) No Sissy Stuff: The real man has to avoid behavior or characteristic which associate to woman.
- 2) Be a big Wheel: Masculinity can be measured from the success, power, and worshiper from another people. Someone has to own property, popularity, and status which is highly masculine. Or in Java

community: A man is said success if he has wife, property, vehicle, bird pet, and weapon or magic power.

- 3) Be a Sturdy Oak. Masculinity needs rationality, force, and autonomy. A man has to act calm in various situations, not to show emotion, and not to show his weakness.
- 4) Give em Hell : A man has to own aura of courage and aggression, and he is able to take risk although reason and fear wants oppositely.
- 5) New man as nurturer: A man has softness as a father, e.g. for looking after children, involves full role of man in domestic arena.
- 6) New man as narcissist: : Man shows his masculinity with lifestyle of Yuppies which is flamboyant and elegant, man like more to nurturance with commercial products of property, cars, cloths, or personal artifact which make him look successful.
- 7) Masculine character which is macho, hard, and hooligans, man build their life around football and alcoholic drinking world, also sex and relation to woman, give priority to leisure time, do something gladly, swear, watch football, drink beer, and make jokes which is considered to ignore woman.
- 8) Metro sexual men worship fashion, may be like masculine type which is exist in the year of 1980s, and even may be same. Metro sexual man are people who are care to lifestyle which is regular, like detail, and tends to be perfectionist.

Masculine image in this script refers to concept stated by Beynon (Nasir, 2007) above differ concept of masculinity in four groups. The reason for choosing concept of masculinity stated by Beynon (Nasir,2007:5) because it represents various character from man both from side of age, social class, or status in the community.

3. Masculinity imaging in Media

Media is one of facility which has role in imaging masculinity. Trough various media, several parties try to give description about concept of

masculinity. It is like what Beynon performed (Nasir, 2007: 5) who perform study regarding concept of masculinity, they are literature work, printing media, announce media, visual media, and per formative media, autobiography/Biography and documentation and ethnography.

The result of the research about concept of masculinity in various media can be explained on table 1

Table 1.
Concept of masculinity in various media

Media	Resources	Explaining
Literature work	Novel, poem, history study, writing about travel and Sport	Trough literature work like Anthony and Cleopatra, William Shakespeare showed forms of masculinity. Caesar with extremely masculine character with Cleopatra as feminine woman, it is showed clearly and contrast between traditional masculine and feminine
Printing media	Tabloid, Newspapers, magazines, comic	Trough this media, masculinity is showed, particularly in its development in the year of 1980s, when press voted the needs of masculine. Comic for children and adolescence is also media for exploring masculinity narrative with visual effect. Masculine character which appeared become dominant man.
Announce media	Film, television, video, internet, radio	Appeared various paradoxs about masculinity. Film "Saving Private Ryan" (1998) showed extraordinary masculinity in war. But, this film also appeared question about masculinity at recent time. Like in the film of Fight Club and American Beauty in 1999 which not only showed the force of masculine muscles, but also showed masculine emotion aspect like it is seen in masculinity in 1980s.
Visual Media and per formative media	Painting, sculpture, advertisement, Photography, Cartoon, illustration, Pop Music, Ritual ceremony, shows, appearance, and oration.	The body of man is a vehicle with full of meaning. Trough visualization of man body is showed physic and his cloth (in picture, advertise, Photography of art sculpture). With this per formative component, masculinity is showed by body language in various broad of setting, e.g. music concert, drama shows, and sport events.

Autobiography/Biography and documentation	Oral history, life story, Biography, Autobiography, diary, journal, Archive, audio visual recording.	Documenter mode showed what is called as autobiography which showed a masculine life experience and it's man subjectivity, in present time and past time. For example telling oral history regarding mines in South Wales in the year of 1970 by Tosch (2000) which describes their life in barrack where men works , Biography and autobiography is one of media for construct the power of positive masculinity identity.
Ethnography	Observation based on field record, interview, audio visual recording.	McEthiny(1994) (in Beynon 2002) showed that what is called with ethnographic moments against the happened phenomenon in daily life. Ethnography gave potential for learning masculinity which exist in several culture point of views

Source: Beynon (Nasir, 2007)

Based on study about masculinity in several media, it appears that masculinity is a construction which is made by culture to direct community to be something which is owned by community, can be handled according to the desire of community itself.

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