

## CHAPTER FIVE

### CONCLUSION

In this chapter, I would like to put forward the conclusion based on the discussion and findings in the previous chapter about the representation of sensuality in Relish Spring / Summer '09 edition advertisement poster. This chapter consists my personal opinions and comments; moreover, it also presents the limitation of this study as well as suggestions for future research.

The aims of this study are to identify the signifiers along with their signified in Relish advertisement poster and to find out how the signifiers and signified represent sensuality. After doing the analysis, I find that the poster consists of five main elements which signifies the concept of sensuality.

It is shown through the models used in the advertisement. The male and female models are portrayed as having sexual appeal to the opposite sex through their attire, accessories, hair, skin color, and body posture. These signifiers and signified represent sensuality by using the **physical feature** of a sensual advertisement.

Not only the physical feature, but also the **behavior feature** is used in representing sensuality through the behavior of the models. The female model on the right is portrayed as flirting the male model at her back by gazing into his eyes. Moreover, the female model on the left also shows her seductive behavior by tilting her head, opening her lips partly, and arching her back.

Another signifier that signifies sensuality is the pose of the models. The male models are seen as handcuffing, leaning and touching the female models, while making a pose which shows the similarity of having sexual intercourse. This is to arouse the sensual pleasure in the audience's mind by using the feature of sensual advertisement which is the **proxemics**.

The logo of the brand and the edition of the poster also show the concept of sensuality in the poster. The Spring or Summer edition of the poster relates to the concept of sensuality since Spring or Summer fashion is mostly identified by the use of revealing clothes which can attract the opposite sex. The logo itself represents the brand which aims to glamorous, independent, and modern woman who likes to play with her sensuality.

What is more, the text: *relish.it* strengthens the concept of sensuality. It signifies not only the website of the brand, but also the sensuality that the producer wants to convey to the audience. Equally important, the producer uses beach as the background of the poster to strengthen the concept of sensuality since it is associated with revealing clothes that can boost the sexual appeal of someone who is there.

Those signifiers: the logo, the text, and the background signify the sensuality by using the **contextual feature** of sensual advertisement. It focuses on the aspects of the advertisement itself to strengthen the sensuality shown in the poster and help the audience to build the sexual perception in their mind when looking at the poster.

Therefore, the relation between the signifiers and the signified leads to the concept of sensuality as the first layer signification of the poster. Relish, as the producer of this poster, is a fashion brand for independent, glamorous, and modern woman who likes to play with her sensuality. It can be inferred that the first layer signification is the representation of the brand itself. Since the use of sensuality in an advertisement still causes so many controversies among the society, the producer shows the sensuality in a subtle way.

For instance, the use of the male models as policemen makes the portrayal of sexual intercourse and sensuality of the models quite ambiguous since it could lead the audience to think about the regular procedure of arresting someone. Another example is the text: [relish.it](http://relish.it) which is actually the website of the brand. Instead of using another domain or commonly used domain such as .com, Relish uses a top-level domain at the end of the website. It functions not only to show the website of the brand but also to order the audience to enjoy the sensuality shown in the poster and also their own sensuality. I personally think that the use of this kind of ambiguous thing might give a significant impact on brand recognition since it can stir up controversy when the brand actually aims for the representation of the brand itself. Thus, the brand still has an argument if the controversy goes

out of control.

All in all, the **physical feature** and the **contextual feature** are the most used feature of sensual advertisement in this poster. Since the physical feature focuses on the person, thus it helps the audience to shape their mind towards the person of the opposite sex who can arouse their sensual pleasure or lust. Moreover, the audience will also focus more on the model since the model is the face of the brand. When the model can sexually attract the audience, the audience will pay more attention to the model who represents the brand itself. Therefore, the use of the physical feature not only shows the concept of sensuality but also helps to build brand recognition. Likewise, contextual feature plays a significant role in gaining the audience's attention. It includes the photographic effect and setting of the poster. These elements not only strengthen the portrayal of sensuality but also helps the audience in creating the sexual perception. In my opinion, once the audience has the sexual perception in their minds, the message of sensuality will be conveyed more clearly.

There are several limitations in my study. First, this research only focuses on the first layer signification. Second, the Semiotic theory that I use is only from Ferdinand de Saussure. Third, only one poster of the Relish brand is analyzed. Therefore, future research should focus on the second layer signification to know deeper about the ideology that the brand wants to share.

The use of other Semiotic and sensuality theories is also recommended. However, it is best to consider the reliability of the theories since some theories might not be relevant to some circumstances especially when analyzing the

second layer signification which is related to culture. Furthermore, analyzing all the posters produced by Relish will strengthen the findings of the ideology delivered by the producer.

(Total: 1033 words)

