

CHAPTER FOUR

CONCLUSION

After analyzing the advertisement, I conclude that in the first order system, the denotative meaning is sexy men and a sexy woman who are making sexual gestures to each other because they are sexually attracted to each other. The men are sexy because they are generally good looking and they have dark hair and tall muscular bodies. The woman is sexy because she has smooth skin and long hair. In addition, she is also slim and young. She also wears lingerie and high heels as well as a red lipstick, which makes her look sexy. Both the men and the woman are making sexual gestures. The men's sexual gestures to the woman are gazing at the woman, putting his thumb into his pocket, rising one of his hands as high as his neck while touching his jacket collar, holding the woman down, standing with his hands on his hip, and sitting while spreading his legs. The woman is also making sexual gestures such as lifting her hips, closing her eyes and slightly parting her lips.

In the second order system, the connotative meaning is men objectifying a woman sexually and the woman objectifying herself. When the sexy men make

sexual gestures to the sexy woman such as gazing at the woman and holding the woman down, the men are making the woman an object for fulfilling their sexual desires. In addition, when the woman makes sexual gestures to the men, she is objectifying herself because she makes her body an object in order to fulfill the men's desires. The woman has made herself an object, as she is considered sexually attractive to the men by having slim body, long hair and soft smooth skin while wearing high heels, make-up and lingerie.

In my opinion, this Dolce&Gabbana advertisement is considered as an advertisement that has some offensive messages to a certain group of people especially women. In Spain and Italy, the advertisement was banned because the advertisement suggests "a gang rape" to a woman. Spain and Italy are Western countries and such countries are usually considered as open-minded countries, but still they see this advertisement as an insult to women. The Advertisement Self-Discipline Institute (IAP) says the advertisement "offended the dignity of the woman, in the sense that the feminine figures is shown in a degrading manner" ("Gang rape' Dolce and Gabbana advert banned"). I have also proved it through my analysis that the advertisement shows not only objectification done by men to women, but also objectification done by women to themselves. In other words, this advertisement not only displays woman as an object for men but also shows a woman who objectifies herself.

The advertisement suggests an offensive message for women. That is why the advertisement becomes controversial all over the globe, especially in Spain and Italy. Dolce & Gabbana insists that "the ad was never meant to be controversial and that it represented an erotic dream; a sexual game." (*Angela*). Although they insist

they never meant to insult anyone, the fact is the advertisement is controversial. I think the company wants to get maximum profit through the controversy caused by the advertisement. "Controversy sells just as well as sex does" (Bartz) because when an advertisement becomes controversial, many people will be curious about it and then they begin to find out what it is about and they will want to know about the product in the advertisement and so there is a chance that they may want to buy the product.

Dolce & Gabbana does not only use controversy to sell their product, but they also use the women's sexual objectification and the self-objectification done by women. These days, some women strongly believe that they have to be sexually attractive and they have to have an ideal body to get attention from men. The truth is by having this belief, women has objectified themselves, but Dolce&Gabbana sees this as an opportunity to sell their product to women in order to get maximum profit without considering that it will result in negative effects to the women and men if they see the advertisement.

The advertisement will give more negative effects to women. Some of them already believe that they have to be sexually attractive and ideal to make men interested in them. By seeing this advertisement, they may become more convinced that they need to be sexually attractive objects to be enjoyed by men to make men interested in them. In other words, women will be more convinced that the only way to attract male is by objectifying themselves. This advertisement makes the self-objectification among women more likely to happen.

The advertisement will also give some negative influence to men. The advertisement suggests a woman as an object for men to enjoy. When men see the advertisement, there is a chance that it will influence their point of view towards

women. Men may see a woman as a sex object to be enjoyed, not as human being with feelings and personality.

Sanchez and Broccoli state in their research entitled *Self-objectification and Relationship* that self-objectification done by women are also linked to “numerous mental health and interpersonal costs including lower self-esteem, more symptoms of eating disorder, depression, more sexual problems and dysfunction, poorer performance on academic tasks, and greater shame and anxiety ...” (3). My experience supports their statement. When I was a teenager, I had the tendency to believe in women’s self-objectification. I read a lot of magazines which promoted the idea that a girl must be pretty and slim to attract boys. It made me lose my confidence in my physical appearance. I thought that I had to be slim and pretty, so the boys would like me. I went through some diet that made me feel sick. Thus, I know that self-objectification done by women results in the negative way of thinking and is even dangerous not only to women’s personality, but also to their health.

A semiotic analysis suggests that there is no absolute truth in a sign system. Another analysis may be done on the advertisement, which results in different meaning and concept. For the researchers who are interested in doing an analysis on the similar topic or data, I suggest that they find reliable theories to support their analysis. It is also advisable for the researchers to always use their logical thinking and appropriate approach in doing a semiotic analysis.

(1.070 words)