

“Masculinity” in *Popular* Magazines: Lifestyling the Resistance or Resisting the Lifestyle?

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Abstract

Although the mainstream of Indonesian media has been “male stream” for a long time, the last five years have witnessed the burgeoning of male lifestyle magazines. While current affairs, business, politics and law magazines have a predominantly male audience, the “new” male lifestyle magazines in Indonesia like *FHM*, *Maxim*, *X-Men*, and *Playboy* - in addition to *Popular* and the now-defunct *Matra* - are written exclusively for men. I am interested in exploring what kind of men is featured as “role models” in the editorial content of these magazines.

In this context of increasing men’s lifestyle magazines in the current Indonesian mediascape, this paper will examine *Popular* magazines, specifically through the men selected for the magazine’s *Wawancara* (Interview) section. I find that the men in *Popular* magazine are represented, one way or another, as those who are against the status quo. I therefore suggest that *Popular* magazine, as a cultural text and cultural phenomenon, is resistant to “hegemonic masculinity” (Connell, 1995) in Indonesia.