

## CHAPTER V

### CONCLUSIONS AND SUGGESTIONS

#### 5.1 CONCLUSION

This study was concerned of the using semiotic meaning in milk advertisement text. It was describing the semiotic signs are presented, realization of semiotic signs, and the reason why semiotic realized in the way they are. After all the data have been analyzed, the conclusion can be stated as the following:

- 1) There are sixty-two signs that found in ready-to-drink milk product advertisements in Indonesian television. There are forty-four signs found on visual elements and eighteen sign found on verbal elements.
- 2) The milk product advertisements were dominated in visual elements the advertiser use some picture with the sense of power, energy, strength, and light. The advertiser makes the major use of visual features such as social distance, conceptual representation, color saturation, information value, salience and demanding gaze. Then followed by one more typically manipulative visual semiotic feature such as illumination (the creation of lights and shade). All of it components potentially able to persuade customers to buy the product. While in verbal elements, noun/ pronoun were dominantly used which mean that the milk advertisement has purpose to persuade audience to consume the product.

- 3) The use of signs is related to the context of situation. It is increased when the advertiser conveyed 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 the purpose of the advertisement is to persuade the customer.

## 5.2 Suggestions

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

- 1) It is advisable that teacher or lecturer should develop the whole categories or types of semiotic signs to their students and introduce the advantage of comprehending the semiotic signs in different phenomena to find out the function and effect it made.
- 2) It is advisable that student and readers should learn English for specific purpose so they know some language varieties and find specific term. It is advisable that students or readers who are interested in English should learn and analyze the use of semiotic in milk advertisement.
- 3) It is suggested to the students or others researcher to do further research of semiotic theory in other advertisement because different advertiser 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 spoken language.