

## CHAPTER FOUR

### CONCLUSION

In this chapter, I would like to draw some conclusions. Based on my analysis of the taglines, it can be stated that taglines are really important for promoting products. It is because taglines bring information of the products so that the consumers can start recognizing the product's identity which the advertisers reflect in the advertisement. Another important thing of a product is the brand of the product. The importance of a brand is also applied in perfume advertisements. The concept of the perfumes can be communicated through the components of the brands which can build a solid sign. The brand names, taglines, pictures or icons, should support one another to help communicate the concept or what the advertisement of a perfume product represents.

I also conclude that there are still some pictures which do not reflect the product and seem irrelevant to the tagline but they are still used in some advertisements. After analyzing eight perfume advertisements from women's magazines, I find that in one of the advertisements, the components of the brands do not support one another. In data two, the Impulse New York Sass City

Collection perfume advertisement has one presupposing sentence of the tagline that does not support the picture of the advertisement.

The Emporio Armani Diamonds Intense perfume advertisement applies an ideal communicative brand based on its concept of a perfume which is more irresistible and symbolizes femininity. This is clearly communicated through all the components of the brand. In this advertisement, all the components support one another to restrict the readers' interpretation about the concept of Emporio Armani Diamonds Intense perfume. In data one, the Midnight Fantasy Britney Spears perfume advertisement communicate its concept clearly through the picture and the tagline which supports one another. The CKIN2U perfume concepts are more clearly communicated through its picture than its tagline based on the analyses of the pictures and the presupposing sentences of the tagline. The Ralph Lauren Romance advertisement in data four is the same as the CKIN2U advertisement of which the concepts are more clearly communicated through its pictures than its tagline. In Vera Wang Princess perfume advertisement, the concept of this perfume is clearly communicated through both the pictures and the tagline which supports one another. The concept of the Glow After Dark perfume advertisement is also well communicated through the taglines and the pictures of the advertisement which support one another. The last data is the Estee Lauder Sensuous perfume advertisement of which the concept is more clearly communicated through its picture.

I also find that every tagline of an advertisement is important because it is directly connected to the brand of the product being advertised. It is used to clarify the brand names and restrict the brand names so as not to be interpreted too

widely. A tagline also has a message to deliver, which is the concept of the product. The fact that a tagline can be interpreted differently from what the speaker means can be analyzed by using Yule's theory of presupposition. Through presupposition, the speaker's and addressee's assumptions for an utterance can be considered whether they appropriate or not with the context. The context in this case is the concept of the product. The type of presupposition that often occur is the existential presupposition because this type signifies the existence of a product being advertised. The other type is the structural presupposition that appears because of the yes/no question construction and when the tagline serves as a command for doing something or when it is meant to encourage people to do something.

The companies are having intentions to describe its product by making certain taglines. A good tagline in relation with presupposition is a tagline which brings a central "theme" for the product and suggests a perception to the viewers. If the viewers of the tagline consume a lot of meanings, the more presupposition a tagline has, the better the tagline will be. On the other hand, a bad tagline, in relation with presupposition is the one that has a long tagline but the viewers can only presuppose few presupposing sentences. A tagline should be simple, short, and memorable so that the viewers can get the "concept" of the product being advertised.

Another important part of linguistic signs used to deliver the message of an advertisement is the picture. The picture used in an advertising poster also helps the advertiser to communicate his or her idea about the product because each picture has its own meaning. The picture is called a sign because it is used as

a tool for communicating ideas. As a linguistic sign, a sign can be divided into its forms icon, index, and symbol. In relation to its icon, a good advertisement is the one that consists of all kinds of pictures representing an object. In relation to its index, a good advertisement is the one that produces a situation. In relation to its symbol, a good advertisement is the one that has a group of arbitrary signs. All the pictures in an advertisement also support the taglines because the presupposing sentences of the taglines are reflected in the pictures of the advertisement in terms of linguistic signs. To sum up, a good tagline and advertisement picture are those that have presupposing sentences and linguistic signs (icon, index, symbol).

The interaction of the brand names, taglines, and pictures or icons as the **representamen** lead people to have an **interpretant** of what the **representamen** represent as the **object**. The brands will successfully communicate the concept of the products when the consumers find that the brands are the indexes of what they represent. Therefore, the advertisers must make such interesting advertisements in promoting perfumes through printed media, due to the fact that it is hard to sell a perfume without involving its scent because if someone buys a perfume, the person is buying the scent of the perfume, not only the bottle of the perfume shown in the advertisement. The representation of the advertisement pictures should be symbolically, iconically, and indexically interpreted by the consumers. Besides, the advertisement pictures, taglines should also be attractive, unique, communicative, simple in form, and brief.

For further research, such model of analysis as my thesis can also be applied in analyzing the advertisements of men's products. Hopefully, readers can

understand the purpose of the study, know the importance of the components of an advertisement, and value advertisements more deeply.

