CHAPTER FOUR

CONCLUSION

In this chapter, I present the conclusion of my analysis of two advertisements, which are Citra Spotless White UV and Citra Beauty Lotion Teh Hijau. In Citra Spotless White UV advertisement, the visual signifiers are the image of the advertisement model, the Citra product, the flowers, and the advertisement background showing the images of Mount Fuji, the sky, rice field, also the combination of blue and green colors. In Citra Beauty Lotion Teh Hijau advertisement, the visual signifiers are the image of the advertisement model, the Citra product, the green tea leaves, the street light, and the advertisement background showing the images of the skyscraper buildings, a busy street, and the pavement. Besides the visual signifiers, there are also some textual signifiers that I have analyzed. By using Semiotics theory, I find that all of those signifiers support the concept of beauty.

After analyzing the two advertisements, I find out there are some similarities and differences in those advertisements. The similarity is that both of them have some signifiers that support the concept of feminine beauty. In the first

41

advertisement, the concept of feminine beauty can be seen in the image of the model's natural make up, the white top, Camellia flower, and the white color appearing in the first advertisement, also the words *putih* and *white* as the textual signifiers. In the second advertisement, the concept of feminine beauty can be seen in the image of the model who wears natural make up and has long hair, the tank top, the accessories, the skirt, the pink wedges, and the bright tone colors those appear in this advertisement, also the words *beauty* and *kecantikan* as the textual signifiers.

Besides the concept of feminine beauty, we can see there are some similar signifiers that are used in these advertisements, such as an Asian woman as the advertisement model. In my opinion, there are some reasons why the advertiser uses the figure of Asian woman in the advertisements. Firstly, Citra product is a product which has women as the target market; therefore the advertiser uses a woman as the model of the advertisement to get the attention from the woman viewers. Secondly, Citra has been in Indonesia skin care market since 1984; therefore, the advertiser uses an Asian woman as the model of the advertisement for Indonesia is part of Asia.

On the other hand, there are some differences between these advertisements. In the first advertisement I find the concept of natural perfect feminine beauty, but in the second advertisement, the signifiers do not refer to that concept, but they more refer to the concept of modern feminine beauty.

In the first advertisement, the concept of natural can be seen in the image of Mount Fuji, rice field, flowers, the sky, the combination of blue and green colors, the model's natural make up, also the words *beras Jepang*, *alami*, and

42

minyak bunga Camellia as the textual signifiers. The idea of perfection is found in the picture of Camellia flower, Mount Fuji, the white color appearing in the first advertisement, and the words *putih* and *white* as the textual signifiers. In the second advertisement, I find the concept of modernity that can be shown through the image of the model's accessories and the wedges, the street light, the skyscraper buildings, a busy street, and the word *antioksidan* in the textual signifier.

The other difference between the two advertisements is the setting that the advertiser uses as the advertisement background. In the first advertisement, the advertiser uses the open nature as the advertisement background. In my opinion, the reason why the open nature becomes the background in the first advertisement is because the nature relates to the concept that the advertiser wants to bring out through this advertisement. While in the second advertisement, the advertiser chooses the setting in a big city as the background of the advertisement. In my opinion, the reason is because the advertiser wants to bring out the idea of modernity in this advertisement.

Comparing the two advertisements, I am of the opinion that the first advertisement is more attractive for the buyers because the image of the model is presented bigger than any other elements in the advertisement, while in the second advertisement the image of the model is not presented as the biggest element. As I have explained in Chapter Three, the larger photo represents the promise of the product that is promoted. Therefore, the first advertisement seems more promising than the second advertisement.

43

I suggest that future researchers should find reliable theories to support the analysis. As a matter of fact, in Semiotics analysis different interpretations may be resulted from similar approaches. Thus, it is needed some theories that suitable with each data that is going to be analyzed. For example, to analyze visual signifiers it may be needed some special theories such as the theory of composition, theory of colors meaning, and other theories those write about advertising. Besides, to analyze the textual signifiers it may use the dictionary meaning and also specific theory like what I use in this thesis which is the theory of clause as an exchange. Furthermore, it is also advisable for the researchers to analyze every data thoroughly, because as what I have experienced in writing this thesis, it is not easy to find the concept that is suitable to all of the signifiers in the advertisement.

(996 words)

Maranatha Christian University