

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

A. Conclusions

Based on the analysis of gender construction for the images of beverage brands advertisement conclusions are drawn as the following:

- 1) The image of beverage advertisements of Aqua and Vit, shows that there is a gender construction made through the use of language specifically the result shows gender constructions or stereotypes are also supported by some of the behaviors and words used.
- 2) The image that is realized in the Aqua and Vit advertisement can be seen based on reference to the position of the subject-object and the viewer in the advertisement, also clearly seen in some of the visual and contextual presentation in the advertisements that contain gender construction in them, starting from the male power which is seen in the female personality in these advertisements which is shown to be someone who is gentle, cares about others, loves family, and does all activities in her own home without the help of her husband. And the construction of gender in this advertisement can be seen in the injustice and patriarchy accepted by women themselves.

B. Suggestions

In line with the conclusions, suggestions are staged as the following:

- 1) It is suggested that the director who created the commercial scenario better if you want to make an advertisement for mineral water, you should tell the things that happened to the mineral water, such as the source and how to sterilize the water. And it is recommended to reduce scenarios that describe the position of women who are under men, because it can affect women in the real world which can show the gender constancy in it.
- 2) It is also advised that further studies should be develop the research in this thesis so that it is more contradictory in showing the gender construction in advertisements so that gender inequality can be obscured.