

## **CHAPTER FOUR**

### **CONCLUSION**

After analyzing the five cosmetics advertisements using the theory of Semiotics, I come to a conclusion that every advertisement has a concept or meaning if we analyze it deeply. There are some important elements to be considered in an advertisement: the picture, the colour, and the tagline. These elements should support one another in order to give better information to the consumers about the products and the concept within the advertisement.

While doing the analysis, I find some difficulties to explore the concept of the advertisements. One of them is to interpret the picture. This is so because the advertiser uses a photograph of a woman instead of a drawing. People may come to different interpretations when they see a photograph. In order to know the real meaning behind the photograph, we have to pay attention to all the elements that a photograph has. We should consider the facial expression and even the body language of the person in the picture.

All of the data that I analyze use nude women as well as women who wear bikinis. Some of the data show suggestive and inviting poses of the models.

However, when I make a deeper analysis of them, I find that the pictures of the nude women do not suggest anything sexual. As we can see, for example in the second data, the model is pictured nude and poses in such a way to emphasize the concept of being confident instead of inviting people to have sexual thoughts. However, there is one datum which is quite sensual; it is the fifth datum.

Another aspect to be considered is the colours. Colours play an important role in an advertisement. It is because colours may affect people psychologically. For this reason, the colour which is used in an advertisement will have an effect on the concept of the advertisement. All the icons of women in the data are women with no clothes on and women with little clothes on. These pictures build the atmosphere of sensuality. However, the colours which are used as the background colours neutralize this kind of impression. The colours are also used to emphasize the concept which the company tries to share to the readers.

Another element which I find interesting is the icon of water which is found in two data of the analysis, the third and the fifth data. Both the advertisements use water to emphasize the idea of freshness. However, the icon of water can also add another concept to the advertisements. In the third data, the water is used as the background of place for the model. It gives the meaning of renewal. On the other hand, water in the fifth data emphasizes the sensual mood.

In my point of view, the symbol found in an advertisement also influences the meaning of the advertisement. The symbol should support the concept of the advertisement. It also has to have a good relationship to the icons.

Together with the icons, they will make the readers grasp the concept easily.

Besides being a device to promote and sell products, an advertisement can also be used to inform people about the idea of a company. As in the data, aside from trying to persuade people to buy the products, the advertisements also try to tell the consumers about the idea or the concept of the companies. For example, in the fourth data, we can get the knowledge that the company tries to encourage women to be confident with their body. The product which is offered in this data is a body lotion product. Moreover, the copywriter uses four women with different figures and ages to be the models to emphasize the concept of being confident. Therefore, the advertisement does not only try to sell the product but also support the concept of the company.

The icons and the symbols which are found in the advertisements should relate to each other in order to be able to deliver a clearer index to the readers. When a relation between an icon and a symbol is analyzed, another index will be found. As in the fifth data, the icon is a woman who is taking a shower and the symbol is the tagline our new moisture-rich lather turns  $H_2O$  into  $H_2OH\text{HHH}$ !. The relationship between the icon and the symbol gives the clearer index, namely the idea that the product offers a pleasant experience to the consumers.

Commonly, an advertisement is designed based on the idea of a product which is offered in the advertisement and the concept of the company that manufactures the product. Therefore, the concept of the company which manufactures the product has to be taken into account as well in order to get the meaning within the advertisement clearly. In addition, reading reviews is also

helpful, especially if we never use the products before. By reading the reviews, we may get to know the products better and this certainly help us in analyzing the concept of the advertisement. Having the knowledge about the companies that manufacture the products is also another alternative to get the concept of the advertisement.

After analyzing the five data, I come to an opinion that a woman is not always used as a sexual object, as clear in the first data, which is the advertisement of a Lancôme product. The model in this advertisement is nude and she poses in a suggestive way but this does not make her look cheap. This is so because of the use of the neutral colour, blue. This colour produces the elegant atmosphere to the advertisement.

During the analysis of the five advertisements, I realize that in doing a semiotic analysis we have to pay attention to every detail in the advertisements. Semiotics is a broad subject. It does not only talk about signs, as it also involves the study of language and psychology because we find not only pictures but also sentences and colours in one advertisement. These elements play an important role in delivering the concept of the advertisement. The advertiser also has to be creative in designing an advertisement in an attractive way so that people will pay attention to the advertisement.

A semiotic analysis is not as simple as it may seem. Such an analysis involves a lot of elements that have to be considered and the elements can be analyzed as deeply as the researcher wants. Therefore, it will be wise to prepare as

many references as possible that will help the analysis to be deeper and more detailed.

Future thesis writers can do a more elaborated analysis. They can try to apply Semiotics to other kinds of advertisements. Furthermore, they may also try to make a connection between what the signs mean in one advertisement with the political, social or cultural issues that the advertisement may have.

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