CHAPTER FOUR

CONCLUSION

After analyzing the advertisement, there are two concepts of the advertisement found, those are naturalness and beauty. Therefore, the analysis is divided into two parts. The first analysis is to show how the concept of naturalness is represented in the advertisement. It is found that the concept appears in ten signifiers. The concept appears in both visual and textual signifiers. Concerning the visual signifiers, the naturalness concept appears in nine signifiers which are divided into three parts. The first part is the model such as model the makeup that the model wears, the model's hair style, the model's hair colour, the model's outfit, and the model's facial expression. The second part is the use shiso leaves, realized in the pictures of shiso leaves that appear in some parts of the advertisement. The last part of the visual signifiers is the use of colour such as green, white, and brown. Whereas, the textual signifiers have only one signifier which is the word shiso. Both the visual signifiers and textual signifier support the concept of naturalness.

The second analysis is to show how the concept of beauty is represented in the advertisement. In this part, it is found that the concept appears in eight signifiers. The concept also appears in both visual and textual signifiers. Concerning the visuals,

the concept appears in five signifiers which are the model's facial features, the model's skin, the model's makeup, the model's hair, and the capture of the model. Next, the textual signifiers have three signifiers such as the headline, the text on the bottle, and the bottom text.

Knowing the result of the analysis, I conclude that the naturalness concept has more signifiers than the beauty concept. Therefore, it means the advertisement prefers to put emphasis on the naturalness concept rather than the beauty concept. In my opinion, this happens because The Body Shop still holds its value firmly which refers to the naturalness.

As mentioned previously, this beauty advertisement appears in The Body Shop Website in India. In my opinion, the use of the model who is an Indian emphasizes the naturalness of this advertisement for Indians. However, the model has the beauty characteristics of Western beauty as shown in the analysis. The standard for beautiful face is a Caucasian face with fair skin. Yet, the model also has the natural side as an Indian which is the characteristics of an Indian such as brunette hair and brown eyes. Therefore, the Western beauty as the beauty standard that applies on the model is naturalized by her Indian characteristics so as to make the Indians who see this advertisement can accept the beauty that is shown by the model.

In accordance with the theory in Chapter Two, an advertisement should have positioning for specific target market. As mention above, this advertisement appears in The Body Shop Website in India so it means the target market of this advertisement is Indians. Concerning the brand image, as mentioned previously, The Body Shop put emphasis on its being a product that highly values naturalness. Thus, what is depicted in this advertisement helps maintain the brand image. The mentioning

of the word shiso in the name of this brand variant also supports the idea of naturalness.

Concerning the advertisement textuality, this advertisement uses a celebrity as its model. This is in accordance with the theory in Chapter II that a famous person is often used an advertisement to increase sales. In my opinion, the use of Dia Mirza, as an Indian celebrity who is well known in India as the model, the product can make be known easily by using the Indian people.

Moreover, as can be seen, this advertisement uses a model whose face is flawless. As the advertisement is a beauty product advertisement, the purpose of showing the model with flawless skin is to make the product which is offered in the advertisement more convincing. It is also mentioned in Chapter II that in beauty advertisement the model is shown to have a face like a goddess, or have the perfect beauty. As presented in the analysis, the model in this advertisement follows the standard of beauty. Thus, her face can be said to have perfect beauty as it meets all the standards.

The last element of textuality that is an advertisement should have the information about the advertisement itself also appears in this advertisement. As can be seen, there are some information in the bottom of the advertisement so the viewers can understand what kind of product it is. Therefore, this advertisement as being a printed advertisement has done the strategies well to make its product known and accepted by the market.

During my analysis, I find some difficulties. One of them is to find the supporting theory for some of the signifiers. I should make several changes in my analysis when I think the analysis is not really strong and imposing. Therefore, to

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make a semiotic analysis will need quite a lot of time to search for suitable theories to support the analysis.

After doing my analysis, I have some suggestions for future researchers who want to do a semiotic analysis for their thesis, especially for beauty product advertisements. The important thing is they have to know exactly the concept of the advertisement. Therefore, they will not feel overwhelmed in analyzing it. Moreover, they have to find the supporting theories that are suitable with the concept.

In my opinion, it is not easy to do a semiotic analysis of an advertisement because the supporting theories must be related to the concept. It is also challenging because at the beginning, there are some difficulties in searching for the supporting theories but during the writing process, I can get additional knowledge.

In my personal opinion, the advertisement that I choose to be my data is a simple advertisement, because it does not use many colours and pictures. Even so, according to semiotic point of view, the visual signifiers and the textual signifiers have done well in this advertisement to create clear positioning and brand imaging especially through its textuality.

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