CHAPTER FOUR

CONCLUSION

After analyzing the two advertisements of *Puteri Mist Cologne*, I find out that there are some similarities and differences in both advertisements.

Concerning the similarity in both advertisements, I see that both of the advertisements have the same concept, which is elegance. In the first advertisement, the use of the visual signifiers such as the woman model's make up, hair style and gown can emphasize the concept of elegance. The concept is also shown through the visual signifiers in the second advertisement. They are in the woman model's hair style, gown, shoes, bracelet, bag, fur shawl, wallpaper, parquet and mirror. However, different from the first advertisement, the concept of elegance in the second advertisement is shown not only through the visual signifiers, but also through the textual signifier, which is in the tagline *I am Pretty Chic*, as the word *chic* means elegant ("Chic"). Based on those results of the analysis, I conclude that the concept of elegance is more emphasized in the second advertisement than in the first advertisement.

38

Through the similarity in the two advertisements, I conclude that both variants of the product are intended for those who want to be elegant. As mentioned in the previous chapter, being elegant is related to be attractive. And female teenagers, at their age, want to look attractive so that they will be able to make men interested in them. Since these two advertisements are about beauty products for female teenagers, I think the concept of elegance is put in the two advertisements because the advertiser tries to catch female teenagers' attention by offering them something that they desire, which may help them feel attractive.

Another similarity of the two advertisements is in the use of English in the textual signifiers. These two advertisements are actually advertising products made in Indonesia. Yet, both the advertisements use English words in their taglines, which contain the name of the variants of the product. In the first advertisement, the tagline is "*I am Red Glam,*" while in the second advertisement it is "*I am Pretty Chic.*" In my opinion, the use of English words in the taglines for these two advertisements is caused by the preference of Indonesian people to using English. As mentioned in Chapter Three, to Indonesians, English is a trendy language. Thus, the use of English in promoting a product will make the sale increase more than it will if it uses only Bahasa Indonesia. It gives me an idea that when an Indonesian beauty product is promoted in English, the product will be more attractive and exclusive. Since *Puteri Mist Cologne* advertisement is using English words in its tagline, this product is represented as a worth-buying product.

These two advertisements do not only have similarities, but also differences. Apart from the same concept of elegance, the two advertisements have other concepts that are different from each other. In the first advertisement,

Maranatha Christian University

the other concept is glamour, which represents the product as a product for those who want to be glamorous. This can be shown through the visual signifiers of the first advertisement. The woman model is wearing a crown, a modern burgundy red ball gown and burgundy red lipstick. The portrayal of the woman model in the first advertisement is suitable for the characteristics of a glamorous woman. On the other hand, in the second advertisement there is another concept, femininity, so the product is represented as a product for those who want to be feminine. In this advertisement, the woman model is wearing a pink-gold ball gown, pink eye shadow as well as pink blush on and lipstick, which are suitable for the characteristics of a feminine woman.

In addition, the different representations of the variants of the product in the first and second advertisements can be seen through the textual signifiers. There is a tagline "*I am Red Glam, wangiku, gayaku*" in the first advertisement, while in the second advertisement, the tagline is "*I am Pretty Chic, wangiku, gayaku.*" As mentioned before, *Red Glam* signifies glamour, thus the tagline in the first advertisement gives knowledge that the perfume scent presents a glamorous style. By contrast, in the second advertisement, *Pretty Chic* shows femininity. Thus, the tagline gives knowledge that the perfume scent has a feminine style.

The findings of the similarities and differences in the representations lead me to the conclusion that these two advertisements try to represent the products as products for people with different styles; yet, they have the same basic need. Through these advertisements, I can clearly see that the product in each advertisement is represented in a different way because the concept that is

40

presented in each advertisement refers to a different style. In the first advertisement, the concept of glamour refers to the glamorous style. Thus, the product is represented as a product for those who want to be glamorous. On the other hand, the concept of femininity in the second advertisement refers to feminine style. Therefore, the product is represented as a product for those who want to be feminine. However, elegance, which is the similar concept in the two advertisements, exists because this particular concept refers to the same basic need of women. Both the glamorous style women and the feminine style ones want to be attractive. Thus, I conclude that the two variants of the same product are represented as products which can satisfy the same desire of women and are suitable for any style as every woman has their own style.

After doing the analysis of these advertisements through a semiotic approach, I realize that the concept of every advertisement will be clearly seen if we analyze the signifiers in the advertisement. It is also interesting for us to find out what those signifiers signify. However, I also realize that there is no absolute meaning for every single signifier. One signifier may have multiple meanings and interpretations.

For the next researchers who are interested in analyzing similar data, I suggest that they should try to analyze the whole variants of the product so that they will find out how the advertiser represents all of the variants of the product. Last but not least, it is advisable that the next researchers should use Barthes' theory to analyze advertisements so that they will be able to reveal the myth behind the advertisements.

(1061 words)

41