

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

Based on the analysis of semiotics which is visual semiotics and systemic functional linguistics of skin color in Indonesian beauty advertisements on Shopee conclude :

1. The visual semiotics of beauty advertisements on Shopee shows the skin color issue, the women as the represented participants on the advertisements. The women as the beauty symbol. The women on these advertisements doing the action looking at the viewers to demand and offer information about the product represented on the advertisements which is the beauty products for skin that can change skin color as represented participant's skin which is white skin and before after process using the represented products on the advertisements show the women expression who do not feel happy to have the dark skin and after using the products that change their skin being white then they show the happy, satisfaction, and confident expression. The visual represented on the advertisements created the ideal beauty skin is white skin.
2. The systemic functional linguistics of the verbal sources from the beauty advertisements on Shopee supports the skin color issues which are represented by visual sources. The analysis of the ideational function shows the products explain their identity as the whitening products to whiten skin and claim their products can change the dark

skin being white in the short times. The verbal sources of these advertisements also can construct the ideal beauty of skin color is white skin.

3. The representation of visual and verbal sources that are analyzed by visual semiotics and systemic functional linguistics show the ideal beauty that is represented by the advertisements are white and bright skin. This ideal skin color can make the ideology of beauty as having white skin being stronger in Indonesian society and this creates the colorism of the way people treat other people based on their skin color .

B. Suggestion

The suggestion of the beauty advertisement on Shopee as the following :

1. It is suggested to the producers of the beauty advertisements about skin color to show the women who love their skin and it is better if they make a campaign as represented participants who want to have a healthy skin than a campaign to change their skin color.
2. The verbal is better without white campaign to attract the viewers to buy their product but they can attract the viewers who have the unhealthy skin to offer their products to answer the skin problems of the viewers.
3. The advice for the further studies to develop the research in this thesis to show the ideal skin color created by the media is the issue that can make the ideology of society about beauty skin color being deeper and

this causes the colorism in society where in the worst case can cause racism towards dark skin color.