

Sigma Male Portrayal in Fight Club Movie: Roland Barthes Semiotic Analysis

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ABSTRACT

Sigma Male ideology, a 'picture-perfect' hegemonic masculinity portrayal that has been criticized for promoting toxic masculinity and misogyny despite its rise in popularity. Sigma Male ideologists tend to find representations in media, and one of them being the movie *Fight Club*. *Fight Club*, a movie produced by David Fincher on 1999 talks about Jack (Narrator), a white-collar worker who found his corporate and consumerist lifestyle suffocating and had his life turn upside down after engaging a friendship with a charismatic and carefree man, Tyler Durden. Using Roland Barthes' semiotic theory, this research analyzed meanings and symbols of the scenes that portrayed the characteristics of Sigma Male. With a method of qualitative descriptive, 14 scenes were analyzed throughout the movie. Through this research, the result that can be concluded would be the Sigma Male characteristics portrayed in the movie, which is nihilism, detachment from women, and non-conformity.

KEYWORDS

Sigma Male;
Semiotic
Analysis; Toxic
Masculinity;
Fight Club Movie

INTRODUCTION

According to Bittner (cited from Drianus et al., 2019), mass communication is where a message is conveyed and targeted to a large amount of people through a channel of mass media. Mass media itself could be defined as a channel of information directed to the audience in order to bring out certain information or messages. (Ibrahim, 2022) also state that mass media also functions as a channel that brings out communication, education, information, expression, and entertainment.

Movies, as one of the forms of mass media is used to communicate certain messages to the public. Having audio-visual as their characteristic, movies are often used as a mass media channel to bring implied morale messages to the audience (Asri, 2020). Audiences' perspective can be easily affected by watching a movie, as they bring out messages that are either informative, educative, or manipulative. Through that statement, according to Nafsika & Huda (2021), movies affect the audience according to how they perceive certain problems.

As technology grew and as a result of the 2020 pandemic, people started to shift their watching habit to online platforms. A research company, Populix, conducted a research in 2022 for '*Indonesia Video Entertainment on Demand Consumption*'. The research brought a result of how 1000 respondents who participated in the survey,

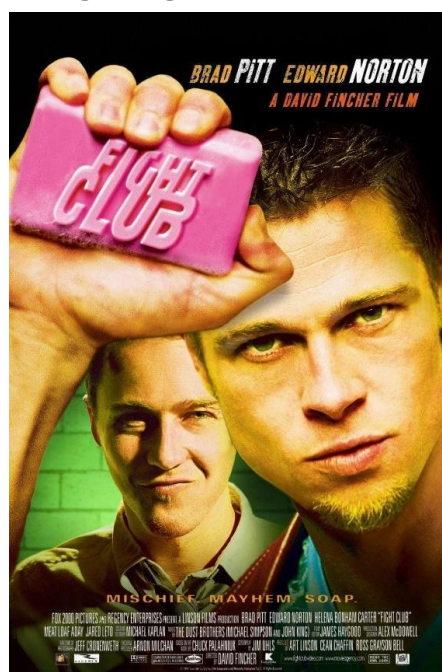
Netflix and Disney+ became the top choices as an online platform that provides movie streaming services. 69% of the respondents subscribed to Netflix while 62% of them subscribed to Disney+ (Populix, 2022).

Masculinity and femininity are both key aspects to gender, which are something we live closely with. Both are a result of social construct and are often used to describe characteristics traditionally. Masculinity is often associated with aggression, power, and toughness whereas femininity is closely associated with gentleness and modesty. To become a masculine individual, a person doesn't need to be destructive or dangerous. Despite that, it's not a rare thing to see some men choosing to follow toxic masculinity characteristics.

From that, an ideology called manosphere is born. Generally, manosphere supports anti-feminism beliefs and is a forum or a thread in social media, especially Reddit, where they express prejudice perspectives associated with misogyny and sexism. Sigma Male is later a sub-genre of the manosphere ideology. Through Knowyourmeme (cited from Valdivia, 2023), Sigma Male is described as an acronym for a man who's popular and success, but is a very mysterious and quiet individual, they also 'play by their own rules'. Though it sounds harmless, the Sigma Male ideology isn't something to look up at. Just like the manosphere ideology, the Sigma Male ideology often promotes anti-feminism, racism, and misanthropy, which is generally hatred for the human species (Valdivia, 2023).

Fight Club became one of the movies who Sigma Male ideologists favor the most, as the character in the movie portrays Sigma Male characteristics, which are independent, self-sufficient, and rejecting societal norms and expectations. In Fight Club, the norms and expectations of society is consumerism.

Image 1. Fight Club Movie Poster



Source: IMDb (1999)

Fight Club talks about Jack, which was often referred as Narrator. As a white-collar corporate worker who gives in to consumerism, Jack is starting to feel hollow and tired of his life. After meeting a charismatic soap maker named Tyler Durden on one of his business trips, he started an underground club called Fight Club. As the members and activities of Fight Club grew, Jack became very uncomfortable and against the anarchist and destructive actions of the club. At the end, Jack then realized that himself, Tyler, and Fight Club are not like he had previously understood.

At first, Fight Club was intended to be a satire movie, confirmed by the director David Fincher himself. The movie's sole purpose was criticizing about consumerism during that time, but turns out it is then interpreted as a 'Sigma Male' movie years later. Sigma Male ideologists often seek for representations in media, and they loved the portrayal of Tyler Durden in Fight Club. This research aims to explore and elaborate denotative, connotative, and myth signs in Fight Club according to Roland Barthes' semiotic analysis. The focus of this research could be proposed as "How was the Sigma Male character portrayed in Fight Club movie?".

Mass Communication & Mass Media

Humans as social being face communication in daily basis, verbal or non-verbal. Communication plays a major role in our lives, having a function to spread information, idea or opinion expressing, as well as understanding, collaborating, and finishing conflicts in human lives. One of the most common forms of communication we use daily is mass communication, where mass media is used as a channel to bring out information for audiences. According to DeVito (cited from Mangu, 2021), mass communication is directed to the audience or mass with the help of a media so that it can reach a large amount of audience.

Generally, mass media is a medium used by a communicant so that the message could be brought to a large amount of audience. McQuail (cited from Putri & Yusian, 2021), thinks that mass media functions as a central of information and serves information of particular events or things happening in the audience. The message contained in mass media has a power to influence the audience, like any forms of mass media; radio, internet, television, and others, as its objective is to shape or shift the audiences' behaviour massively (Mustofa et al., 2022).

Cited through (Ibrahim, 2022), mass media's main characteristic is heterogeneity, anonymous, and is intended to an audience with a huge quantity. Heterogeneity meaning the audience directed by mass media varies in background, such as religion, age, race, and others. The communicator bears a message without knowing its audience and what background defines them, so that it's anonymous. It is intended to an audience with a huge quantity means the message brought is distributed in a short amount of time.

Film

Film is defined as one of the forms of mass media used to reach audiences in a large scale. Having a purpose to entertain, film is able to give out influences on the audience for

opinion, education, pop culture, and others. According to Baskin (cited in Asri, 2020), film integrates various of technologies from art.

Sumarno (cited in Rais, 2017), stated that film is stated to two categories. Fictional film follows certain narratives that is made imaginative compared to true stories. Often commercialized, fictional film utilizes storytelling to create character and a storyline that's not real, but is entertaining. Whereas for non-fictional film, is made based on true stories, having storylines based on true events, real life people, and facts. Different from fictional, non-fictional films are often shown with a purpose of education (Rais, 2017).

Sigma Male

The Sigma Male ideology is a sub-genre of the manosphere ideology which actively promotes dangerous anti-feminism beliefs and hegemonic masculinity. They prioritize individual success and refuse to abide by societal norms and expectation in exchange of empathy and emotional intelligence. According to Han & Yin (2023), Sigma Male as a part of manosphere felt like the world forced them to become feminists and to make them connect with women, which they think are unfair.

Sigma Males are classified as men who are success, independent, yet quiet and 'play by their own rules', as they can be described as non-conformists with that trait. They're mysterious, self-sufficient, and detached.

Referring to the element that Sigma Males are individuals who are connected with toxic masculinity, they don't have emotional attachments, as they think that they're able to pull women, but they don't need women. The Sigma Male ideology is also closely related to misogyny and anti-feminism beliefs, where they think that women are beings who are easily changeable with an easily manipulated psychology (Free Malaysia Today, 2023).

Roland Barthes' Semiotic

According to Hoed (cited from Rohmaniah, 2021), semiotic studies about signs in human life, as humans are capable of finding meanings behind every social issues happening around them. Roland Barthes brought up a semiotic theory that can be used to explore the correlation of the signifier and signified of a sign, referring to the earlier semiotic theory by Ferdinand de Saussure (Rohmaniah, 2021).

Cited from (Sobur, 2017), Barthes' semiotic are developed through; denotation in which a sign portrays an object or something that aligns with the audiences' perspective of something through a universal language, connotation in which the signifier and signified reveals a sign and how they're portrayed, and myth in which the existing norms or beliefs growing in society is then interpreted to a new meaning.

Barthes disclosed Two Orders of Signification in his semiotic theory, including denotation elements that produces direct and explicit meanings, connotation elements that constructs an interaction if a sign meets certain emotion or feelings, and myth which is closely related with beliefs and societal reality (Rohmaniah, 2021).

METHOD

The research method utilized in this research is a descriptive qualitative method. Frankel & Wallen (cited in Fadli, 2021) said that qualitative research has its own characteristics, which are descriptive, having a scientific background, more result-oriented, and highlighting available meanings. For this research, the researcher will not be directly involved in the phenomenon and will only observe the phenomenon through its portrayal in mass media, specifically in a form of film.

The semiotic approach by Roland Barthes will be used as an approach used in this research, where signs, symbols, and meanings shown in the film will be examined and observed through denotative, connotative, and myth stages. Cited from Hakim & Anjani (through Hakim & Monalisa, 2022), the contextual meaning of semiotic is also a material for the research to be studied, and not just a source of research knowledge. In utilizing the semiotic approach by Roland Barthes, the researcher will be analyzing 2 signs; verbal and visual, in which later on, both signs would be connected in order to produce a connotative and denotative meaning which at the end concludes a myth (Hakim & Monalisa, 2022).

The source of primary data in this research would be the "Fight Club" film directed by David Fincher in 1999. From the entirety of the film, which is 2 hours and 19 minutes long, the researcher won't be analyzing every scenes shown in the movie, but only 14 chosen scenes with a total duration of 15 minutes and 29 seconds will be analyzed. In this research, secondary data sources will be obtained from journals, books, and other relevant sources that are accessible from the internet.

RESULT AND DISCUSSION

In order to identify scenes that are eligible for analysis, the research utilizes the semiotic method of Roland Barthes as well as the descriptive qualitative approach through the scenes that portray the Sigma Male character in "Fight Club" film. To correctly choose the scenes that will be analyzed, the researcher would watch the entirety of the "Fight Club" film in which the scenes in the movie can be closely observed as the first stage. The second stage will be picking the scenes that align with the research background, which is the portrayal of the Sigma Male character in "Fight Club" film analyzed with Roland Barthes' semiotic method. The third step involves analyzing the chosen scenes for the denotative, connotative, and myth signs, starting from finding the meaning behind the scenes that reflects the background of the research, then identifying the denotative and connotative meaning that produces myth. The fourth and last stage involves drawing conclusions based on the analysis of the Sigma Male character portrayed in "Fight Club" film. Throughout the 2 hours and 19 minutes of the film, the researcher was able to identify 14 scenes that perfectly portrays the Sigma Male character in "Fight Club" movie.

Image 2. Scene from the film "Fight Club" (21:51 - 24:29)



Source: Netflix (2024)

Denotation

The denotation in this scene is Jack mentioning Tyler as his 'best single serving friend', implying to how Jack thinks that Tyler is his best airplane seatmate so far.

Connotation

The connotation in this scene is how Jack adores Tyler for Tyler's confidence and how Tyler has a rather unique opinions for certain things that he told to Jack.

Myth

The myth in this scene is Tyler Durden's charismatic persona, aligning with one of the characteristics of Sigma Male. They are confident and easily adaptable, which makes them magnetic for the people around them (Richey, 2024).

Image 3. Scene from the film "Fight Club" (1:04:27 - 1:04:34)



Source: Netflix (2024)

Denotation

The denotation in this scene is Jack and Tyler at the department store, selling their homemade soap as the store clerk writing for the check looks at Tyler sheepishly.

Connotation

The connotation in this scene is still on how Tyler presents himself as charismatic to the point of making the store clerk sheepish and shy. Not only that, in certain scenes, Tyler can be seen wearing a combination of outfit that clashes with each other in the context of color and patterns.

Myth

The myth in this scene is another characteristic of Sigma Male, which is non-conformity, which is when people act outside the expected societal norms and beliefs. In this scene, and on other scenes in the film, Tyler shows his non-conformity side through dressing in a quirky manner.

Image 4. Scene from the film "Fight Club" (1:11:31 - 1:14:16)



Source: Netflix (2024)

Denotation

The denotation in this scene is Tyler who looks very calm and collected, not a single look of fear shown in his face when Lou, the bar owner whose basement of the bar is used for Fight Club's fighting arena tried to shoo him, Jack, and other Fight Club members away.

Connotation

The connotation in this scene is Tyler trying to manipulate Lou to allow Fight Club to keep operating at the basement of his bar.

Myth

The myth in this scene is how Tyler showed his charismatic and intelligent characteristic in facing situations like that.

The three scenes above portrays some of the most general characteristics of Sigma Male; charisma, confidence, and intelligence. The scene portrayed in image 1 shows the scene where Jack first interacted with Tyler Durden in an airplane. Tyler presents himself as charismatic and confident, as he told Jack some interesting things that made Jack amazed. Sigma Male present themselves as charismatic, without considering the importance of social status or popularity, but to their confidence that comes from their inner self (Mantell, 2024). Fight Club was set on the 90s, where 'metrosexual man' was a popular term back then. According to Simpson (cited from Hall, 2014), metrosexual is a term often used to describe a well-groomed young man with money to spend who lives in metropolis areas, where the best stores, clubs, and gyms are at. The fact that Tyler Durden often dress himself in a rather flashy outfit in image 2, he doesn't look up to the trend and rather dressing up according to his own fashion style, in which shines the

characteristic of confidence and charisma. In the scene depicted in image 3, Tyler is seemingly facing Lou's anger calmly in which shows the intelligence characteristic. Explained in Mantell (2024), Sigma Male is perceptive, as they understood emotions and social dynamics. With his intelligence, Tyler managed to manipulate Lou into allowing Fight Club to keep operating in the basement of his bar.

Image 5. Scene from the film "Fight Club" (39:33 - 40:24)



Source: Netflix (2024)

Denotation

The denotation in this scene is Jack sitting on the bathroom floor while Tyler washed himself in the bathtub. They talk about their dads, Jack not knowing his dad and Tyler loathing his dad. Jack also talks about how he can't get married.

Connotation

The connotation in this scene is Jack being skeptical for marriage for the lack of image that he saw growing up of how a man should be treating a woman from his parents, especially in marriage. Tyler's hatred towards his dad can also be seen as a manifestation of how Jack felt deep down, knowing Tyler is actually him and a fragment of his imagination.

Myth

The myth in this scene is Jack not having a father figure growing up is seen emotionally unstable and made him emotionally detached from women.

Image 6. Scene from the film "Fight Club" (59:11 - 59:47)



Source: Netflix (2024)

Denotation

The denotation in this scene is Jack showing his annoyance to Marla, this time for Marla's sudden appearance and her inappropriate acts in the morning, followed by Tyler's sudden appearance saying, "get rid of her".

Connotation

The connotation in this scene is the detachment that Tyler and Jack showed to Marla, remembering that both of them are actually the same person, Jack showing that he's upset with Marla although he just spent some time last night with Marla as Tyler.

Myth

The myth in this scene is one of the ways of the Sigma Male ideologists to maintain the hegemonic masculinity trait is through misogynistic jokes Valdivia (2023). The detachment and hatred that Jack showed to Marla can be linked to misogyny, or the hatred towards women or girls.

Image 7. Scene from the film "Fight Club" (1:44:52 - 1:45:01)



Source: Netflix (2024)

Denotation

The denotation in this scene is Jack telling Marla to leave after Marla asking if she can come inside to the house in which Jack answered with "Tyler's not here!".

Connotation

The connotation in this scene is Jack's attempt to avoid and chase Marla off by saying so signs that he's not available and is not willing to talk to Marla and to nurture her needs.

Myth

The myth in this scene is still about the emotional detachment between Jack & Tyler with people around them, including Marla. Tyler would use Marla for his own needs then abandon her.

Aside of rooting from misogyny from the manosphere ideology, Sigma Male is also known to embrace individuality and self-sufficiency, so they felt just enough with themselves. From their individuality and self-sufficiency, they tend to feel emotionally detached to people around them, especially to women. In the scene portrayed in image 4, Jack express his skepticism towards marriage. Jack lacks father figure growing up and

said that his father remarried and has new kids every 6 years, in which can be concluded that his father is as detached as Jack is to women. With the absence of paternal figure, a child can face several issues, relating to mood, addiction, and relationship issues with people around them (Ingham, 2021). In the following scenes shown in image 5 & 6, Jack shows his hatred towards Marla as he always thinks that she's a burden for him who Tyler uses for Tyler's own needs. Though it can be interpreted that in the end Jack and Tyler is the same person, so it was actually Jack who used Marla all along for his own needs. Aligning with the misogynistic view, Sigma Male perceives women as "people who are easily interchangeable with an easily manipulated psychology" (Free Malaysia Today, 2023)

Image 8. Scene from the film "Fight Club" (42:47 - 43:09)



Source: Netflix (2024)

Denotation

The denotation in this scene is Tyler opening and greeting the meeting of Fight Club in a basement under a bar by saying "You do not talk about Fight Club".

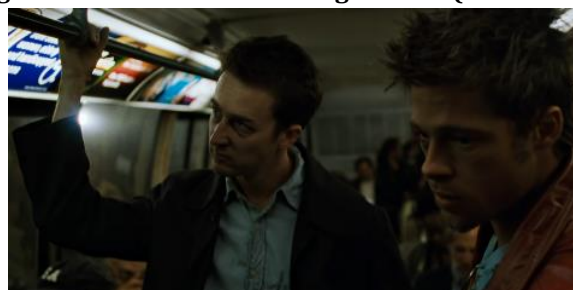
Connotation

The connotation in this scene is how Tyler mentioned twice for the member to not talk about Fight Club. It shows how Fight Club is secretive, and he intends to maintain that secrecy.

Myth

The myth in this scene is the fact that Fight Club is made to be an underground club and not something that is made for public's validation and adoration.

Image 9. Scene from the film "Fight Club" (44:57 - 45:11)



Source: Netflix (2024)

Denotation

The denotation in this scene is Jack who's looking at a Calvin Klein ad in the bus and saying that he felt sorry for people who are packed into gyms trying to look like Calvin Klein models with a toned and macho build.

Connotation

The connotation in this scene shows the hypocrite side of Jack, because Tyler, who's a part of his imagination and the perfect picture of how he wanted to be as a man has a toned and macho build, like how Calvin Klein models look like.

Myth

The myth in this scene is Jack who is starting to feel suffocated and tired of his life then started to look with new perspective and is now 'different'.

Image 10. Scene from the film "Fight Club" (1:04:41 - 1:06:07)



Source: Netflix (2024)

Denotation

The denotation in this scene is Jack's boss going over to Jack after he found a paper with the Fight Club rules written in the photocopier, as well as him noticing Jack's drastic change, like dressing messily to work, smoking in the office, and lacking morale and professionalism.

Connotation

The connotation in this scene is as Jack's supervisor, his boss has the right to supervise and question Jack for his unprofessionalism and lack of morale that Jack showed at work.

Myth

The myth in this scene is office is a place where people working or visiting there are expected to show forms of professionalism, where what's appropriate for us is to dress and act professionally.

The non-conformity characteristic was perfectly portrayed from the three scenes above. Essentially, non-conformity emerges from self-efficacy, where they believe that they're enough with who they are and what they look up to outside of societal norms and expectation. So, it's natural that Sigma Male adopts non-conformity from the feeling of self-efficacy and confidence. The scene depicted in image 7 shows Tyler opens the

meeting with a set of rules, “First rule of Fight Club is, you do not talk about Fight Club” then “Second rule of Fight Club is, you DO NOT talk about Fight Club”. By repeating the rule twice, it shows that Tyler intends to keep Fight Club’s secrecy, to operate as a club with anarchist natures and not for adoration from public. In the scene shown in image 8, Jack can be seen mocking men who works out at the gym, trying to obtain a macho and model-like physique. Not only that Jack showed his non-conformity side through the mocking and expressing ‘lack of interest’ to look like Calvin Klein models, but he also exhibits a hypocrite nature, as Tyler, the portrayal of a man Jack always wanted to be is well-toned and built. Lastly, it can be seen that Jack no longer adheres to the professionalism of his workplace in the scene of image 8. Jack was sitting at his office desk, looking all messy, sleep-deprived, and a cigarette lit on his desk. It is important for us to dress and act professionally at work to ensure a productive work environment that regards professionalism.

Image 11. Scene from the film “Fight Club” (41:14 – 41:28)



Source: Netflix (2024)

Denotation

The denotation in this scene is Jack flashing blood in his teeth towards the visitor who’s doing a presentation in the middle of a meeting with Jack’s three other colleagues after Jack rolled his eyes, seemingly annoyed with the visitor after the visitor talks about efficiency.

Connotation

The connotation in this scene is how Jack flashed blood between his teeth meaning that he wants to show off his participation in Fight Club and intimidate the visitor who’s presenting.

Myth

The myth in this scenes shows that physical fight is often marked as something masculine, although it’s actually a form of toxic masculinity and aside of wanting to intimidate the visitor who’s presenting, Jack’s gesture in flashing his teeth full of blood is his way to show the visitor that he’s more of a man than the visitor is.

Image 12. Scene from the film “Fight Club” (1:35:12 – 1:37:14)



Source: Netflix (2024)

Denotation

The denotation in this scene is Jack being surrounded by the Fight Club members after he brutally beat Angel Face in a sparring to the point where Angel Face is no longer capable of showing any form of resistance and violence.

Connotation

The connotation in this scene shows that Jack is jealous of how Tyler is more proud and more attentive towards Angel Face, as well as Angel Face's participation in Project Mayhem and how he knows the project more than Jack does.

Myth

The myth in this scene is Jack suppressing his negative emotion, which is his jealousy towards Angel Face. He chose to beat Angel Face in a sparring instead of assertively talking about his jealousy and anger.

The Sigma Male ideology roots from the manosphere ideology, where one of the key points of the manosphere ideology itself is toxic masculinity. Formed from the construct that they made themselves, which is being mysterious, independent, and operates out of the 'human hierarchy', Sigma Male often acts aggressive and misogynistic for their hatred and the feeling of exclusion that they felt (Inquire Talk, 2024). From the scene of image 10, Jack is sitting in a meeting room with his boss and colleagues, watching a visitor that presents an idea. After showing a somehow annoyed expression, the visitor then questioned Jack whether Jack liked the idea, in which Jack replied non-verbally by flashing the blood in his teeth towards the visitor, also implying that he got that from a physical fight. Physical fights are often associated with "masculinity", in which when a masculinity is measured by how well a man can fight, it is a lot closer to the element of toxic masculinity. Jack then can be seen fighting against Angel Face in image 11. Originally, Jack was upset that he felt excluded from Project Mayhem, but his anger then burst when he saw Tyler looking proud at Angel Face after successfully executing a mission. Jack was blinded by anger and beats Angel Face as hard as he could when he got the chance, instead of assertively communicating about his feelings. Many men tend to suppress their emotions and feelings in order to look strong. They also believe that they can't cry, feel any pain, and pretend that they don't feel anything (Howes, 2017).

Image 13. Scene from the film “Fight Club” (1:02:18 – 1:04:20)



Source: Netflix (2024)

Denotation

The denotation in this scene is Jack screaming in pain and panic after Tyler poured chemical solution towards the back of Jack’s hand as he felt and watched his hand burning.

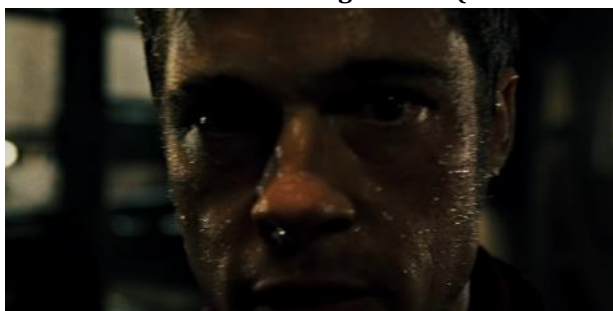
Connotation

The connotation in this scene is Tyler wanting Jack to know and understand that the pain felt from the chemical burn is something that Jack has to feel and enjoy in order to reach self-improvement.

Myth

The myth in this scene is shown by how Tyler taught Jack that in order to reach for freedom without hope and expectation, Jack has to feel the excruciating pain as a form of sacrifice for freedom.

Image 14. Scene from the film “Fight Club” (1:24:26 – 1:24:55)



Source: Netflix (2024)

Denotation

The denotation in this scene is Tyler saying that we’re not how much money we own in a bank, not what car we drive, not the contents of our wallet, and not the khakis that we wear.

Connotation

The connotation in this scene is Tyler saying that as human beings, our material possessions does not define who we are.

Myth

The myth in this scene is Tyler's words in saying that the meaning of life is not something that we have, something that we own from being consumerists.

Image 15. Scene from the film "Fight Club" (1:39:52 - 1:41:26)



Source: Netflix (2024)

Denotation

The denotation in this scene is the fight occurring between Jack and Tyler. Tyler telling Jack to stop trying to take control of the wheel after Tyler lets go of it.

Connotation

The connotation in this scene is Tyler telling Jack to stop having expectations and hopes towards life.

Myth

The myth in this scene is Tyler affecting Jack with the understanding of nihilism, where Tyler told Jack to let go of everything, as well as hopes and expectations that Jack still has and just surrender to fate.

One thing that Tyler didn't care the most is the consumerist culture, as he clearly shows that he's against it and the idea of how someone can be defined by how much money they have or how valuable their possessions are. From the following scenes, we can see that Tyler also adopts the nihilism view in his life, believing that everything in life and life itself has no meaning. Tyler pours chemical solution to the back of Jack's hand in image 12, as Jack, who was in pain, tried fleeing towards the sink to neutralize the burn with water, but Tyler held Jack back by continuously slapping him, saying Jack is ruining the moment by wanting to wash his hand. This scene depicts a twisted view of self-destruction of self-harm as a form of freedom and self-improvement, where Tyler tried shaping Jack's mind to not have any expectation and care towards everything happening around him, including the pain that Jack is enduring. Image 13 depicts the scene where Tyler says that we're not how much money we have in the bank, the car we drive, the contents of our wallets, and the khakis that we wear. Tyler's words were seen to be directed to the other Fight Club members, where before joining Fight Club, they have their own respective jobs, but then quit from the dissatisfaction that they felt and the emptiness from consumerism, that's why they shifted to the nihilism view and think that their jobs and lives before has no meaning. In the last scene, in image 14, Tyler and Jack

were fighting in the car. It all started from Jack's pique of not being included in Project Mayhem, then it spread to other things. Tyler lets go of the wheel, in which Jack panicked and tried to take over can be implied that Jack still tries to take control of his life. Aside of the idea of we can be an individual with a better quality, the nihilism view also adheres to Amor Fati, which is accepting and loving fate (Luke, 2022).

CONCLUSION

Through this research, it can be concluded that Fight Club film portrays the characteristics of Sigma Male; charismatic, emotional detachment towards women, toxic masculinity, and nihilism. Sigma Males are confident, often feeling self-sufficient where they tend to overlook attachment to people, including feelings. In this context, one of the characteristics portrayed is detachment towards women. Aside of feeling just enough with themselves, Sigma Males tend to objectify women, as well as thinking that women are inferior and are people who Sigma Males use for their own needs. Their objectification towards women can be associated to misogyny. Toxic Masculinity is clearly depicted in the movie, from the scenes where Jack asserts superiority and masculinity through physical fights and intimidation. Through the lenses of Sigma Males, they see societal norms and expectation as something restrictive to live according to their own ways. With choosing to live without abiding to societal norms and expectation, Sigma Males represents the characteristic of non-conformity.

The researcher also hopes that in the future, the film industry can produce more films with toxic masculinity essence without romanticizing it. With an ending or a storyline that subtly criticizes toxic masculinity, the movie can imply that toxic masculinity is not something good to look up to. Aside from that, the researcher also hopes that the audience is able to be more mindful and open minded in receiving messages from mass media as it's not uncommon to see satire/ criticize contents in mass media. Lastly, the researcher hopes that this study is able to educate the readers that Sigma Male ideology is not something to idolize nor copy.

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