

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

A. Conclusions

After investigated the data, the conclusions of this study were:

In this chapter, there are two main section. They are conclusion and suggestion, the conclusion section contains the summary of findings and discussion related to the formulation and objectives of the study. The suggestion section contains suggestion that are address between men and women in gender portrayal. It showed the distinct roles in image and dialogue on advertisement. Through the advertisement identified that man involved to appreciate the woman in washing. From the previous chapters of this thesis, the researchers draws some conclusions which are obtained from the analysis of gender portrayal in detergent advertisement.

The researcher found that in the detergent advertisement there were 7 advertisement in detergent with the percentages (39%) and women involved in 18 in detergent advertisement with the percentages (100%). It showed that male only attend in seven advertisement while female participated overall in detergent advertisement. In conclude, the difference in roles between men and women in detergent advertisements in Indonesia, men only as additional characters who appreciate and comment on women work in washing clothes and gender role of male only involving washing activity while female overall do washing activity.

B. Suggestion

The study findings indicate a few things for individuals who wish to investigate the gender portrayal of detergent.

1. For the readers, it is suggested to know more about the newest gender study John Money modes used by previous research.
2. For the English Literature students should investigate the advertisement. Gender portrayal is concerned with a person lifestyle.
3. It is suggested for the next researcher who interest concerned on gender portrayal.

