

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

Based on the analysis of the data , conclusions are drawn as the following:

1. In this study, there are 14 data found in Lafiye's Instagram account containing verbal and visual signs related to skin color diversity in it. From this study, it was found that verbal signs were taken from captions and visual data were taken from images on Lafiye's Instagram account. These verbal and visual signs contain inspirational, informative, and invitation messages to interact with the audience.
2. The verbal and visual signs in the lafiye instagram account were realized through the roland barthes theory 1968 which relates to denotation and connotation. from 14 data taken, it was found the signs contain deep denotations and connotations. The verbal sign presented on Lafiye's Instagram posts not only conveys information about the product, but also invites the audience to consider the messages conveyed by Lafiye, such as inclusion and confidence. Meanwhile, the visual sign can realize implicit meaning, strengthen verbal messages and create a cohesive and emotional narrative. These verbal and visual signs helped Lafiye in building a strong brand identity that is relevant to audience.
3. This research showed that the signs and meanings realized with myths in Lafiye's instagram account aim to build a unique brand identity. The myths

used represent cultural values that are often heard in the society idealized by Lafiye's target audience.

B. Suggestion

Related to the conclusions, suggestion are staged as the following:

1. It is suggest to all the people to understand the signs displayed in the Instagram account of a brand, for example an Instagram account of a beauty brand or other. In a post, there must be meaning both from the verbal signs taken from the caption and from the visual signs.
2. It is advised that the reader should understand and realized the meaning contained in verbal and visual signs in an instagram account post. knowing the meaning in a post, used donotative, connotative and myth analysis that can help other people to know the message or value contained in instagram posts.
3. It is recommended for future researcher to conducting interview with audiences or instagram account creator to get insights into their perspectives intentions behind the used of certain signs.

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