

## **CHAPTER FOUR**

### **CONCLUSION**

After analysing those two Voodoo's advertisements using semiology, I notice that the advertisements put forward female domination concept. The advertisements adopt female domination concept because the female domination itself is in line with Voodoo's tagline, which is "by using feminine power, it can bring men to their knees".

In the first advertisement, the elements of female domination are more obvious than that of the second one. The first advertisement depicts the elements of dominatrix and the slave, which can be seen in female domination. On the other hand, in the second advertisement, the elements of dominatrix still appear but the image of a slave who is represented by the man is not as obvious as that in the first advertisement.

The man in the second advertisement is shown to be less powerful than the women but the man is not treated as a dog as in the first advertisement. But there are similarities between the two advertisements. Both of the advertisements have the same sign systems, which is the concept of female domination. Moreover, the

placement of the women and the men in these two advertisements become the first order in sign system.

In the first advertisement, there is a woman and two muscular tanned naked men; while, in the second advertisement, there are three women and one muscular tanned naked man. In the first advertisement, there is one woman and two men. We can see that the woman is really powerful. We can see her power from her body language and her attitude towards the man. As I have explained in Chapter Three, her body language shows that she is more powerful than the men. Besides, she is in complete control of the two men.

In the second advertisement, there are three women and one man. We still can see that the women are more powerful than the man from their body language and their attitude towards the man, but in this case, it needs three women to bring the man down which is different from the first advertisement. I have noticed that there are some reasons for the contrastive number of women and men between the first and second advertisements. I strongly believe that one of the reasons for using three women is because “three” is connected to sexuality which supports the concept of female domination. Besides, the position of the three women creates an image of a penis which is related to sexuality.

I believe the first advertisement is stronger in delivering their tagline, which is “by using feminine power, it can bring men to their knees” because it was published at the time when equality issue between man and woman became a hot topic in Australia. It is stated in Voodoo facebook’s page, “In 2002, this Voodoo billboard for winter opaques created controversy, making a strong

statement about male/female power and equality which was very topical at the time.” Even though the second advertisement is not as strong as the first advertisement, the second advertisement has the same concept as the first advertisement which is female domination.

I also find that Voodoo always uses a muscular tanned naked man. This is stated on Voodoo’s facebook, “...again with the trademark naked Voodoo man.” So, I believe that Voodoo’s trademark is the naked man and the man is objectified in here. As in female domination, men are always objectified.

As I have written in Chapter Two, female domination is part of female supremacy. In female domination, the woman is always the superior sex, while the man is the submissive one. The woman is called dominatrix; while, the man is called slave. As a slave, the man will always be controlled and subdued by the dominatrix. The concept of female domination itself is against patriarchal. For society which uses patriarchal system, men are more important than women. Women seem to be complimentary for men’s existence. On the other hand, Voodoo tries to change the traditional idea commonly known in society. This is strengthened by the statement of Voodoo in their Facebook which is “... changing traditional ideas of male/female power, which really set the Voodoo brand apart.”

I believe Voodoo encounters the equality issue that became a hot topic in 2002 by releasing these advertisements which use female domination concept. These advertisements not only catch the public’s attention, but also successfully deliver a counter message to the public.

After analysing the two advertisements using semiotics, I realize that semiotics which involves Sausure's, Barthes' theory needs other supporting theories so that my analysis will be more thorough. In order to back up my analysis, I relate my analysis with the female domination concept, and a little bit of female supremacy.

As a researcher, I believe it is very important to master the basic knowledge of semiotics. The understanding of the first order and the second order of a sign is so important. So, I relate the first and the second order in the advertisements with female domination concept and the element inside of it.

For further researchers, they can analyse more from Voodoo advertisements, because I find that these advertisements can be analysed from totally different points of view. I believe it will be very interesting to analyse the advertisements from another point of view. We will find not only what can be seen in advertisements but also what cannot be seen; for example, about the number of women and men in the second advertisement. If we use a different theory, it can lead us to a different interpretation. Besides, there are five more Voodoo's advertisements which I have not analysed.

Semiotics teaches me not only to pay attention to what is clearly seen but also to the unseen one. Semiotics leads me to learn many ideologies, concepts, thoughts that are related to my research. Semiotics makes me aware of not taking any pictures or signs for granted. We will know more about signs and the message behind them.

992 words