

**REPRESENTATION OF 1960s MASCULINITY IN AMERICA
THROUGH THE MAIN MALE CHARACTER IN *ELVIS* (2022) FILM**
Representasi Maskulinitas 1960s di Amerika Melalui Karakter Utama Pria dalam Film
Elvis (2022)

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Abstract: *This study examines the representation of masculinity in the mid-twentieth century in America as depicted by the main male character in the film *Elvis* (2022) by Baz Luhrmann. This study uses a descriptive qualitative method. The aims of this study are first to identify the characterization of the main male character in *Elvis* (2022) film and, secondly, to analyze and discuss the 1960s masculinity values in *Elvis* (2022) film. To reveal this, this study uses character and characterization theory by Petrie & Boggs and the concept of seven areas of masculinity by Janet Saltzman Chafetz. The results of this study reveal that the masculinity of the main male character describes seven areas of masculinity: 1) physical, 2) functional, 3) sexual aggressive, 4) emotional, 5) intelligence, 6) interpersonal, and 7) other personal characteristics. From the seven result areas found, it reveals that the main male character fulfills the masculine figure. Furthermore, it was found that the main male character in this film represents masculinity in the 1960s in America.*

Keywords: *America, Characterization, Gender, Masculinity, Representation*

Abstrak: *Penelitian ini mengkaji representasi maskulinitas pada pertengahan abad ke-20 di Amerika yang digambarkan oleh karakter utama laki-laki dalam film *Elvis* (2022) karya Baz Luhrmann. Penelitian ini menggunakan metode kualitatif deskriptif. Tujuan dari penelitian ini adalah pertama, untuk mengidentifikasi karakterisasi tokoh utama laki-laki dalam film *Elvis* (2022) dan, kedua, untuk menganalisis dan mendiskusikan nilai-nilai maskulinitas tahun 1960-an dalam film *Elvis* (2022). Untuk mengungkap hal tersebut, penelitian ini menggunakan teori karakter dan penokohan oleh Petrie & Boggs dan konsep tujuh area maskulinitas oleh Janet Saltzman Chafetz. Hasil dari penelitian ini mengungkapkan bahwa maskulinitas karakter utama laki-laki menggambarkan tujuh area maskulinitas: 1) fisik, 2) fungsional, 3) agresif seksual, 4) emosional, 5) intelegensi, 6) interpersonal, dan 7) karakteristik pribadi lainnya. Dari ketujuh area hasil yang ditemukan, terlihat bahwa karakter pria utama memenuhi sosok maskulin. Lebih jauh lagi, ditemukan bahwa karakter pria utama dalam film ini merepresentasikan maskulinitas pada tahun 1960-an di Amerika.*

Keywords: *Amerika, Karakterisasi, Gender, Maskulinitas, Representasi*

INTRODUCTION

The concept of gender is a trait inherent in men or women that is constructed socially and culturally. Gender identity emerges at the same time as a human being is born. Hence, gender is frequently used synonymously with sex (Setiawan et al., 2020). Gender and sex, on the other hand, are two different



terms. The term sex is a biological variable, while gender is a social construct. The terms socio-cultural construction imply that gender is not inherent and fixed but is created by society. As a result, the concept of gender differs depending on the society that creates it. Gender studies thus become a study that focuses on the socio-cultural development of femininity and masculinity.

The term masculinity is a category of gender studies that has been associated with men. Masculinity is a complex set of cultural constructions (Beynon, 2002). A boy born does not immediately have masculinity; instead, masculinity is generated through cultural influences to form male traits (Widya, 2020). Commonly associated traits of masculinity may include strength, assertiveness, independence, competitiveness, and resilience. Furthermore, the self-image of male masculinity can also be seen in everyday life, such as how to dress and appear, how to solve problems, what activities are done, how to get along, and verbal and nonverbal expressions (Vigorito & Curry, 1999). The concept of masculinity can change depending on the circumstances and situations surrounding it.

Before the 1960s, notions of masculinity in America were often deeply rooted in traditional gender roles and societal expectations. The experiences of World War I and World War II influenced the perception of masculinity, with the wartime hero being idealized (Larsen, 2012). The Vietnam War, which lasted from the early 1960s to 1975, became a focal point for anti-war sentiment and protests. Many young men, particularly those of draft age, were resistant to being conscripted. The anti-war movement gained momentum, and young men often associated traditional notions of masculinity, which included military service, with an outdated and oppressive system (Larasatiningrum, 2015). As a result, there was a growing countercultural movement that rejected the conventional image of the strong, stoic war hero. The rebellion and counterculture that occurred in the 1960s caused cultural and social changes, including masculinity. This included rejecting traditional gender roles, leading to a more open and experimental approach to personal expression, lifestyle, and relationships (Hill, 2018).

Elvis (2022) is a film about the life of Elvis Presley, a legendary rock and roll musician and actor who became a significant icon of American popular culture in the mid-twentieth century. The film is set in the United States in the 1960s. The change had a massive influence on young people at that time, shaping their identity. This has led to significant rebellion and countercultural movements. In order to reveal how 1960s masculinity in America is represented in this film, this research will use the theory of character and characterization by Petrie & Boggs and the concept of masculinity by Janet Saltzman Chafetz. Chafetz (1978) stated that masculinity in men could be divided into seven areas, namely through physical, functional, sexual aggressive, emotional, intelligence, interpersonal, and other character characteristics. The social and cultural conditions influenced the masculinity of the character Elvis Presley at that time. The depiction of masculinity and its influence on society at that time in Elvis Presley's character is interesting to discuss.

METHOD

This research was compiled by applying the descriptive qualitative method as well as the content analysis method from the *Elvis* (2022) film. Qualitative research methods originated from social sciences, enabling the writer to study social and cultural-oriented phenomena (Hancock et al., 2009). There were several steps in collecting the data. Firstly, the writer watched the entire *Elvis* (2022) film in order to understand in advance the story, characters, setting and narration of the film. After that, the writer read and typed the script that related to masculinity from the main male character in order to classify the related data. The writer also conducted the data through library research, reading, internet browsing, comprehending, and then taking note of the information related to the subject matter. The writer also used content analysis while analyzed the data. Content analysis is generally interpreted as a method that includes all analyzes of text content, but on the other hand, content analysis is also used to describe a specific analytical approach (Asfar, 2019). The results of this research are based on the writer's interpretation of *Elvis* (2022) film using characterization theory and masculinity concept.

FINDINGS AND DISCUSSION

This part provides some data findings from the film *Elvis* (2022) regarding the representation of masculinity in the 1960s in America. Masculinity typically refers to the set of qualities, behaviours, and attributes traditionally associated with men and maleness. On the other hand, character refers to the mental and moral qualities distinctive to an individual. Discussing character and masculinity together usually involves examining the traits and virtues that are considered masculine within a given cultural context.

Analysis of the Character "Elvis Presley"

Elvis Presley, often referred to as the "King of Rock and Roll," is the main character in *Elvis* (2022) film. He played a significant role in shaping cultural perceptions of masculinity during the mid-twentieth century. His impact extended beyond music, influencing fashion, attitudes, and societal norms.

First, the characterization of a character's appearance can be seen from the physical attributes, such as physical form, clothing, tendency, and overall appearance, to convey information about their personality, background, or role in the story (Merdeka & Kumoro, 2018). Judging from his appearance, Elvis Presley has a handsome face and looks attractive and neat. The writer collects data evidence that shows how Elvis' character looks, which can be seen below.

Picture 1

Elvis Presley and his iconic appearance



From the data that can be seen above, it can be concluded that Elvis Presley has quite an eccentric appearance, as he is someone who is concerned about style. He often incorporated rock and roll, country, and gospel music elements into his wardrobe choices. From the pictures above, it can be seen that he likes to wear clothes like suits and leather jackets, and several times has been seen wearing clothes with striking colors when he performed on stage. On several occasions, Elvis was occasionally seen wearing black sunglasses, adding to his cool and charismatic persona. Elvis Presley's fashion evolved over the course of his career, reflecting the trends of the times as well as his own personal style. In his early career years, Elvis embraced the rockabilly style, reflecting the rebellious and youthful spirit of the 1950s and 1960s. The depiction of the dress style in the 1960s can also be seen in the people around Elvis, seperti Binder, Howe, and Jerry.

The 1960s was a transformative decade in American history, and its influence extended to the world of fashion. The fashion of the 1960s is often referred to as "revolutionary" where this era witnessed a departure from the conservative styles of the 1950s, embracing a range of influences from the youthful and energetic mod look to the free spirit of the late 1960s (Morin, 2018). Overall, fashion before the 1960s was characterized by a mix of conservative, post-war styles, and the 1960s saw the emergence of more rebellious, youth-oriented trends toward the end of the decade (Zanzi, 2021). Elements of rebellion included longer hair, more casual and bohemian styles, and a rejection of the conservative standards associated with traditional masculinity (Hill, 2018). Elvis Presley became one of the icons that contributed to this rebelliousness. His clothing choices were not only a reflection of his personal style but also played a role in shaping the fashion trends of his time.

Aside from appearance, a dialogue can also reveal a character's attitude. This technique is known as characterization through dialogue. The writer found that Elvis Presley was depicted as having rebellious behaviour. This evidence can be seen in the dialogue below.

Elvis : You gotta listen to the people you love. But in the end you gotta listen to yourself. You know, those people in New York are not gonna change me none! I'm gonna show you what the real Elvis is like tonight!

(Elvis, 00:53:56)

The context of the dialogue above is before Elvis Presley started a live concert at Russwood Park in Tennessee. At that moment, he screamed in front of his audience, police, and government people. Elvis, who had been absorbed and influenced by the black culture, was under a lot of pressure from the government and his social surroundings. Since around the 1950s in the United States, laws of segregation were rife between black people who were not allowed to cross the culture to white people, and vice versa. Elvis was also ridiculed for his sensual dancing when he performed on stage. But here, Elvis Presley blatantly ignored the law. His attitude received a lot of harsh criticism from the public. This blatant rebellion made many parties furious.

Elvis' stubbornness made him a defiant, rebellious figure who disliked anyone who stood in his way of achieving his dreams. This aligns with the counterculture culture practiced by teenagers in the 1960s in America, where Elvis Presley was one of the icons of rebellious culture among young people. The rise of protest movements and counterculture among young people in the 1960s challenged established norms and values in politics, culture, and gender roles (Lutfi, 2015). The era witnessed a transformation in how many men thought about themselves and their societal roles, embracing a more individualistic and countercultural approach to masculinity.

In summary, the character of Elvis Presley can be characterized in several ways based on his personality, appearance, and impact on popular culture. From his appearance, Elvis is known for his fashion sense and often elaborate stage outfits. His fashion choices contributed to his image as a trendsetter and style icon. Elvis became an enduring symbol of rebellion and youth culture in the 1960s, challenging societal norms with his music and stage persona. This rebellious edge and his courage added to the allure of his masculinity. Elvis Presley's masculinity was a significant aspect of his public image and appeal. He embodied a particular style of masculinity that was both rugged and charismatic, reflecting the ideals of the 1950s and 1960s. His impact on popular culture extended beyond music, influencing fashion, attitudes, and the entertainment industry.

Representation of 1960s Masculinity through the character of Elvis Presley *Physical*

The first area of masculinity, according to Chafetz, is the physical image of men. Physical refers to anything related to the man's body. All physical areas of a man are part of masculinity; this can be represented in terms of the body shape, posture and movement, age, and action that other people can see and assess (Purwanti, 2018). In addition, physical men can also be seen from their inner strength, such as courage, brave, and powerful (Merdeka & Kumoro, 2018).

The writer finds some data evidence from the *Elvis* (2022) film that shows the characteristics of masculinity in the form of Elvis Presley's physicality below.

Picture 2

Elvis Presley's full physical appearance



From the picture above, it can be clearly seen that the physical form of Elvis Presley is depicted as a tall man who has a handsome face with long hair. Elvis can also be said to have a proportional body shape. Elvis' body shape can also be categorized as an athletic body because the typology of the physical form of an athletic body is a body that does not have too much fat but also does not appear to have bones in the body (Lutters, 2004; Ramadhana & Utami, 2020). Elvis's body shape can be described as lean and toned, with a narrow waist and broad shoulders. He maintained a good fitness level since he often included his signature hip gyrations and energetic performances, and his stage outfits often accentuated his physical presence. Elvis was well-built and had a balanced height-to-weight ratio. The masculine figure displayed by Elvis regarding physicality is no longer a man who has muscles or a big body. Masculine figures change with the times because masculinity is dynamic.

In addition to the physical form that can be seen from the outside, a man's physicality can also be seen from the inside where he has inner strength (Chafetz, 1978). In this film, Elvis had some inner strength such as courage. This can be seen in the dialogue below.

Binder : *We're pretty set for the number tomorrow, right, E.P.? It's pretty familiar territory, right?*
Elvis : *A reverend once told me... "When things are too dangerous to say, sing."*
(**Elvis**, 01:29:57-01:30:15)

From the dialogue above, we can see the courage possessed by Elvis. The context of the dialogue above is during a special Christmas music event, and then the news suddenly aired about the shooting of Senator Kennedy on television. At that time, Elvis and his band members were shocked by what had happened to America. The shooting of Senator Kennedy was considered one of the reasons for the rampant juvenile delinquency that occurred in the country in the year 1960s, plus Elvis was considered by his manager as one of the people who spread the culture. Elvis, as a rebellious public figure, felt he had to do something to change the social situation in his country for the better. Elvis was a singer, so he tried to give his voice in his own way by singing. The courage to sing and engage with politics through music is a dynamic and impactful relationship. Musicians who navigate this intersection often play a significant role in shaping and reflecting the socio-political landscape.

The writer concludes in this part that Elvis Presley fulfills the physicality of a man who has an athletic body shape, is healthy, not fat but also not too slim, and has great stamina because of the impact of his habit of dancing on stage, which is full of energy. Elvis was also relatively young, so he became one of the men who dared to voice the injustices that occurred in the country, even though he initially received unpleasant treatment and criticism from the public. He had the courage to rebel and had a very strong influence on his surroundings.

Functional

The second area of masculinity, according to Chafetz, is the functional of men as breadwinners, protectors, and responsible for their close relatives and

even for themselves. This is shown by a man who contributes to his environment, either in the family or in society (Ramadhani & Suratnoaji, 2021).

The ability and desire of men to provide for those who rely on them have been important to their masculinity throughout history. A man who can provide for the family is considered masculine (Merdeka & Kumoro, 2018). In this film, Elvis' character shows his capacity as a man who can provide for and be responsible as a breadwinner and public figure. The writer finds some data evidence that shows the functional side of Elvis Presley as a man below.

Elvis : You know, Colonel, I'd do just about anything to make sure my mama and daddy never have to live in no poverty ever again...

(*Elvis*, 00:32:45)

From the dialogue above, it can be seen that Elvis is a man who has responsibility for his family. Elvis and his family come from a working class where Elvis is the breadwinner for his family. The functional side of a man can be seen here. Men must be the ones who look for money, provide their families with something they need, and take on the role of a leader of the family (Rosida et al., 2022). The figure of men as individuals struggling to make their lives worthwhile is clearly shown in this film through the character of Elvis Presley. Living in a family whose socioeconomic status was not so well made Elvis a breadwinner. Elvis began earning money in his teenage years by performing in various music venues and promoting himself to the public as a rock and roll singer with a unique style. He is fully responsible for ensuring his family's prosperity and avoidance of poverty. Not only that, Elvis is also known as a person who cares about the people around him. He will not hesitate to fulfill his family's needs by buying goods or money. The masculine figure shown by Elvis here is a man who works hard to fulfill the needs of himself and his family.

Then, a functional man is seen in how he becomes a provider for his family and his role in the surrounding social environment. A man can be said to be masculine if he can be responsible for the role he has (Ramadhani & Suryatnoaji, 2021). In this film, it is very clear that Elvis Presley is a public figure with a massive role in his surroundings. Elvis is a successful, well-known, and well-remembered public figure worldwide. Elvis was highly respected and loved by the American people and the world. In terms of his masculinity, it can be seen that Elvis was very influential in his social environment and showed his functionality as a man who could have an impact and change. As a public figure, he can set an example of good deeds so that he is useful in society. Elvis became a symbol of rebellion who was admired for his courage in expressing himself so that he was able to influence young people in the 1960s in America. Elvis Presley had a role not only as the head of the family, father, or friend but also as a figure who had a role in his social environment and could carry out that role by becoming influential. Elvis's impact on popular culture and the music industry remains enduring.

Sexually Aggressive

The third area of masculinity, according to Chafetz, is men who have sexual interest between themselves and their opposite sex. The sexual concept of

masculinity considers a man having close experience with a woman or being in a relationship with the opposite sex. In general, every human being desires to make relationships with their love interest, to marry, and to have intimate sexual interaction. The ideal masculinity construct that is built is that men are sexually strong and capable of winning a woman's heart (Nugraha, 2021).

Here, Elvis represents his masculine traits in the film *Elvis* (2022) as a man with experience in relationships with the opposite sex since he has an attractive appearance and can attract affection from women.

Picture 3
Elvis Presley flirt with his female audience



The picture above shows Elvis flirting with a woman during his concert. Elvis Presley was well-known for his controversial dance moves, which were considered overly vulgar by many people. His erotic dance sometimes becomes his signature to seduce women on stage. Elvis frequently flirts with women who watch his shows and often kisses them after a performance. It is not surprising that this attitude makes so many women scream hysterically and fall in love with him. From the picture above, it can be seen that Elvis was sexually aggressive. He showed his aggressiveness by flirting and kissing several women. Elvis became renowned as a 'sex symbol' as a result of his attitude. Along with his attractive features and wealth, he became an attraction for many women at that time.

Aside from that, Elvis was seen having several relationships with women before marrying Priscilla, his soon-future wife. Most cultures recognize the role of a man as the aggressor in finding a partner, leaving him to seek out and pursue his love interest (Marom, 2020). This is what Elvis did before getting married by looking for a partner and having experience in a love relationship. Masculinity in this area is represented by men being expected to be more aggressive and have more romantic experiences than women. Men also have the power and freedom to choose their partners (Merdeka & Kumoro, 2018). Elvis Presley was also described as a playboy who liked to change partners. All the attitudes shown by Elvis regarding his relationships with women could not be separated from the cultural conditions of consumerism and playboy men at that time, who liked to spend money on women (Beynon, 2002).

In this part, the writer can conclude that Elvis fulfills the characteristics of masculinity where Elvis has and is able to show sexual aggressiveness towards the opposite sex. He shows this by flirting and giving more attention to his appearance to appear attractive to women. Not only aggressively, but his sexual relationship was also able to be shown by treating other women gently, especially his wife.

Emotion

According to Chafetz, the fourth area of masculinity is a man's emotional ability to control or suppress their anger (Haryanti & Suryanto, 2023). Men are stereotyped as being emotionless. Moreover, they are frequently linked with stoic personalities who rarely show their emotions to others. When confronted with a problem, men are shown as being calm and carrying on with their regular activities (Prabawaningrum, 2019). In this film, Elvis Presley is someone who is expressive and often hides his feelings. This can be seen in the picture below.

Picture 4

A crying Elvis Presley in a walk-in closet



The scene shows Elvis crying alone in a room. The context data above occurred when Elvis' beloved mother died. He felt broken and hurt after knowing about this. Generally, a person's emotions vary and can be shown by feelings of joy, sadness, anger, or love. Here, Elvis expresses sadness in this scene. It is believed that a man must be able to control his emotions in every condition, no matter the circumstances (Crooks & Lankow, 2008; Marom, 2020). His masculine side can be seen in how he hides his emotions from other people. When asked by the media about his mother's death, Elvis was required to hide his emotions from the public. Elvis was always obliged to be able to hide his emotions from the public and prevent being carried away by his feelings since he began his musical career when he was a teenager. As a result, when he is alone, he will express all of his emotions.

The writer concludes in this part that Elvis is a figure who often feels emotional but is able to refrain from getting carried away with his emotions. Men, like women, experience a wide range of emotions. However, societal expectations and traditional gender roles have often influenced the way men express and deal with their emotions.

Intelligence

The fifth area of masculinity, according to Chafetz, is the intelligence possessed by a man. Intelligence refers to human cognitive abilities and mental capacities that involve learning, reasoning, problem-solving, understanding, and adapting to the environment (de Judicibus, 2015). There are various perspectives on intelligence, such as emotional intelligence, creativity, social intelligence, etc.

Elvis Presley certainly had musical intelligence. Musical intelligence refers to the ability to understand, create, and appreciate music. People with musical intelligence will enjoy things related to sound, tone and rhythm. They tend to

express themselves through music, whether singing or playing musical instruments (Gardner, 1983). This form of intelligence exists in Elvis Presley as a musician. This can be seen in the dialogue below.

Elvis : I, uh... I wanna try something new. All right, Glen, you're gonna start us off, okay? Take the intro here.

[Glen playing lively rhythm]

[Piano continues playing]

Elvis : All right, bring that bass up, Jerry.

[Bass thrumming]

Elvis : Let's up the octave!

(*Elvis*, 01:41:25-01:41:37)

From the dialogue above, it can be seen that Elvis has the intelligence to recognize tone, rhythm, or melody in music. The context of the dialogue above is when Elvis and other musicians rehearsed his show in Las Vegas. Elvis was able to create and compose his music by improvising and taking risks by experimenting with new melodies. Elvis experimented with several instruments, such as piano, guitar, bass, trumpet, drums, and even a choir at once. Experimentation with different musical elements, instruments, and techniques can produce innovative and distinctive compositions. With his creativity and musical intelligence, Elvis could create new rhythms and melodies in just a minute. Elvis is also able to improvise songs in the rock and roll genre with limited instruments, which was his expertise. Limitations in available instruments can lead to genre fusion, where musicians blend elements from different musical styles to create something new. While limitations may seem restrictive, Elvis can serve as a catalyst for innovation and creativity. Not only that, Elvis also possesses emotional intelligence where he has good social skills. He was known as friendly, could easily make friends with anyone, and was understanding to others.

Interpersonal

The sixth area of masculinity, according to Chafetz, is interpersonal ability related to men having authority and responsibility. This area includes a man being able to lead, have dominance, and be independent (Haryanti & Suryanto, 2023). Elvis Presley is a well-known American pop culture icon of the mid-twentieth century who was very influential to the world. So, there is no doubt that Elvis possessed an outstanding personality and interpersonal traits that Chafetz initiated.

The interpersonal characteristic of a man that can be seen in the character of Elvis Presley is that he is someone who is very dominant. His dominance over music and entertainment has had a huge impact in America and the world. The dominance characteristic of Elvis Presley can be seen in the dialogue below.

Man : Ladies and gentlemen of the press, the King of Rock and Roll, Elvis Presley!
[Reporter clamoring]

(*Elvis*, 01:54:30)

From the dialogue above, it can clearly see the dominance of Elvis Presley. The context of the dialogue above is when Elvis conducted an interview session with the public for his world tour plan. The public nicknamed Elvis Presley the “King of Rock and Roll”. The word “King” has a meaning as one that holds a preeminent position. Furthermore, the title “king” is traditionally linked to notions of leadership, rule, and governance. In a broader sense, “king” can also be used metaphorically to denote someone or something considered supreme, powerful, or preeminent.

As mentioned in the previous Characterization section, Elvis is an unwavering dominant figure who always stands up for himself. The title “The King” is inherent in Elvis Presley, who had such powerful dominance and influence over the country that he earned the nickname the King. Elvis was so glorified and admired by the American people at the time. Many people rely on him. His impact on the country and the world was massive, as he became a cultural phenomenon and popular icon in the mid-twentieth century, with a legacy that will never be matched.

Other Personal Characteristics

The last area of masculinity, according to Chafetz, is other personal characteristics where a man’s masculinity is shown by traits such as being ambitious, having a competitive desire, being success-oriented, adventurous and being egoistical (Ramadhani & Suratnoaji, 2021). In this film, Elvis Presley’s character is depicted as an ambitious person, being success-oriented and adventurous.

Interviewer : *You no longer want to sing in your films, is that right? You want to be a dramatic actor.*

Elvis : *Well, sir, that’s my big ambition now. It takes a lot of time, a lot of experience.*

(**Elvis**, 01:07:32-01:07:40)

From the conversation above, it is very clear that Elvis Presley’s character is ambitious. In this film, Elvis is said to have really admired James Dean, a famous American film actor at that time. Even though he had a passion for music and was already a well-known singer, it is possible that Elvis also had the ambition to expand his influence by becoming an actor because of his admiration towards James Dean. The masculinity shown by Elvis is that of a man who wants to grow and develop. He believed that simply being a singer was insufficient and he must develop himself further in order to expand his influence. As his influence already expands, he will become more well-known and will be able to help his family’s financial situation.

Elvis also shows other personal characteristics of masculinity, namely being success-oriented. This can be proven in the dialogue below.

Elvis : *Well, maybe not a rocket ship. My mama don’t like me to fly. But me, I’ve always wanted to fly. Fast. Faster than the speed of light to the rock of eternity.*

(**Elvis**, 00:33:15)

The dialogue above occurred when Elvis and Parker were talking about the future. Elvis told Parker about his family situation and his dream of becoming a musician since childhood. He has a dream of being able to buy the people he cares about luxury goods, such as a Cadillac. Unfortunately, his mother often expressed her disapproval of Elvis' dreams, which made it difficult for Elvis to develop himself. Elvis termed this ambition as fly. 'Fly' here can be compared to someone who desires to go and grow further. From this dialogue, it can be concluded that Elvis was someone who really wanted to be successful. He wants to continue flying high to achieve what he wants.

The last personal characteristic of masculinity shown by Elvis Presley is adventurous. This can be seen in the dialogue below.

Reporter : *Any plans to take this show on tour?*
Elvis : *There's so many places I haven't been yet, you know. I'd like to go to Europe. I'd like to go to Japan. I've never been out of the country, except in the service.*
(*Elvis*, 01:54:47-01:54:58)

From the dialogue above, it can be seen that Elvis has other personal characteristics of masculinity that is adventurous. Elvis showed his adventurous side by talking about his desire to tour abroad. Adventure in another sense is the courage to face something that has never been experienced before (Prabawaningrum, 2019). During his career, Elvis had never visited any country other than his own. He felt challenged to get out of his comfort zone by going on a journey he had never experienced before by visiting new places.

CONCLUSION

The development of masculinity also undergoes adjustments from time to time since masculinity is dynamic and can change in response to cultural and social circumstances. The representation of masculinity that has changed over time can be seen in the *Elvis* (2022) film. The late 1960s saw a rise in counterculture movements and youth rebellion. The rebellion and counterculture that occurred in the 1960s caused cultural and social changes, including masculinity. It shows how masculinity in mid-twentieth century America suffered dramatic transformations through the primary male character in the film, Elvis Presley. From a physical perspective, the masculinity of men in the 1960s, as depicted by Elvis Presley, was that of a man who was concerned about his looks and was obsessed with fashion. But they still retain the inner strengths that men normally possess, such as courage, hardworking figures, family leaders, and breadwinners. From the attitude perspective, they also have a more youthful and self-expressive side. This attitude is shown by men who like to wear bold colored clothes instead of dark, such as light blue, yellow, white or even pastel. Men freely express their artistic nature and individuality. In conclusion, the 1960s related to the rebellious behavior of young people, rejecting traditional gender roles, leading to a more open and experimental approach to personal expression, lifestyle, and relationships.

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