

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

From the results of MS Glow Beauty advertisements on YouTube analyzed, this study could be drawn conclusion in several ways as follow:

1. Sign had thousand meaning depends on language, culture or someone's thought.
2. A sign, code and meaning was a consideration in create advertisements because the information provided must be informative and persuasive.
3. This study examined the visual signs of picture which is captured in the video advertisements of MS Glow Beauty on YouTube and verbal signs conveyed tag line or dialogue.
4. Roland Barthes' semiotics could give denotative meaning and also connotative meaning as implicit the context. So therefore there would be identify the myths' representation.

B. Suggestion

Related to the conclusion above, it was suggests that:

1. Advertisement can be kind of important alternative media that is always needed in terms of develop ideology about regards the concept of being women's beauty standard for good-looking physically.
2. For the university students, hopefully this thesis can provide new reference awareness of pictures consists in advertisement. So therefore researcher

appeals for the other university students who are interested advertise and semiotics understanding concept more deeply analyzing the data can produce the accurate results.

3. For readers, it can be increase awareness where advertisement is kind of fastest-spread media for obtaining new information and is going viral. So there need to be selective and wise to think critically in dealing with advertising applications to avoid wrong perspectives.

