

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

After analyzing the whole data deliberately, the conclusions are drawn:

1. Advertising language and image is used to influence people's minds. It can be investigated by analyzing the linguistic features and semiotic aspects to uncover or reveal the message and meanings of advertisements to persuade and create particular perspective such as implicit ideology to influence the perception of viewers, especially women.
2. The most used linguistic features in the advertisements that use women as model participants that seem to have strong influence and role in informing and persuading viewers are noun phrase, adjective, and disjunctive clause.
3. Advertisements tend to use women as product representative, part of social life in passive role, and also to sexualize them in promoting particular products regardless what kind of product that is promoted. It is because many people believe that women are the beautiful creation of God, and their physique and appearance are to enjoy especially by men.
4. The role of image in depicting women in advertisements show different or various representations, whether positive or negative. By using semiotic as tool of analysis to investigate the denotation and connotation meaning, the myth or ideology can be revealed. And from there, it is easy to determine whether there is stereotype or not in the advertisements.
5. In the advertisements that promote particular products such as cosmetic, apparel, supplement, automobile, etc., that analyzed in this study are always found the

representation of women and their physique and appearance that tend to be stereotyped as object of sexuality and what beautiful should be like within narrow convention.

5.2 Suggestion

In line with the conclusions that have been stated, some suggestions are offered to the readers, especially for those who are interested in doing further study on women representation and stereotypes in any discourse as follow:

- It is suggested for anyone who read this research, especially the female readers, to be more mature & aware in realizing how women are represented and whether there is particular stereotype in order to understand and filter the implied ideology assumption.
- It is suggested for other researchers to study about the linguistic and semiotic aspects used in other advertisements to reveal and uncover the hidden message that may be harmful to our perception.
- It is suggested for other researchers who want to conduct a research by using linguistic and semiotic analysis in other research fields.