

CHAPTER FOUR

CONCLUSION

After analyzing the four data in the previous chapter, I come to the conclusion that a cigarette advertisement is unique and it has a deep meaning. Cigarette is a product which gives the smoker a certain taste. Taste is abstract. A cigarette gives the smoker satisfaction. That is why some cigarette advertisements come in a unique form like in data four, the Merit cigarette. Merit cigarette gives you a taste of satisfaction by showing that smoking Merit will lift up your lowest mood. Furthermore, this kind of taste is described by the unique picture of the hot-air balloon.

For some people smoking is just to get a conviction and recognition from others. Therefore, cigarette advertisements also have a deep meaning aside from being persuasive, like in the first data, the Virginia Slims advertisement. The taglines What you call gossip we call fact-finding and **Virginia Slims**. It's a **woman** thing. try to convince people that women who smoke Virginia Slims are courageous and strong and that they are different from others who do not smoke the cigarette. Thus, if you smoke the cigarette being advertised, you will think

indirectly of what the advertisement says and if you believe what the advertisement says, you will feel that you have become a new person and are now different from the person you used to be.

Some cigarette advertisements are made based on the target market. If the cigarettes are intended for women, the advertisement will be presenting women's typical characteristics like gossiping. The example is the first data, the Virginia Slims cigarette. Another example is the concept of the Marlboro advertisement which is made very masculine. It means that this cigarette is intended only for men. However, because Marlboro is already famous and popular, many women also buy the cigarettes.

Normally, an advertisement will have a picture and a tagline. However, sometimes some advertisements do not have a tagline. Some advertisements only have pictures. An advertisement with a picture but without a tagline will have various interpretations. One's interpretation will be different from others. So, it is possible that the concept of the advertisement is not interpreted correctly. That is why I find that the tagline and the picture in a cigarette advertisement are closely related.

The picture which takes the bigger part of the advertisement cannot stand alone. A tagline must exist to clarify or even to emphasize the meaning of the picture itself. In the same way, a tagline cannot stand by itself either. A tagline without a picture will not be clear. A good example is the last data, the Merit cigarette. Without the picture of the hot-air balloon, people will not understand that actually the concept of the advertisement is a light cigarette. People will not understand what the tagline Think light. is trying to say.

Besides a tagline and a picture, which become important parts in an advertisement, there are also other parts that we should not forget. They are the colors. An advertisement will appear in color. The colors in the advertisement are not only to make the advertisement attractive but also to support the concept of the advertisement itself. So, the choice of colors is not made at random. Every color in the advertisement has its meaning and purpose. So, I find that colors really have a strong impact on the concept of the advertisement. We can see how color is also important in the first data.

The color red in this advertisement is very important. The color red which has strong and courageous meaning makes the concept of the advertisement clear. The color points to the concept. However, if the color does not have a meaning in supporting the concept of the advertisement, the color will have another purpose. The purpose is usually aesthetic. The function of the color white, in the first data for example, is to give space and to highlight the tagline. The function of the color yellow, in the word Camel in the second data, is to make the word more noticeable. So, the choice of color must be in line with the interpretations and the functions of the colors.

Symbols, icons and indexes must be found in every advertisement. They are part of semiotics. Semiotics helps a lot in analyzing the concept of the advertisement. Every advertisement has different concept depending on the target. Therefore, the icons and symbols which are used in the advertisement will be associated with the target. The symbols and icons used in the advertisement can be anything. They vary, depending on the concept. The concept depends on the target. However, even though the symbols and the icons can be anything, they

must not be too general. The symbols and icons which are used must be selected according to the concept so that the target market of the advertisement can understand the concept and know that the advertisement is intended for them. For example, the advertisement in the first data, is intended for women. Therefore, the symbols and icons used must be associated with women, such as the element of gossiping. Women are familiar with this activity, so women will catch the concept easily.

Even though the cigarette advertisement will use elements in accordance with the concept, an advertisement maker does not always use the elements which are familiar to people. For example the elements used in both the third and the last data, the Marlboro cigarette advertisement and the Merit cigarette advertisement, are not found easily, especially in Indonesia. The cowboys for example, are only in some places and countries. Likewise is in the Merit cigarette advertisement; even though people are familiar with a basket lifted up by a hot-air balloon, I believe they never see a basket lifted up by an ordinary balloon. Therefore, I believe these kinds of elements are used to impress people, and, as a result they do not easily forget the advertisement.

As we can see nowadays, Marlboro cigarette advertisements have been associated with an icon and a symbol of cowboy. So every time people see a picture of a cowboy, they will associate it with Marlboro. However, sometimes an advertisement maker uses an icon or a symbol as a trademark of the cigarette, such as in the Virginia Slims advertisement. The advertisement maker wants people to associate the cigarette with women. So, in the tagline Virginia Slims. It's a *woman* thing., the brand name and the word *woman* are in the same color.

For further research, it will be wise to collect a lot of information about the advertisement being analyzed for the reference. It is also advisable to collect a lot of information about colors and their meaning. The symbols and icons used in the advertisement may vary and they can have a lot of meaning. So, we must choose the most suitable meaning of each color, and relate it to the icons and symbols.

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