

## CHAPTER V

### CONCLUSSIONS AND SUGGESTIONS

#### 5.1 Conclusion

This study was concern of the using of semiotic meanings in cigarette advertisement text. It was describing the semiotic meaning are presented, coding semiotic meanings, and the reason why semiotic meaning coded in the ways they are. After all the data have been analyzed, the conclusions can be stated as the following:

- 1) There were four semiotic meanings in the verbal and non-verbal expression. They were verbal elaborate non-verbal text, verbal manipulate non-verbal text, non-verbal manipulate verbal text, and verbal exageratte non-verbal text. It means that verbal text and non verbal text are connected to construct the advertiser's intention.
- 2) The cigarette advertisement texts were dominated by using declarative sentence in the verbal text which mean that the cigarette advertisement text has purpose to persuade smoker by adding characteristics of the product like using adjective good, fine, modern, etc. While in non-verbal text, the advertisers use some picture with the sense of power, energy, excitement, strength, passionate, aggressive, attentiongetter, hardship, fear, confident, relaxing, friendly, joyful, light, free, and happines. The advertiser make the major use of visual features such as calor saturation, symbolic structure representation, offering gaze, the use of large size, logo, slogan.

Then followed by one more typically manipulative visual semiotic feature such as illumination (the creation of lights and shade). All of its components potentially able to persuade the smoker to buy the product.

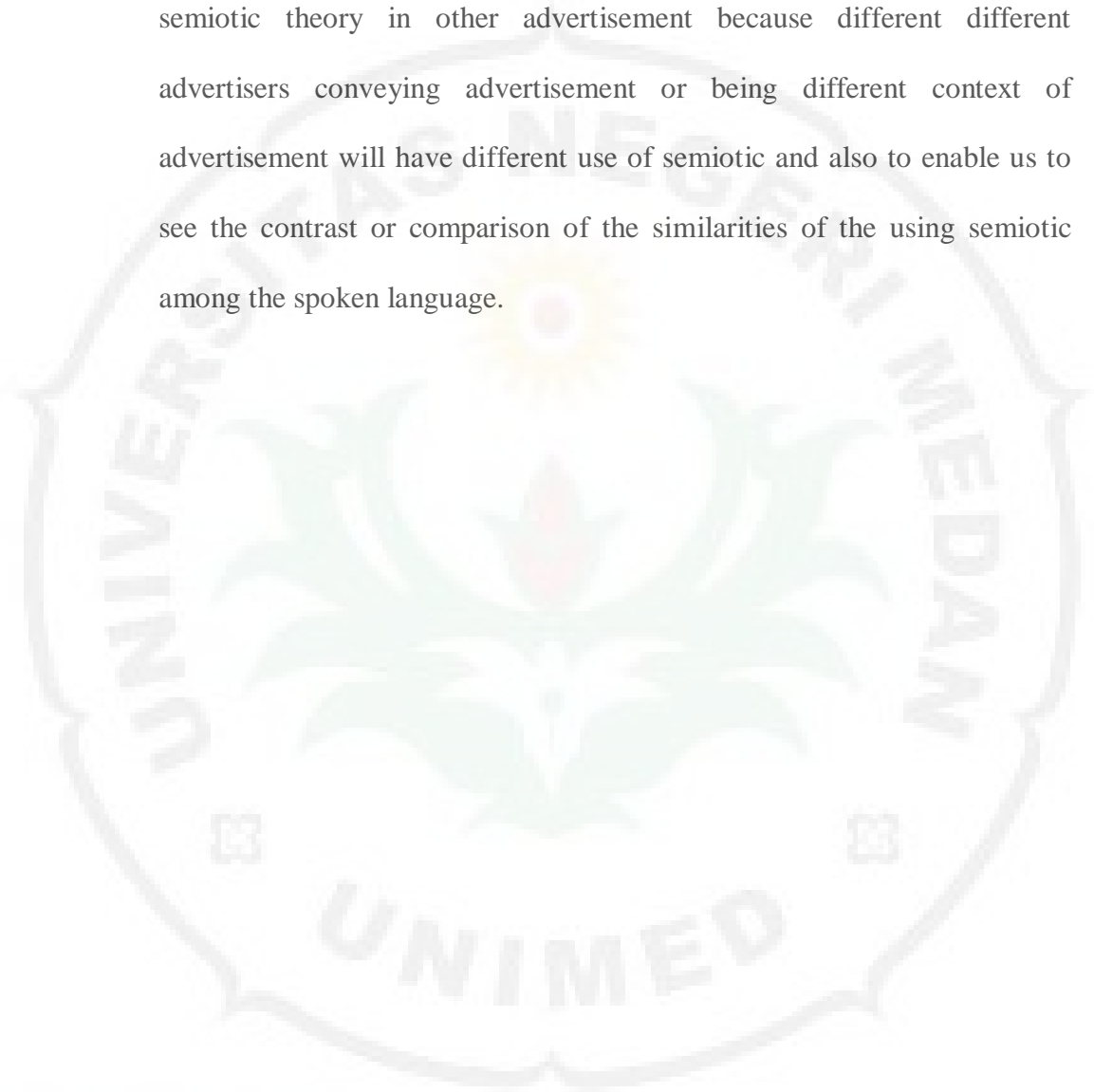
- 3) The use of semiotic meanings (sign) is related to the context of situation. The use of semiotic meanings (sign) is increased when the advertisers convey the information to the customer when they are trying to indicate to the customer to what extent they align themselves with evidence they are informing in their opinion since one of the purposes of the advertisement is to persuade the customer.

### **5.2 Suggestions**

In relation to the conclusion above, the suggestions are stated as the following:

- 1) It is advisable that teachers or lecturers should develop the whole categories or types of semiotic meaning to their students and introduce the advantage of comprehending the semiotic meaning in different phenomena to find out the function and effect it made.
- 2) It is advisable that the students and readers should learn English for specific purposes so they know some language varieties and find specific terms. It is advisable that students or readers who are interested in English should learn and analyze the use of semiotics in cigarette advertisements.

- 3) It is suggested to the students or others researcher to do further research of semiotic theory in other advertisement because different different advertisers conveying advertisement or being different context of advertisement will have different use of semiotic and also to enable us to see the contrast or comparison of the similarities of the using semiotic among the spoken language.



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