

CHAPTER FIVE

CONCLUSION

In this chapter, I would like to draw some conclusions from my analysis in the previous chapters. I would also like to give some opinions about the signifiers that I find in the printed advertisement of Yves Saint Laurent's male perfume named *La Nuit de L'Homme*. At the end of the chapter, I would also like to give some suggestions for further researchers who are interested in the fields of semiotics, advertisement, and masculinity.

This study aims at finding out the signifiers that appear in the printed advertisement of Yves Saint Laurent and the meaning that can be found from the signifiers, which is the concept of masculinity. The research object itself is a printed advertisement of Yves Saint Laurent's male perfume called *La Nuit de L'Homme*, which was published in 2009.

Based on my study, I find twenty two signifiers in the printed advertisement that bring out the concept of masculinity. I refer to what O'Barr mentions about masculinity in advertisement that usually appears in the aspects of power, strength, manliness, dominance, and competitiveness.

According to my findings after analyzing the twenty two signifiers, not all of the aspects mentioned by O'Barr appear in the advertisement. There are only four aspects of masculinity that appear in the poster; they are dominance, power, strength and manliness. Out of the twenty two signifiers, sixteen signifiers show the aspect of power while nine signifiers show the aspect of manliness. The aspects of strength and dominance appear four and three times respectively.

Some signifiers, such as the central position of the man that shows the concept of dominance or the hairy chest that shows the concept of manliness, can be directly related to the aspects of masculinity when compared to the theories. However, there are also several signifiers that do not show the aspect of masculinity straight away. For example, some signifiers like tuxedo and slicked back hairstyle, which show the concept of confidence, should be related first to a reference which states that confidence is related to power before they can be connected to O'Barr's definition.

Another thing that I find interesting is how the aspects of masculinity appear because there are female figures in the advertisement. Overall, the women in the poster are portrayed trying to seduce the man by wearing a seductive dress, makeup, and accessories. Their seductive manner also appears in their expressions and gestures. Based on the reference, women tend to seduce men who have power, confidence, and masculine bodies. Thus, the presence of the two women helps to emphasize the concept of masculinity as the man being seduced is perceived as someone who is powerful and manly.

Based on the traits that I have found in the Yves Saint Laurent's *La Nuit de L'Homme* printed advertisement, I think this perfume wants to show that the

main aspect of being masculine is power. How the male character is portrayed shows that the man has power over himself, as he can wear a tuxedo in his own style. Furthermore, the appearance of the female figures shows that the man also has power over females. Another prominent aspect of masculinity is manliness. In my opinion, this perfume wants to convey a message that when using the perfume, men will be a masculine figure who has power.

In my opinion, the element of masculinity is an interesting topic to study because the masculine traits can be found everywhere around us. This study shows that the concept of masculinity can be found not only on the features of a male figure and the interaction between the male and female(s), but also on other features – even in non-living features such as the textual signifier and the geometrical shapes.

I also believe that the common perception towards an ideal man is a masculine man who has some traits of masculinity, especially in his physical appearance, as this is what makes a man desirable for women. I believe that Yves Saint Laurent sees this as a chance to grab people's attention, especially men as the target market of the perfume. Using the strategy in this advertisement can persuade men to buy the product as they are led to think that by using the product they can be masculine and become the object of females' desire. However, the way the creator of the advertisement portrays men that still follow the common perception emphasizes the stereotypes of masculinity.

After doing the analysis, I can see that the use of printed advertisement is not just to persuade people to buy a product, or simply an entertaining picture or an art, but it can form a representation which has a meaning that leads to a certain

concept. The nature of a printed advertisement is to inform potential customers about the product and trigger them to buy it. However, in order to do so, the advertisers have to choose whether to convey their message in accordance with the common knowledge or the opposite, in order to grab people's attention.

La Nuit de L'Homme advertisement is quite interesting because compared to other perfume advertisements by Yves Saint Laurent, it is the first advertisement of men perfume that Yves Saint Laurent has launched. Before this one, the advertisements are about women's products, especially perfumes.

In this study, I only use Saussure's theory as my main theory. I focus on the signifiers that appear in the printed advertisement of Yves Saint Laurent's male perfume *La Nuit de L'Homme* to show how they signify masculinity. As the time is limited, I only use one printed advertisement as my data. Therefore, I would like to give some suggestions for further researchers. I suggest that the researchers use more advertisements to get more data, for example, two or three printed advertisements so that they can conduct a more detailed research. Next, the analysis can be made deeper by using not only Saussure's theory of semiotics but also Barthes'. The same theory can also be applied to analyze different advertisements of similar products to show whether the concept of masculinity is the same or different when the product is not the same. Another suggestion is to use semiotics to analyze different men products of the same target market demography to find out the comparison and contrast of the concept of masculinity.

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