

**IDEAL BODY IMAGES OF MALE GYM GOERS IN
ILOILO CITY**

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ABSTRACT

In this current time, wherein body appearance is given much importance, it seems that women are not the only one concerned about their physical appearance. There is now an increasing trend of men becoming concerned about their body appearance. This study focused on describing how male gym-goers understand their ideal body images, the influences that shape their ideal body images, and experiences in achieving their ideal body. The researchers have conducted in-depth interviews with free response interview guide questions for five male gym goers in Iloilo City. All the data collected are analyzed using the theory of Hegemonic Masculinity. The results showed that the participants' concept of the ideal body is a body image that people want to achieve. It also showed that society, media, and family had little or no influence meanwhile friends have the greatest influence in the construction of the ideal body. The study also revealed that aside from going to the gym they have done other things in order to achieve their ideal bodies such as dieting, taking supplements, doing other forms of exercises, changing their sleeping patterns, and researching on what will help them achieve their ideal body. In the analysis of the themes, it was found out that three out of four tenets of hegemonic masculinity were present in the construction of ideal body images of the participants. The three tenets are (1) refusal of anything feminine, which includes feminine traits like vulnerability (2) the continuous aim for fame, success and social status (3) being independent, confident, tough and strong.