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Portrayals the ideal men's body through the body's nutritional products

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Abstract

The body becomes an object that continues to change in the direction desired by each human being so that everyone has different goals and efforts in determining the purposes of their respective bodies. This is reinforced by the concept of the body being disorganized so that the capitalist industry uses this opportunity to discipline the body. Based on this background, this study aims to discover how the @lmen Instagram post evokes fantasies in men's minds through the signs that appear in @lmen's Instagram posts. The method used in this research is Charles Sanders Peirce's semiotics of 5 selected @lmen Instagram posts during 2020, which features a model represented by the winner of The New L-Men of the Year with L-Men products in one post. The conclusion obtained in this study is that men's body image with arm muscles and healthy skin is dominated by the consumption of L-Men as a body nutrition product.

Keywords: Power; Men's body; Culture of consumption; Body's nutritional products; L-Men.

INTRODUCTION

The human body is not autonomous. The incredible power behind it controls both the definition of the body and the definition of human sexuality. A grand narrative of the body and sexuality decided by societies, whether consciously or unconsciously, essentially dictated the point of view of individuals in terms of their body and their sexuality (Habib et al., 2020; Butler, 1988). For example, the men's body is seen to have the same privileges as the women's body in the disciplinary activities of the capitalist industry (Falomir-Pichastor et al., 2019; Octaviana & Susilo, 2021). However, disciplining the male body requires extra effort because the definition of masculine seems to ignore one's appearance. So that communication strategies in contemporary society are also needed to capture potential customers (Russo et al., 2020).

When viewed from the definition of traditional sexuality, mating is a mixture of the purpose of femininity and the meaning of masculinity. This also provides a new term for the idea of masculinity, which is considered metrosexual. The concept of masculinity, based on the search for ideal men in this world, if analysed from the point of view of Herbert Marcuse, is a

definition of uniformity in the ideal human body of the universe in one dimension (Daniel Susilo et al., 2021). In addition, the incredible story behind the development of the ideal men in uniform is the project of the world's significant capitalists to broaden their markets, particularly for cosmetics and men's clothing (Habib et al., 2020). The implicit masculine conception of oneself is not connected to external expectations. Still, it is positively linked to several gender-related outcomes, such as adherence to masculine standards, recognition of traditional masculinity ideals, violent sexism, and sexism (Mattos Feijó et al., 2018). Although the eroticization of masculinity in the men's body is on the rise, the magazine still adopts the preferred masculinity image (Khoo & Karan, 2007; Daniel Susilo, 2017). Masculinity is mainly linked to an unsafe/dismissing attachment, while femininity is linked to a dangerous/fearful-concerned extension. Moreover, although being men is a different element in the promotion of masculinity, sexual orientation is not related to the role of gender (Ciocca et al., 2020). The media also plays a critical role in creating contemporary portrayals of sexuality and gender. It draws attention to androgynous, macho, feminine, girly or attractive characters offered to their audiences (Mercer & Attwood, 2018).

It is undeniably true that appearance is the first thing that can be used to recognize someone's personality. Men who care about their identity and appearance are metrosexuals (Janowska, 2008). Metrosexual is urban men who take on different aspects of self-care and sartorial behaviour (Coad, 2016). Metrosexual men also behave or play a part in advancing lifestyles because lifestyles are not seen in other age groups. Repeated activity eventually produces Habitus patterns (Suryana et al., 2019). Put another way, Habitus is sometimes defined as a habit associated with common behaviour seen from a self-appearing, self-compliant management approach to traditional body conditions (Zheng, 2019). Habits and lifestyles obtained by consumption practices to encourage beauty have become the granary of the producers to fulfil the needs of the metrosexual men to achieve satisfaction with their appearance.

Historically, masculinity was normal, accepted, and marked by the disorder. Women, on the other hand, are commonly seen as 'somehow more biological, physical and human than men (Grosz, 1994). However, the demands for beauty have been used as an excuse by the capitalist industry, one of which is facial skin care products. Facial skincare products and cosmetics that promote facial dermatosis. Properly chosen skin care will create a barrier-repair environment that helps restore a healing biofilm and minimizes facial redness (Draelos, 2014). Apart from that, body nutrition products are also widely played by the capitalist industry, which shapes their appearance for men. This becomes a challenge for the capitalist industry to discipline the human body that holds a masculine concept identical to simplicity. So masculinity, defined as the innate nature of men, will be very contradictory to metrosexual men, who tend to pay more attention to appearance. One of the body nutrition products is L-Men.



Figure 1. L-Men Products
Source: (L-Men.com, 2020)

As a nutritional product for the men's body, L-Men is here to meet the nutritional needs of men who want an ideal body. L-Men presents several product variants such as L-Men Gain Mass, L-Men Lose Weight, L-Men Platinum, and several other variants tailored to every man's needs and desires.

Foucault's theory of power is used in this study, which implies that power is always directly connected to knowledge. There is no power when there is no knowledge, and there is no knowledge without power. Awareness and power are not the same things, however. On the one hand, awareness has a mighty force, and power requires knowledge (Foucault, 1993). This research aims to discover how the Instagram post in @lmen evokes fantasy in the minds of men through the signs that appear in Instagram posts @lmen.

METHOD

Qualitative was chosen as the approach in this research because the qualitative approach attempts to examine and understand significance through natural settings, to understand phenomena that occur and appear in a manner compatible with the various methods available (Denzin, 2016). Meanwhile, semiotics is the approach used in this study. Semiotics is a scientific approach used to analyse signals and try to find answers for humans and humans through this world (Sobur, 2001). This research used data processing methods with semiotic analysis by Charles Sanders Peirce, suggesting a triangle of meaning theory with three key variables: signs, objects, and interpreters.

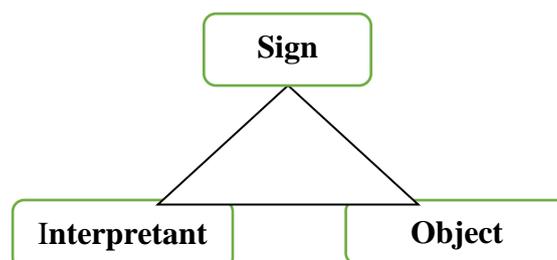


Figure 2. Charles Sanders Peirce's Semiotic Elements

Researchers used 3 phases of analysis, including:

1. Signs: text and photos in selected @lmen Instagram post

2. Object: that contains the elements
3. Interpretation: which gives a context that is then interpreted as a narrative

Table 1. Data analysis technique

Sign	Information
Icon	Cut out scene view
Index	Mention the signs that are in the scene
Symbol	Analyse the signs that appear in the cut of the scene and then describe them

The unit of analysis in this research is the signs in the @lmen Instagram post, which is a part of social media. Social media has given rise to a new reality in everyday life in the technological and internet transformation age, particularly (Aljuboori et al., 2020; Saputra et al., 2021; Susilo & Putranto, 2021). The use of social media has increased dramatically in recent years. Amount of global online social networking (SNS) users was Approximately 2.46 billion in 2017, and approximately 3.09 billion social media users worldwide are expected by the end of 2021 (Müller et al., 2016), one of is Instagram.

Instagram is one of the social media sites in human life that supports all kinds of day-to-day activities. The rise of self-planning and self-discrepancy has mediated the influence of Instagram on body happiness. However, this mediation often differed in self-esteem, depending on the users of Instagram, such that the detrimental impact of Instagram's use of self-confidence and self-discrepancy on the body is more substantial for those with lower self-esteem and lower self-esteem (Ahadzadeh et al., 2017). Then, in this study, the researcher chose five @lmen Instagram posts during 2020 featuring a model portrayed by the winner of The New L-Men of the Year with L-Men items in one post.

RESULTS AND DISCUSSION

The caption on the post provides information that weight gain (0.5 - 1.5 kg) in a week is possible. But what needs to be considered is that it could be that weight gain comes from adding fat to the body, not adding muscle. So that L-Men builds knowledge so that men need to pay more attention to daily calorie intake obtained from the strategy of eating small but often (5 times a day), which comes from foods low in saturated fat and not fried. In addition, it is also balanced with weight training so that the rate of muscle building can increase so that body mass can increase into muscle. In addition, get enough sleep for 7-8 hours per day and complete nutrition with whey protein milk such as L-Men Gain Mass: before and after exercise, so that muscle building is maximized.

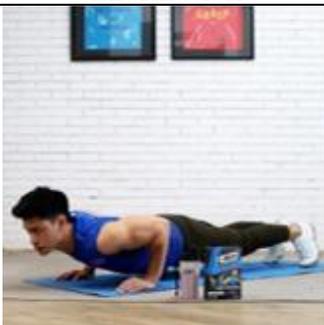
Table 2. Data analysis of Instagram post @lmen on February 22, 2020

Sign	Information
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Sign	Information
Icon	
Index	A men was at the gym that appeared with dumbbells arranged neatly. The men is doing the Movement on the mat with both hands and feet holding his body weight, with the L-Men Gain mass product on its left.
Symbol	Push up movement

Source: (L-Men, 2020a)

Table 3. Data analysis of Instagram post @lmen on March 6, 2020

Sign	Information
Icon	
Index	A men is doing a movement on the mat with his hands and feet holding his body weight, with the chest, stomach, thighs, knees not attached to the mat, with the L-Men Gain mass product on its left.
Symbol	Push up movement

Source: (L-Men, 2020d)

The captions in the posts build on the men knowledge that everyone's metabolism naturally slows down with age. However, anyone can counter this metabolic slowdown by increasing the body's ability to burn fat by exercising for at least five minutes each morning. Humans have metabolic metastases or thermostats that can change up to or down. The morning is the perfect time to do this, such as jogging the morning or push-ups. So that men's understanding of the condition of their respective bodies must be fully understood.

Table 4. Data analysis of Instagram post @lmen on June 16, 2020

Sign	Information
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Sign	Information
Icon	
Index	A men is fixing his shoelaces on his right in a park that is visible with several trees on the side of a path that looks like a jogging track, with the mass product L-Men Gain ahead of him.
Symbol	Running or Jogging

Source: (L-Men, 2020c)

The caption in the post-build the knowledge that if do less physical activity will influence weight gain and more fat in the stomach. Aerobic training such as running or jogging is an effective way to burn fat that can be done to achieve ideal body weight. This aerobic exercise should be done in the fat-burning zone. A fat-burning zone indicates a heart rate reaching 60-80% MHR (MHR = Maximum Heart Rate = 220 - age).

If using a treadmill, generally, the indication of the fat-burning zone can be seen on the treadmill screen. Alternatively, can find out while singing. When men reach the fat-burning zone, men cannot sing anymore, even though men can still talk.

When doing aerobics training, fat will be burned after carbohydrates. So first, do aerobic exercise for at least 30 minutes because fat burning only occurs after 15-20 minutes. Then, combine the aerobic training menu with weight training. In addition to increasing muscle mass, weight training will also increase fat burning through the body's metabolism.

Table 5. Data analysis of Instagram post @lmen on July 16, 2020

Sign	Information
Icon	
Index	A men is on a bicycle holding an L-Men 2 Go product (ready to drink) ahead of him.

Sign	Information
Symbol	Cycling

Source: (L-Men, 2020b)

The caption in the post-build the knowledge that cycling is back as a fun alternative sports trend. Because cycling is a sport that uses muscles, especially the muscles of the lower body: glutes, calves, and thighs (quads and hamstrings), however, stretching is needed before exercising to avoid muscle and tendon injuries. Nutritional intake also needs to be considered, especially protein intake. There are several recommendations regarding protein consumption for cyclists: 1.2 - 2 grams per kg of body weight. So, a person weighing 60 kg needs about 120 grams of protein daily (assuming an intake of 2g / kg BW). After cycling, men can continue to consume 15 grams of protein if cycling is done for 1 hour. Some healthy and quality protein sources can be obtained from cow's milk (200 mL = 6 g protein), eggs (1 grain = 6 g protein), chicken breast (50 grams = 13.5 g protein), broccoli (1 cup = 4 grams), and tempeh (50 grams = 9 grams' of protein). As an alternative source of delicious and quality protein, men can also consume the practical # LMen2Go or #LMenProteinMix 3 in 1, a delightful blend of coffee, milk, and whey. In addition, 12 grams of protein/serving and various other suitable vitamins and minerals help supplement the nutrients needed as cycling ammunition.

Table 6. Data analysis of Instagram post @lmen on September 9, 2020

Sign	Information
Icon	
Index	A men is fixing his black shoelaces in a park that is visible from the trees on the left and right of the road which is like a jogging track, with the mass product L-Men 2 Go ahead of him.
Symbol	Running or Jogging

Source: (L-Men, 2020e)

The post caption builds the knowledge to bring out the knowledge. Sports are not always identified as complicated but can be done. Like running, which can be done anytime and anywhere. Because running can provide benefits for the body, such as running in the morning, it can get vitamin D which is good for healthy bones, skin, and immunity. In addition, it can prevent cardiovascular disease, reduce stress and improve mood. So that body discipline is built through physical activity (running) without being limited by space and time.

L-Men: Efforts to attract men consumers

Based on data from the correct Instagram @lmen post in the previous sub-chapter, L-Men has slightly obscured the culture of shaping the body at the fitness centre/gym. So, indirectly, L-Men helps men reduce the extra costs that usually have to be incurred if men want to do physical activity at the gym to form the coveted body. L-Men provides more knowledge for men who want to get an ideal body by doing physical activities outside, using the body as a burden in increasing muscle mass. So that space does not become an obstacle for men to exercise so that the men's body becomes ideal. Although L-Men seems to have built a culture of physical activity outdoors, L-Men still creates a habit of eating L-Men products. Because the consumption of L-Men products should not be ignored, consumption of L-Men products without exercise is also not recommended. Because L-Men products must be consumed together with training wherever they are, L-Men products are easy to carry everywhere. They are ready to be one of the advantages of L-Men for men who want everything to be more practical.

So it is viewed from Foucault's point of view that L-Men disciplines men's bodies who want athletic bodies by building men's knowledge by consuming L-Men products regularly and balancing with regular exercise but not always demanding that men have to pay extra to build a healthy and athletic body. Knowledge about forming an ideal body is not just by consuming L-Men products or exercising alone. However, these two things must be combined; namely, exercise must be done and the consumption of L-Men products so that the nutrients the body needs can be fulfilled and increase muscle mass and get what the body wants.

Physical activity and men's body

Instagram posts @lmen are more directed at aerobic activities, which has begun to change the notion that aerobic activity does not always have to be done in a gym, but can also be done anywhere, one of which is an open space. Because the concept of aerobic activity is more on strengthening the heart and lungs, improving function, increasing exercise performance, and increasing exercise response. Aerobic activities can be done, such as running and jogging, which can be an option to improve muscle function in the body. If you look back at the @lmen Instagram post, L-Men seeks to increase muscle mass with outdoor activities as a nutritional product for men. Meanwhile, indoor gymnastics can be done with push-up movements that don't require too much space and can be done at any time but still train the body.

The muscles that become the L-Men bulge in the men's body are more focused on the arm muscles, as seen from the push-up movement in the selected post in the @lmen Instagram post. However, indoor physical activity is also possible and makes it easier for men with high-intensity activities who don't have much time to go to the gym. So, physical activity such as push-ups can be an alternative offered by L-men in inviting men to increase their muscle mass amid limited time and not having much time to go to a fitness centre/gym.

So from Foucault's point of view, L-Men tries to discipline a men's body with muscular arms. The prominence is based on building more knowledge in a men's mind by doing physical activities, one of which is push-up movements that can be done indoors or outdoors. The space problem is not

a reason for men to get the ideal shape and size of the arm through the push-up movement.

Men's body: focus on the arm muscles

As a nutritional product for men who want an ideal body, L-Men focuses on building a proportional body. Although indeed, the arm muscles are a more prominent part of making it look more ideal according to the body posture of every man. The size of the arm muscles that are emphasized does not mean directing the male towards extreme bulking or cutting.

Bulking is the term in bodybuilding, which is when we try to increase muscle mass as much as possible. Theoretically, bulking can be done with a healthy diet and intensive weight training. Diet here means paying attention to what we consume to help increase muscle mass but not followed by fat that can cause bulking to fail. In the meantime, bulking exercises are performed using heavy and intense weight training and stress compound exercises. In the meantime, cutting maintains muscle mass and reduces body fat. So that body fat will go up when it is bulked. The cutting phase is therefore carried out so that the fat covering the muscles can be reduced. Thus, more can be seen in the muscles that have been formed before. People who cut are usually seen by training with a large set of exercises, diets, and cardio exercises.

Because L-Men is more focused on idealizing the men's body. Every man who dreams of an ideal body can adjust the goals he wants to achieve without making the arm muscles too big or making arm muscles too small so that it will have an impact on the appearance of the body that is disproportionate.

CONCLUSION

Based on the data analysis that has been presented, the knowledge in the @lmen Instagram post is built in the minds of men through body image by displaying the dominance of the arm muscles. This can be formed with activities outside the Gym and in a simple way, such as by doing push-up movements that are certainly a lot of training the hand muscles. In addition, it is also developed through aerobic exercises such as jogging and running, one of which is beneficial for bones, skin, and immunity. Then, the fantasy of getting healthy skin is also raised to build a culture of consuming L-Men as a nutritional product for the men's body.

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