CHAPTER FOUR

CONCLUSION

After doing an analysis of two *POND'S* advertisements in the previous chapter, I am going to analyse the similarities and differences of the representation of *POND'S Flawless White* in the first and the second advertisement.

As mentioned in Chapter Three, both of the *POND'S* advertisements contain textual and visual signifiers. Concerning the textual signifiers, the use of additional testing and trials can ensure that the product has high quality. In the two advertisements, there is additional information in asterisks at the bottom of both advertisements. In the first advertisement it is in the tagline **Berdasarkan pembacaan chromamater dan laporan evaluasi pribadi dalam uji klinis terhadap wanita Asia tahun 2007,* and in the second advertisement it is in the tagline ** Berdasarkan uji klinis yang dilakukan terhadap 50 wanita Asia untuk atribut 'membuat kulit tampak lebih cerah' dan 'menyamarkan noda hitam'.* These textual signifiers also have ambiguity regarding the information about the product is really reliable or not but the use of the visual signifiers lead to a viewer's interpretation which is in accordance with the advertiser's preferred representation. Thus, in both

Maranatha Christian University

advertisements the product is represented as a product that has high quality. Besides, the same representation of both advertisements is also shown through the visual signs. Both advertisements use Indonesian women as a model. The model in the first advertisement is Bunga Citra Lestari, while the model in the second advertisement is Andien. Both models are Indonesian celebrities. Thus, the presence of the models who are celebrities in both advertisements can assure the viewers that the product has a high quality.

In both advertisements, *POND'S Flawless White* is also represented as a product which can help women to attract men. This is shown in the signifiers of the models who have flawless white complexion. They also wear natural make-up. Besides, their body language shows the body language used by women to attract men.

Besides this, in both advertisements, *POND'S Flawless White* is also represented as a lovable product. This is shown in the signifier of the colour of the background in these two advertisements, which is dominated by white and pink.

Through the use of positioning theory, the different ways of how the advertiser presents the product can be analyzed. Different positioning can give different representation. The two advertisements use different positioning. In the first advertisement, time positioning is used, in which the advertiser try to attract the viewers by offering a short time, seven days, whereas, in the second advertisement, the advertiser tries to attract the viewers through the low price positioning. In both advertisements, the product positioning is explicitly mentioned in the textual signifiers.

41

The use of different textual and visual signs can also give different representations. In the textual signs of In the first advertisement, there is a dialogue between the model and the viewers through the words *Aku* and *Kamu,* while in the second advertisement, there is only the statement from the model. In the first advertisement, the statement only comes from the model, who is a celebrity, while in the second advertisement, the statement is from the model, who is a celebrity, and also from other women who are referred to as to non-celebrities women. The effect of using *Aku* and *Kamu* in the first advertisement is a dialogic sense, and the distance between the model and the viewers becomes closer. In the second advertisement, however, the viewers are not addressed, but the use of testimony from a celebrity and non-celebrities in the text of the second advertisement signifies that the product has been used by many people. In my opinion, the differences are caused by the different time the advertisements are produced. The first advertisement was produced when the product is being introduced; here the advertiser is trying to show the quality of the product by using a popular celebrity in that year. On the other hand, the second advertisement appeared when the product had become quite well-known and the advertiser is trying to get more consumers by using a celebrity and other women who are non-celebrites.

In the visual signs, the model in the first advertisement has fair skin, a pointed nose, brown hair and eyebrows, and thin lips, which conform to the characteristics of Caucasians. By contrast, in the second advertisement, the model has brown skin, her nose is not as pointed as the model's in the first advertisement, the colour of her hair and eyebrows are black, and her lips are thick. The model in the second advertisement is more likely to be an Indonesian woman. From the

42

different signifiers above, I also find the different representations of the product. The beauty concept in both advertisements is different. In the first advertisement, the model has the characteristics of beautiful women in general, which is like the Western world view of beauty, while in the second advertisement, the signifiers of the model confirm the attributes of Indonesian women, which signifies that the product is suitable for Indonesian women.

When this product was first introduced, the representation of the product was more exclusive and efficient. This is shown in the signifiers of the model, who is portrayed more like a Westerner. Besides, the use of time positioning also signifies Westerners' belief in the efficiency of time. However, as time goes by, the representation of the product is altered. In the second advertisement, the representation of the product is low-priced. What is interesting for me is that the portrayal of the model, who is the other brand ambassador of this product, is also different. The model conforms to the characteristics of Indonesian women. It gives me the idea that when the product is more Western, the representation of the product is more exclusive and efficient. Yet, when the product is more Indonesian, the representation of the product is inexpensive, in other words, it is not exclusive anymore. It signifies that the Western point of view has a more prestigious position than Indonesian advertisements.

After doing this semiotic research, I realize that semiotics is not merely an independent study, but it needs other supporting theories in order to make the analysis of signs become more detailed, thorough, factual and appropriate. For instance, in my analysis, I relate the analysis with the positioning theory so that I can find the different representations and values in the two advertisements.

43

Last but not least, my suggestion for further researchers who want to take this topic for their thesis is to make an analysis of this topic until the second order, and also the myth. In this thesis, I only analyse the first order. For further analysis, an analysis of *POND'S Flawless White* advertisements, from the first until the most current advertisements, is needed to get to the second order. By doing so, how women are represented in Indonesian beauty products can be found out. The analysis can be based on Roland Barthes's theory, completed by theories on gender.

It will often be amusing and challenging when we are able to reveal the concept of the product by looking at the signifiers and the signifieds in the advertisement. After doing a semiotic research, we will automatically become more aware of signs around us and can be more critical and careful when reading advertisements.

Words: 1208

Maranatha Christian University