ABSTRACT

The objective of the research is to explore the transformation of kitchen which shows the hegemonic masculinity of the three professional male chefs as the jury of the show. It especially focusing on how the three male chefs communicate to the participants and employ masculine style in giving comments and instructions to the participants. This research is descriptive qualitative and it applies the theory of semiotics as developed by Roland Barthes. To analyze the aspects of masculinity of the three judges, it employs the concept of hegemonic masculinity mentioned by Janet Saltzman in her concept of seven deep masculinity areas. Finding shows that the three male chefs use their hegemonic masculinity to communicate to the contestants. They use the role of leader to conduct, mobilize, motivate and revive the participant capability of cooking such as managing cooking time, responsibility of cooking process through rigorous and thorough assessment. Then, they also show their aggressiveness as one of the factors that intend to make participants focus on their behavior, assessment and objective of cooking competition. They also enforce the contestants to be discipline in cooking process. On this show, the kitchen is transformed into public space through the hegemonic masculinity of the three judges and enforcement of masculine traits to the contestants.

Keywords: MasterChef US Season five, Hegemonic Masculinity, Gender, Semiotic