

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 CONCLUSION

Based on the discussion on Chapter IV, the conclusions are drawn as following:

1. The people were able to interpret the semiotics used in the car advertisement in the four steps of interpretations. Their interpretations were started with denotative meaning for none of them have ever seen such form of car advertisement. And this affected their ability in revealing the connotative meaning which were somehow revealed from common knowledge of advertisement features. The context and readers meaning in this study brought a same conclusion for all respondents, which is the car in the advertisement suits for family. The mythic meaning each respondent got showed a particular worldview about the car advertisement, which were personality, trust, and lifestyle of the brand of the car on the advertisement.
2. Based on the factors affecting interpretation, the study shown functional factors and personal factors were affecting the respondents' interpretation. Different characteristics, jobs, needs and experience were parts of the two factors affecting interpretation of the car ads. And this can be understood by their interpretation related to context and readers.

5.2 SUGGESTION

In relation to the conclusions, suggestions are offered as the following:

1. It is suggested to have further research in analyzing different range of text, such as posters and photographs, or pamphlets using Interpretation of Semiotics.
2. It is suggested to teachers to value different interpretations in the classrooms as the richness of the text to communicate through images as well as words.

