

**THE CONCEPT OF MASCULINITY SAINT LAURENT
FALL 2023 MENSWEAR**



An Undergraduate Thesis

**Submitted as a partial fulfilment of the requirements
For *Sarjana Sastra* Degree**

Gahtan Mubarak Al Jaidy

1909010014

**FACULTY OF CULTURAL SCIENCES AND COMMUNICATION
UNIVERSITAS MUHAMMADIYAH PURWOKERTO**

2024

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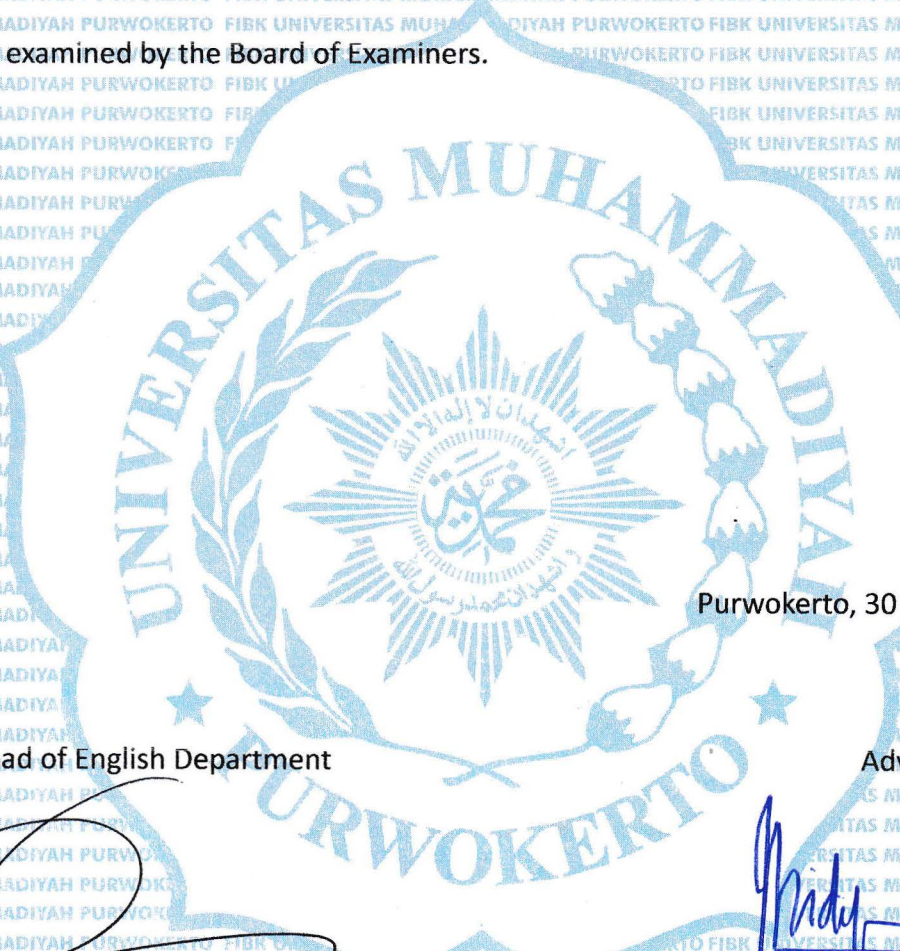
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Jaidy has been approved by the advisor and the head of English Department to be examined by the Board of Examiners.



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THE CONCEPT OF MASCULINITY OF SAINT LAURENT FALL 2023 MENSWEAR

An Undergraduate Thesis

By

Gahtan Mubarak Al Jaidy

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Have been examined and approved by the Board of Examiners as one of the requirements for Sarjana Sastra Degree on August 8th 2024

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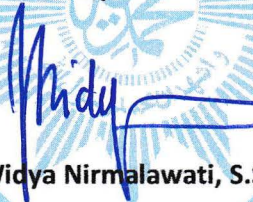
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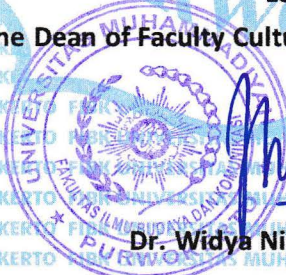


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STATEMENT OF ORIGINALITY

Name : Gahtan Mubarak Al Jaidy

Student Number : 1909010014

I, the undersigned researcher of the undergraduate thesis entitled "THE CONCEPT OF MASCULINITY SAINT LAURENT FALL 2023 MENSWEAR", hereby attest and affirm that the material in this thesis has not been previously submitted and published for a degree in any universities, and to the best of my knowledge, any reference-quotations are shown in the arrangement of citations and bibliography. If later it can be revealed that this undergraduate thesis contains partly or wholly plagiarized pieces of other intellectual works of any kinds, the researcher will be ready to accept the sanction.

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MOTTO

Find strength in adversity



DEDICATION

I dedicate this to my parents, for your constant love and support.



ACKNOWLEDGEMENTS

All praises and gratitude be to Allah S.W.T, Who has given me power and health in finishing my thesis entitled “THE CONCEPT OF MASCULINITY SAINT LAURENT FALL 2023 MENSWEAR”. His mercy and peace are for the prophet Muhammad S.A.W who has brought us from the darkness to the lightness era by Islamic values of the Holy Qur’an to people all over the world.

Next, I would like to thank those who have guided me in writing this thesis. I express my first gratitude to my advisor Dr. Widya Nirmalawati, S.S., M.A. who has patiently taught and guided me through out the entire process of the thesis writing with all of the meaningful notes, which made me finish this thesis more easily. Next, I express my gratitude to all my lecturers of Faculty of Cultural Sciences and Communication Universitas Muhammadiyah Purwokerto who had taught me and transferred their knowledge.

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ABSTRACT

Al Jaidy, Gahtan Mubarak, 1909010014. 2024: The Concept of Masculinity Saint Laurent Fall 2023 Menswear. Undergraduate thesis for Sarjana Sastra Degree, English Department, Faculty of Cultural Sciences and Communication, University of Muhammadiyah Purwokerto.

The YSL Fall 2023 collection deconstructs the masculine myth by featuring models with physical characteristics that do not represent masculine characters, using designs often used by women with feminine characters. The collection also uses soft color preferences and fabric that represents a feminine image, melting the boundaries between masculine and feminine. The masculinity side of the collection is described as elegant and luxurious, with symbols such as clothing representing established men and purity. YSL's fall collection shows that fashion does not divide into certain genders, with black and white colors representing strong and elegant figures. This research demonstrates that new masculinity has developed into the concept of fashion, breaking the stereotype of traditional masculinity that is fierce and rigid.

Keyword: YSL Fall 2023 Menswear, Genderless, Fashion, New Masculinity

INTISARI

Al Jaidy, Gahtan Mubarak, 1909010014. 2024: Konsep Maskulinitas Pakaian Pria Saint Laurent Musim Gugur 2023. Tesis untuk Sarjana Sastra, Jurusan Bahasa Inggris, Fakultas Ilmu Budaya dan Komunikasi, Universitas Muhammadiyah Purwokerto.

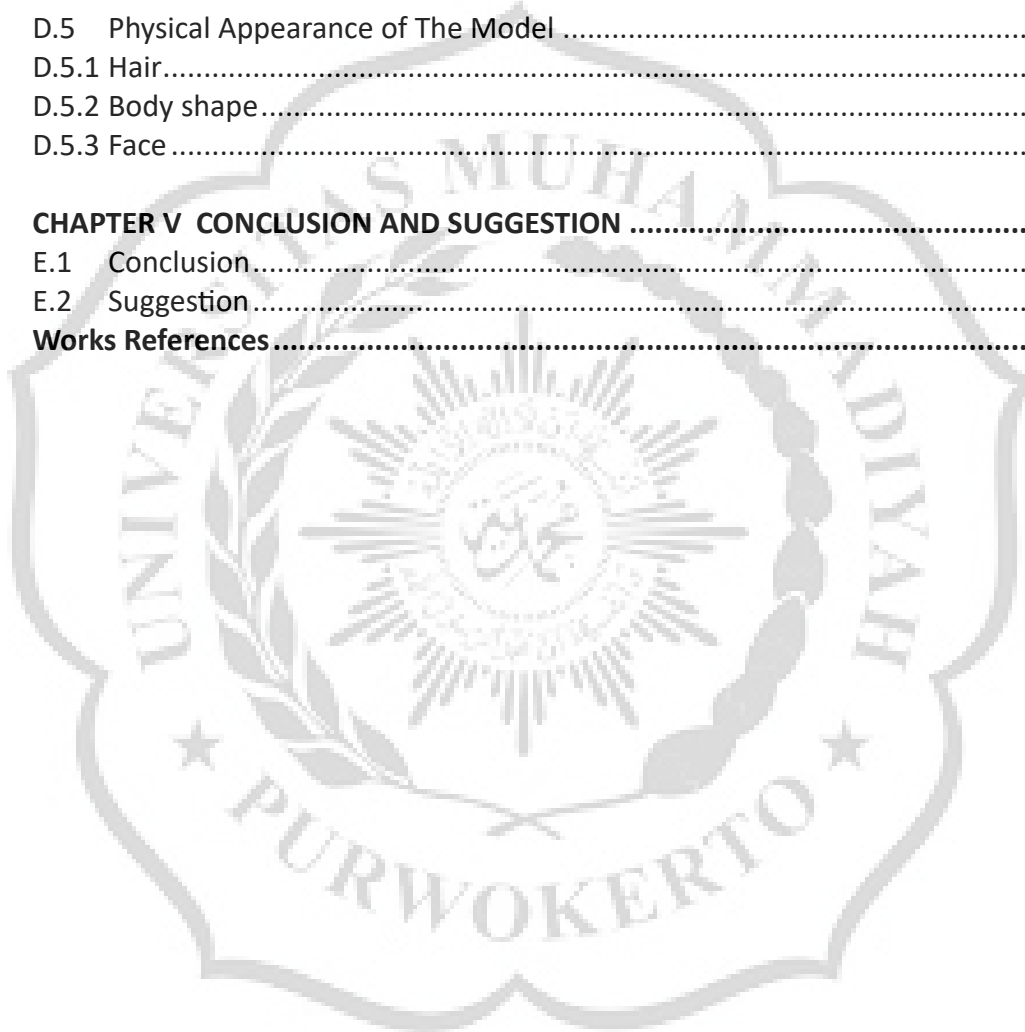
Koleksi YSL Fall 2023 mendekonstruksi mitos maskulin dengan menampilkan model-model dengan ciri fisik yang tidak mewakili karakter maskulin, dengan menggunakan desain yang sering digunakan oleh wanita berkarakter feminin. Koleksinya juga menggunakan preferensi warna lembut dan bahan yang mewakili citra feminin, mencairkan batas antara maskulin dan feminin. Sisi maskulinitas dari koleksinya digambarkan elegan dan mewah, dengan simbol-simbol seperti pakaian yang mewakili pria mapan dan kesucian. Koleksi musim gugur YSL menunjukkan bahwa fashion tidak membedakan gender tertentu, dengan warna hitam dan putih mewakili sosok yang kuat dan elegan. Penelitian ini menunjukkan bahwa maskulinitas baru telah berkembang menjadi konsep fesyen, mematahkan stereotip maskulinitas tradisional yang garang dan kaku.

Kata Kunci: Pakaian Pria YSL Musim Gugur 2023, Genderless, Fashion, Maskulinitas Baru

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LIST OF SYMBOL(S)



LIST OF ABBREVIATION

YSL : Yvest Saint Laurent



LIST OF APPENDICES

