

CHAPTER FIVE

CONCLUSION

This chapter presents the conclusion of this thesis based on the findings and analysis in Chapter Four. The chapter begins with the summary of the findings along with the conclusion to my analysis and my personal comments. It also includes the limitations of the study and some suggestions for future research.

The data that I use in this thesis is the whisky advertisement poster 'Black Dog'. It is analyzed using the Semiotics theory from the Swiss linguist Ferdinand de Saussure, specifically the dyadic model that focuses on finding the signifiers and signified. The purpose of this study is to find and analyze how the signifiers and signifieds show the concept of modern and luxurious lifestyle.

The advertisement poster consists of a total of five signifiers; there are four visual signifiers and one verbal signifier. All five show the concept of luxurious and modern lifestyle but I think that this concept is clearer through the visual signifiers rather than the textual one. Out of the four visual signifiers, I think that the background of the poster is the one that suggests this concept the most. In particular, the city view is the most impressive in 'Background', with colorful lights that we can see from a higher place than the surrounding buildings.

In my opinion, the background shows a luxurious lifestyle concept. In general, luxury buildings such as top-notch hotels around the world are higher than neighboring buildings. Examples include Abraj Al Beat Tower in Saudi Arabia, which is famous for its colorful and tall buildings, and Marina Bay Sands in Singapore. Also, rooftops are expensive because you can see the scenery from a higher place. So, I think the rooftop was used as a background to emphasize such expensive luxury on the poster. Therefore, the city view from a high place that can be seen in the background seems to be effective enough to represent a luxurious lifestyle.

I think the Black Dog product is also related to the luxurious lifestyle concept. As mentioned in Chapter 4, it can be seen that the overall color of the poster is similar to the product. Therefore, probably, the design of the product is first decided, which is most important in the poster, and then the luxury colors are used by filling the rest of the other parts, so it will be related to the luxury concept like the background. For example, the expensive items of many luxury brands are often gold. It is mainly seen in the field of accessories such as bracelets, watches and necklaces. There are also many luxury brands, such as Louis Vuitton, that have their brand logo color as gold. As a result of comparing it with other product of luxury brand, in addition to this, the poster designer has designed various things that we think are generally luxurious and look like that to emphasize modern and luxurious lifestyle. Therefore, I can conclude that the poster designer makes the poster look more refined and luxurious to those who viewed it. Poster advertising itself is to promote and sell your product. So, the poster makers would have paid more attention to the design of this product being advertised than the other parts.

We can see that the logo also has something to do with luxury. The reason why the poster designer uses the circular logo is probably because other luxury brands use the circular logo a lot, so I think that it is indirectly to make Black Dog look luxurious. Currently, many luxury brands of various businesses use circular logos. For example, in the automotive sector, Mercedes-Benz, Balmain in the clothing side, and Cartier in the accessories side use the circular logo.

Next, we can feel wealthy even in three men. It can be seen that the poster designer emphasizes the luxurious lifestyle by wearing suits and watches, which are symbols of luxury, to three men. This is often the case in other advertising posters where the poster designer designs a man wearing a suit and a watch to give people a luxurious feel.

We can know the tagline is related to the concept of modern lifestyle. The tagline 'LET THE WORLD WAIT' may have the meaning of living while feeling enough rest and happiness for the busy modern people. As mentioned earlier, the tagline 'LET THE WORLD WAIT' is the only verbal text on the poster. Therefore, there seems to be something that the poster maker would like to express. For example, 'LET THE WORLD WAIT', an expression that tells people not to live too busy and stressed out by the modern age.

As the product is alcohol, the target market of the product is adults and/or people who have reached the legal age to drink alcohol. Therefore, it can be said that it is related to the luxurious lifestyle as it is targeted by adults who are relatively wealthier than children.

This thesis has several limitations. Due to the limitation of time and space in which the analysis is conducted, I only use one poster to analyze. This makes me unable to generalize the results of my analysis as the main concept of the whole

brand or company itself. The concept that I found on this poster only applies to this one. Another limitation is the theory that I use to analyze the poster is only able to reveal the first layer meaning of the poster; this means that I am unable to find the ideology or the myth behind the poster.

Based on the limitations above, I would like to propose several suggestions for future research. It is suggested that people interested in analyzing the advertisement poster of a brand should analyze more than one poster in order to be able to generate a more generalized result of the concept of the poster as well as find the ideology of the company itself. It is also recommended to utilize more theories, especially those that are able to examine the second layer meaning of a poster, which may reveal another sign that is not seen through the analysis of the first layer signifier and signified.

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