

CHAPTER FOUR

CONCLUSION

In this chapter I would like to draw a conclusion based on the findings in Chapter Three about the first order system and the second order system in the two advertisements of perfume product from Fendi and Versace.

Both advertisements are taken from two famous luxury brands in the fashion industry, Fendi and Versace. Both advertisements have the same signification of the first order system which is “high class”.

The sense of high class from the first advertisement, Fendi, can be seen from the clothing of the model, the background, and the combination of black and white colour. While, the sense of high class from the second advertisement, Versace, can be seen from the clothing of the male model, the female model’s jewelry, and the minimalist design of the background.

Both advertisements intend to state that these perfumes will give the consumers a feeling of high class. This signification is far from the image of

cheap. However, things are not always what they appear. If we only take a glimpse of the advertisements, we see the high class concept that what the perfume offers. After conducting further analysis, however, I find that both advertisements derogate women. On the contrary, I observe that there is an irony in the advertisements that the advertisements are far from the image of high class. The advertisements are actually degrading women and leading the women to downgrade themselves. Those findings become the next concluding point of the second order system in both advertisements, which is female objectification.

Female objectification happens when people treat women as objects and women treat themselves as objects too. I notice that both advertisements show the concept of female objectification. First, the male models ignore the presence of the female models as both of them do not make an eye contact with their counterparts. Second, the male model is placed on the right side which is considered as something that needs to be given more attention; whereas the female model is placed on the left side which is considered as something which is not important. This signifies that the female model is less important than the male model. Third, the female models are treating themselves as objects and they do things that men like, such as having long hair, a slim body, wrinkle-free skin, wearing provocative clothing and even naked, and preening.

We know that it is natural for women to look beautiful or even sexy because God has created women to look that way. However, once they try to change themselves to look good in accordance to men's preference not for their own good; they do things only to please men, it will become a self-objectification.

In my opinion both advertisements derogate women. I, as a woman, feel that I am being degraded by looking at the advertisement. I feel that women still have to do things only to please men. Women have to obey men and have to submit themselves to men. Besides, women have to look sexy to attract male's attention.

Moreover, having analyzed both advertisements, I begin to question if advertisements and media should be responsible for constructing people's mindset through the images that they create to the public because I notice that social media, especially advertisements, can easily influence people's mind or construct their mind with a certain kind of concept.

As the advertisement has the concept of female objectification, it can be said that it is the major cause of constructing female objectification into people's minds. People will then think that it is common for men to ignore and to treat women as something insignificant. The portrayal of women as sex objects in advertisements is becoming more common, and this makes women feel less and less offended by such portrayals. When women see these advertisements, they will think that it is common for women to look sexy to attract male's attention and it is common for women to submit themselves to men. Basically, the advertisements can give a negative influence to people.

Fredrickson and Roberts also find that "self-objectification can lead not only to depression, but also to body shame and eating disorders" (Fredrickson and Roberts, 1997, as quoted in McKay, 2013). My experience also supports the statement. In my teenage days, I always saw an advertisement in a magazine, a poster, or on the television almost everyday. They always portrayed a girl as slim

and pretty. Since then, I had the tendency to believe that a woman only looked attractive when she was slim and pretty. Therefore, I went on an extreme diet as I was fat a few years ago until I fell sick for a week. I could not eat well and I almost suffered from bulimia. Every time I ate something in a big portion, I would vomit all the food again. From my experience, it is clear that the female objectification which can be found in an advertisement can construct people's mind and may result a negative way of thinking. Also, this could lead to a dangerous illness, like eating disorder, mental illness, and many more.

I am of the opinion that advertisers should promote more appropriate images in their advertisements to prevent female objectification. Women are equal to men and women are all beautiful. People also need to know that respecting one's body and honouring it involves appreciating and turning negative thoughts into positive ones (McKay, 2013). For example for a woman who has big arms, instead of saying "my arms are huge", she should say "my arms are strong and they allow me to enjoy badminton or tennis". I think that having turned the negative thoughts into positive ones may also prevent female objectification.

Now, I also would like to share some suggestions with other researchers who are interested in doing an analysis on the similar topic or data through the time that I have spent in writing the thesis. Firstly, I suggest that they should be open-minded to any possible data to be used in their thesis. It is best for the researchers not to rely only on particular data because we do not know whether it can be developed further or not. Secondly, they should look for reliable theories to support their analysis. Future researchers might also compare women who are part

of Female Objectification with women who are not. Thirdly and lastly, I would like to note that future researchers should never do things half-heartedly. They need to give their best, never give up and leave the rest to God.

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