

## **CHAPTER FOUR**

### **CONCLUSION**

After doing the analysis of the two advertisements of New Belia Mist Cologne in Chapter Three, I conclude that the concept of the two advertisements is classic and fantasy. Classic is “elegant, but simple and traditional in style or design; not affected by changes in fashion” (“Classic,” def. 3). In addition, fantasy means “the act of imagining things; a person’s imagination” (“Fantasy,” def. 3). In the first advertisement, which is New Belia Mist Cologne Flamin’ Love fragrance, the concept of classic is represented by the style of the model, the lantern and the hot air balloons; while the concept of fantasy in this advertisement is represented by the swans, butterflies, clouds, the centaur, the castle, hearts, flowers, lotus, blue, pink, and red colors.

In the second advertisement, which is New Belia Mist Cologne Earth Fantasy fragrance, the concept of classic is represented by the style of the model, as in the first advertisement. In addition, the concept of fantasy in this advertisement is represented by the forest, pine trees, hills, steeples, falling leaves, ferns, dragonflies, storks, green, green, and gold colors.

These two advertisements have some similarities and differences. The similarities of these advertisements are related to the concept and the personality of teenagers. Both advertisements have the same concept, which is classic and fantasy. The concept of classic is shown by the style of the model, which is classic. The term *classic* in the style of the model refers to a style that still exists and does not change from the past until the present time. In addition, the concept of fantasy is shown by the other elements in the advertisements, such as a centaur and swans. Both advertisements also have some characteristics in the textual signifiers which refer to the personalities of teenagers in general, such as energetic and full of imagination.

Although the two advertisements have the same concept, there are several things which make the concept in the first and second advertisements a little different. In the first advertisement, the concept of classic is represented by the vintage style of the model, while in the second advertisement, the concept of classic is represented by the bohemian style of the model. The concept of fantasy in the first and second advertisements is also different. In the first advertisement, the concept of fantasy is more about fairy tales, while in the second advertisement, it is more about mythology.

Besides the concept, the characteristics of teenagers in both advertisements are different as well. There are some differences in the personalities of teenagers shown in the advertisements. In the first advertisement, the personalities of teenagers are passionate and full of imagination, while in the second advertisement, the personality is energetic.

There are some reasons why these advertisements have the same concept.

Both advertisements have the concept of classic because the styles of the models are still the same until now. The style of clothing, accessories, shoes and the hairstyles are still worn by many modern women. These suit the meaning of the word *classic*. The other elements in these advertisements are classified as fantasy because each element in these advertisements has a meaning or symbolism which suits the concept of fantasy. Besides this, both advertisements show the characteristics of teenagers because in these advertisements, there are some words which represent the characteristics of the products that suit the characteristics of teenagers.

In addition, there are also some reasons why the concepts of two advertisements are different. The styles of the models in these advertisements are different because they represent teenagers who have their own creativity in making their own styles, so that their style will be different from other teenagers.

In the first advertisement, the classic concept refers to the vintage style. Therefore, the product is represented as a product for teenagers who want to have a vintage look. In the second advertisement, the classic concept refers to the bohemian style. Therefore, the product is represented as a product for teenagers who want to look bohemian.

The concepts of fantasy are also different: in the first advertisement, most of the elements are related to fairytale, while in the second advertisement, most of the elements are related to mythology, such as Greek mythology and Norse mythology. Therefore, the product is represented as a product which shows the various imaginations of teenagers. Thus, I conclude that the products in the advertisements are represented as the products which suit any styles of teenagers

and show the various imaginations of teenagers.

In doing my analysis, I stumbled upon some difficulties. There are some elements which cannot be related to the concept, such as the brown and orange colors in the second advertisement. These colors do not have meanings which are related to the concept. The color of orange, for example, has the meaning of creativity. Actually, creativity is related to imagination, and imagination is also related to fantasy. However, it will be too imposing if I state that the creativity is related to fantasy. Therefore, I do not include this color in the concept of fantasy. In addition, I think these colors are used only for aesthetic purposes.

The other difficulty is when I had to find information about the two steeples in the second advertisement. Actually, at first, it was quite hard for me to find out what kind of towers they were because I did not know the function of these towers or even the name of them. In other words, I had no idea what they were. It was also difficult for me to find articles or some sources which had similar pictures of these towers. Finally, I found a picture of a tower which was quite similar to the towers in the second advertisement, and it was a steeple. The function and the story behind the steeple that I found were quite suitable with the concept of fantasy.

There were also some difficulties when I had to find the patterns in the model's dress in the second advertisement. The plaid pattern in the dress was something which I had not known before. I used to think that a plaid pattern is like stripes. But after reading some sources about bohemian style, I realized that plaid was one of the patterns was common to bohemian style.

In my opinion, these advertisements are quite successful to attract people's

attention, because they are dominated by various pictures and bright colors. In the first advertisement, both the visual and textual signifiers can be related to the concepts. However, in the second advertisement, the concepts are only represented by the visual signifiers. The textual signifiers in the second advertisement cannot be related to the concepts because the meanings of the words do not suit the concepts. Thus, according to semiotic point of view, I conclude that the first advertisement is better than the second advertisement, because most of the elements in the first advertisement can refer to the concepts.

After doing the analysis of New Belia Mist Cologne advertisements, I have some suggestions for other people who want to analyze cologne advertisements for teenagers. The first thing they have to know is the concept of the advertisement that they want to put forward. In addition, they have to find the appropriate theories which can support their concept; it will be better for them to analyze the advertisements until the second order, so that they can have a better understanding about the meaning, concept and message behind the advertisements or the products, and consequently, they will be able to present a clear and thorough analysis.

(1262 words)