

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### A. Conclusion

To conclude this research the following conclusion are :

1. Semiotics treats all kinds of texts, including words, phrases, images, sounds, videos, and others, as systems of signs that are sometimes employed in communicating messages, ideologies, and values. These messages are not always easily recognized by the reader; that is, they might need a cultural understanding to comprehend their denotations. Analyzing signs in different discourse genres helps to decode the embedded messages that these signs carry.
2. This research reveals that some signs carry mythical meanings together with their denotative and connotative meanings. Barthes myth includes the ideological meanings of objects, concepts, and ideas created and naturalized through history. CDA can demonstrate how social and cultural ideologies are reflected in Avatar: The Last Airbender. Fairclough's (1995) three-dimensional model of CDA was employed to interpret the data.
3. The results revealed that the use of language is socially determined, and the meanings of the signs are culturally oriented. Moreover, the shows or cartoons that show the diversity of culture through some signs make this research more interesting, and of course, the ideologies through the signs from the cartoon make this research more exciting to do. They will impact

further research about sign and CDA theory or also with Avatar The Last Airbender cartoon. To sum up, through semiotic and Critical Discourse Analysis, Avatar: The Last Airbender is seen as an entertaining cartoon comedy and a vehicle for communicating messages, ideologies, and values. These messages are communicated by using connotative signs for the reader about the text denotation.

### **B. Suggestion**

This research provide knowledge about Culture Sign and CDA analysis, therefore several suggestions formed after conducted the research :

1. The students can used this research as reference to learn about cultural studies as long with sign study and CDA ( Critical Discourse Analysis ).
2. Further researcher can study the Avatar The Last Airbender cartoon in many aspects of culture, gender representation, humour, language, and visuals, as discussed in the current issue.
3. The cartoonist can also explore more about the cartoon or make a cartoon about many different cultures around the world so people can learn from the cartoon, not just watch it.