

CHAPTER FIVE

CONCLUSION

In this chapter, I would like to summarize the conclusion of my thesis; specifically, the findings in the previous chapter. This chapter also presents my personal comments regarding the findings of this thesis, the limitation of the study, and the suggestions for future researchers.

This thesis analyzes a printed advertisement from Four Loko which is a popular alcoholic beverages brand in Chicago, the United States. The advertisement analyzed is the new *Four Loko* berry flavored energy drink with 6% alcohol. The aims of this thesis are to find each of the signifiers that appears in the advertisement by using Saussure's theory of sign and to analyze the signified from each signifier that conveys the objectification towards the woman in the poster.

Based on the findings and discussion, it can be concluded that the *Four Loko* advertisement reveals the objectification of women in both their visual and textual signifiers by representing the woman figure in the advertisement as an object and exposing the woman's body part to promote the product in order to attract the consumers' attention rather than focus more on the product itself.

In the advertisement, the visual signifier plays a more dominant role in revealing the objectification of women than the textual signifier. Through the visuals, *Four Loko* depicts the objectification of women by the way the woman wears her attire which is similar to the female bartender's outfit. However, the woman's attire is revealing and sexy. The purpose of the revealing clothes is to expose the woman's body especially the sexual features which are the breasts so as to attract the attention of their target audience which, this can be considered as the objectification of women because the woman is being treated as a tool to please the consumers in order to promote their brand.

Another visual signifier that reveals the women's objectification is the cans. The amount of the cans and how the cans are in the same line as the woman's breast shows that the cans relate to the woman's breast. From this, we can see how the advertisement is referring each of the signifiers to the woman when it is supposed to focus more on the product. However, since the woman's body is seen as the selling point that will attract the consumer, the advertiser emphasizes more on the woman's sexiness which clearly shows that the woman is being objectified in order to make it sellable.

Although not dominant, I believe that the textual signifier also plays an important role in revealing the objectification of women in the poster. The 'nice cans' text is an ultimate element that shows how the woman in the poster is being objectified. As I have discussed in chapter four that the 'nice cans' text does not only refer to the cans but also to the woman's breast. The appearance of the text is clearly objectifying the woman because the way the advertiser emphasizes more

on the woman's body, particularly, the woman's breast in order to gain the consumer's attention indicates how the woman is treated as a property that is sold to promote the brand. Moreover, the fact that 'cans' is an inappropriate slang term that is typically used by men (Espresso English, n.d.) shows how the advertiser is degrading the woman. Therefore, by seeing from both the visual and textual signifiers it is obvious that the *Four Loko* advertisement is controversial because it is demeaning to certain gender which in this case is women.

The reason why *Four Loko* chooses a controversial concept in their advertisement is because nowadays controversy is quite an effective way to gain the consumer's attention (Patel, 2019). Controversial issues may build up the consumer's curiosity regarding the product and in the end, create the desire to buy the product (Elephant in The Board Room, n.d.). However, I personally think that this kind of advertisement is harmful because it seems like the brand is normalizing the concept of objectification towards women in the advertisement for the sake of monetary purposes. Thus, I believe this kind of advertisement is not the right way to promote a product as it does not give a positive impact to the society. Such an advertisement may affect people's perspective —especially men's perspective because the target audience of this ads is mostly men since beer is perceived to be male's drink (Eads, 2015) — regarding women, that it is normal to degrade or to treat a woman as a tool in order to reach one's goal or desire.

After doing the research, I realize there are some limitations that I find in my thesis. The first one is in the process of analysis. Because of the fact that I only use one poster out of many posters from *Four Loko*, my thesis cannot go further

to make the second layer analysis. As a result, my thesis only covers the first layer analysis of the objectification towards women. The second limitation is my thesis only uses one theory which is Saussure's theory of sign. Therefore, my interpretation of the analysis is only focused on that one theory, whereas I could find other signifiers that convey the meanings more specifically and more detailed if I used more than one theory. My third limitation is the result of my analysis can only be applied to the advertisement that I used in this thesis. Thus, it is difficult to find similarities in other data in order to determine whether *Four Loko* always uses the same concept of objectification towards women to promote their products in all of its advertisements due to the lack of data that I analyze.

Based on those limitations, I would like to give two suggestions for future researchers who are interested in analyzing advertisements using semiotics. The first one, it is suggested for the researcher to find more than one data from the same brand in order to be able to analyze the similar concept applied in each advertisement from the brand. By doing so, the semiotic analysis can reveal whether the brand always uses the same concept for their advertisements, so the concept has become its ideology, that in the end can reveal the second layer concept of the advertisement. The second suggestion is to analyze the data by using different theories from semiotics in order to be able to deliver more the signification that the sign conveys.

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