

CHAPTER FOUR

CONCLUSION

In this chapter, I would like to present the conclusion of my analysis of the first *Gudang Garam International* cigarette advertisement that was first released in 2005. After analysing this advertisement by using Semiotics theory, I find out that all the visual signifiers in the advertisement, such as the picture of a tiger, a man, a slanted golden box with a red square, the logo of *Gudang Garam International*, the logo of *Gudang Garam* Company, the background of a tropical forest, the compositions and the colours that are used in the advertisement, support the concept of masculinity, which is important in promoting cigarettes, especially for men.

In addition to the visual signifiers, there are some textual signifiers in the advertisement that support the concept of masculinity. They are the brand *Gudang Garam*, the slogan “PRIA PUNYA SELERA” and the text “Harum” (fragrant). On the other hand, the textual signifiers that do not support the concept of masculinity are the words “International”, “Gurih” (delicious), “Nikmat” (deeply enjoyable) and the text “MEROKOK DAPAT MENYEBABKAN KANKER, SERANGAN JANTUNG, IMPOTENSI DAN GANGGUAN KEHAMILAN DAN JANIN”. As a matter of fact,

the advertiser does not have the intention to say that smoking has such a negative impact. However, the text, which is written in capital letters, is a necessary part of a regulation stipulated by the Indonesian government in its campaign against smoking. Such a warning appears not only on the pack of *Gudang Garam International* but also on those of other brands of cigarettes.

After analysing this advertisement, I also find out that the advertisement has an implicit message to communicate to the target market. There is something more than the visible text that people usually see on the surface, such as the name of the product, the kind of the product and its function. Because of the limitation of place for the advertiser and time for the consumers, the advertisement should contain the right words and images so that the advertiser can convey an efficient but effective message. This advertisement that contains some restrictions is a cigarette advertisement that is allowed in Indonesia. Besides the government's warning (*smoking can cause cancer, heart attack, impotence and pregnancy and foetal disorders*) that has to be shown, the advertisement should not show the pictures of cigarettes, cigarette packs and the consumption of cigarettes. It is therefore necessary for the advertiser to be more creative in designing the advertisement. It should appeal to the target market and give them plenty of information about their cigarette products without showing them cigarettes or cigarette packs.

In my opinion, many people, especially in Indonesia, assume that a masculine man is an ideal man. They think that a man should have masculine characteristics. The advertiser sees this as an opportunity to attract the attention of the public, especially men who are the target market of their consumers, to buy their products. By showing the figure of a masculine man who has the biggest portion in the advertisement and the

slogan “Pria Punya Selera” which means “men’s taste”, the advertisement conveys a message that a masculine man has sense of taste which is to smoke *Gudang Garam International* cigarette. The advertiser informs the public about the product by substituting the cigarette pack with the picture of a slanted box with golden colour and a red square that is similar to the cigarette pack of *Gudang Garam International*.

I also think that the advertisement not only serves as the information about the product that encourages the public to buy the product, but also psychologically affects the public that masculinity has ideal values for their life. Although each individual has different perceptions about masculinity, many people assume that masculinity is connected with physical appearance, such as a strong, burly and athletic body. Because of that, many people, especially men, are competing to do workouts and physical exercises to build their muscles and look masculine.

By using the theme that the man in the picture cares about endangered animal conservation, the advertiser wants to say that masculinity is connected not only with muscular strength, but also with real action. Through its implicit message, the advertiser wants to persuade the public, especially men, to have masculine qualities by purchasing and smoking *Gudang Garam International* cigarettes. In other words, through the advertisement, the advertiser seems to suggest to the public that being masculine, men should have not only physical appearance but also positive mental attitude towards the environment; in this case they should be concerned with the endangered species of animals.

For a long time, cigarette advertisements have become a controversial issue in Indonesia. Some Indonesian people do not agree and even want to reduce or prohibit cigarette manufacturers from advertising their products because they believe the

advertisements trigger and increase cigarette consumption, damage public health and lower the quality of life in Indonesia. Although cigarette advertisements in Indonesia are allowed with some restrictions, being creative, advertisers are successful in attracting the public to buy their products. The more restrictions are imposed, the more creative the advertisers become in promoting their products and attracting the public to buy them. The advertisement of *Gudang Garam International* is an example of effective creativity in the field of advertisement.

As a matter of fact, the advertisement has negative impacts on the society. Smoking cigarettes, which is induced by such advertisements, is prevalent in Indonesia. Smoking cigarettes has terrible effects not only on the smokers but also on passive smokers, people who do not smoke but who are affected by other people's cigarette consumption. Therefore, I personally believe both cigarette advertisements and cigarette consumption should be forbidden.

For the researchers who are interested in doing an analysis on the similar topic or data, I suggest that they should find more reliable theories to support the analysis. As a matter of fact, different interpretations may result from other Semiotic analyses whether the researchers use similar or different approaches. In analysing visual signifiers, for instance, special theories such as the theory of composition, theory of the meanings of colours, and other theories about the advertising field may be beneficial. In analysing the textual signifiers, certain dictionaries which provide more detailed denotative meanings and other sources of material containing the theory of typography will also be of advantage in helping researchers analyse such advertisements.

(1050 words)