

CHAPTER FOUR

CONCLUSION

In this chapter I would like to conclude the findings of the analysis done in the previous chapter about the first and second layers of meaning in the billboard advertisement of Equinox being advertised in some area in the United States.

Equinox is a brand of a luxurious gym place, which according to some media, often issues controversial advertisements. Controversy also occurred when this particular advertisement appeared, mainly because it shows a confident, luxurious woman breastfeeding babies in a public place.

Moreover, I find that the concepts of luxury and confidence are the concepts signified in the first layer. The quality of confidence and luxury can be seen from the clothing worn by the woman, the jewelries, make-up, and the setting of place in the advertisement. The lighting and the positioning of the woman make the woman become the center of attention, which means the woman becomes the essential object in the advertisement to deliver the message of the advertisement.

From the analysis, it is found that the signifiers that bring about luxury are the woman, the color of the dress, the jewelries, cat eye make-up, photographing

technique, the lighting, arranged utensils, and tagline. Moreover, the signifiers that bring about the concept of confidence are the dress, red lipstick, hair, the gaze, photographing technique, the pose, lighting, and the slogan.

In my opinion, the advertisement with its luxurious concept tries to emphasize the fact that Equinox is a high class gym. It is the brand image that Equinox wants to deliver to the viewers of the advertisement.

The concept of confidence helps to emphasize the controversial issues that Equinox often brings up. Besides, as I observe the advertisement further, the advertisement also shows female's power. Through the second layer analysis, it is found that the advertisement is presenting the power of the woman who exercises her freedom of choice to the viewers.

The power of the woman can be seen from the pose of the woman who is portrayed similar to a pose of woman that shows high self-esteem. This self-esteem is related to the quality of confidence that becomes the denotative meaning or first layer of the advertisement. Furthermore, high self-esteem is closely associated with authentic pride which is also related to power. Therefore, power becomes the connotative meaning of the second layer analysis.

The analysis also shows that the female power also belongs to the category of power-to. More specifically, the dimension of power-to belongs to personal empowerment, which focuses on empowering woman internally rather than having power over someone else, and it is also agentive. The agentive power shown in the advertisement is seen from the woman's portrayal which is exercising her freedom of choice in life. The way the woman is dressed and

breaks the code of conduct, which reflects that the woman is exercising her freedom of choice.

As a woman, I think breastfeeding babies in public cannot be taken as a taboo, because it has a good impact for both the woman as a mother and the baby. In addition, I also think that breastfeeding babies in public places should be seen as an action that reflects the responsibility or a high commitment of a mother to her baby in order to nurture the baby. By seeing the woman in the advertisement as a responsible mother, I believe that the woman in the advertisement is represented positively in order to empower the viewers, especially women.

I believe that the media has a responsibility in constructing people's mindset. The brand image that company imposes in their advertisements through many persuasive techniques is thought to be successful in persuading people when the target market comes to buy their products. Therefore, it is true that advertisements have many techniques to persuade viewers to buy the products, or in Equinox case, to be the members of the gym. However, after analyzing its advertisement, I think the advertisement of Equinox is not only persuading the viewers to be the members of the gym but also imposing some ideas to influence the society in general not to see breastfeeding babies in a public place as a taboo, and therefore provoking the society to allow women to breastfeed in public places.

In my opinion, this advertisement not only functions as a persuasion for women viewers to be members of the gym; more than that, it also brings about the concept of power, which is the agentive power. I think the advertisement can be an effective effort in provoking women viewers to actively exercise their freedom

of choice through raising the awareness of women's sexual power, and being in control of their bodies, more specifically, the freedom of breastfeeding babies in a public place. After doing the analysis, I observe that an advertisement can serve not only as a marketing tool, but also a powerful tool to put forward an issue in a particular society, even those issues which are considered controversial.

I would also like to share some suggestions for future researchers who are interested in analyzing a similar topic or data. First, in choosing the topic, I suggest that they should choose a topic which they are passionate about so that they can devote their time to analyze the data wholeheartedly. Second, researchers are best to consider the reliability of the theory that will be used as a tool in analyzing the data, as some theories might no longer be relevant to some conditions, especially when analyzing the second layer as it is culture-specific in a society. Third, instead of using data from the outside of our country, researchers are challenged to use data from our country to be analyzed in order to give some new perspectives to our society. Last, instead of doing an analysis of only one advertisement, researchers are encouraged to analyze many advertisements, in order to compare advertisements of a similar product from different companies in order to understand the diversity of concepts and ideas that they use in advertisements since advertisements play a significant role in creating and imposing idea to the society.

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