CHAPTER V

CONCLUSIONS AND SUGGESTIONS

A. Conclusions

In conclusion, the analysis of men's skincare advertisements highlights two main lines, here th explanation :

1. There are two processes of grooming for aged men presented in advertisements, they are narrative process and conseptual process.

2. The ways beauty represented in advertisements as follows :

   a. In the category narrative processes they are action,reactional and verbal processes.

   b. In the category conseptual processes they are classificional, analytical and symbolic processes.

B.Suggestions

In the context of this research, some suggestions for further research development are:

1. Gender Studies Development: Further investigate the construction of gender in advertisements for men's skincare products, including how masculine and feminine attributes are used in the representation of beauty and skincare.

2. Deeper Analysis of Advertisement Influence: Conduct a more in-depth analysis of how advertisements for men's skincare products influence

consumer perceptions and behaviors regarding skincare and beauty concepts.

3. Cross-Cultural Comparative Studies: Compare representations of beauty and skincare for men in advertisements across different cultures or countries to understand differences and similarities in the construction of beauty and skincare.

4. Social Media Influence: Examine how social media influences men's perceptions of beauty and skincare, as well as how influencers or social media content affect trends in men's skincare.

By developing research in these directions, it will provide deeper insights into beauty and skincare for men within the context of skincare product advertisements, as well as their broader impacts on perceptions and practices of men's skincare.