

CHAPTER 5

CONCLUSIONS AND SUGESSTIONS

5.1 Conclusions

The aim of the study is to investigate how the *A Mild* television advertisements “*Tanya Kenapa*” theme “*Siapa Muda Dipandang Sebelah Mata*” and “*Belum Tua Belum Boleh Bicara*” version represent the oppression against youth.

The “*Siapa Muda Dipandang Sebelah Mata*” version represents the oppression against youth through its visual element (especially old actor’s gesture) in scenes 1, 2 and 5. The act of oppression is portrayed through the old actors’ gesture towards young actor that only see young actor in a half-eye. Based on Barthes’ orders of signification, this gesture generates two levels of meanings. In the sense of denotative meaning, the half seen action defines as an old people incomplete way of seeing youth. In the sense of connotative meaning, half seen action can be meant as how old people bear up their negative mind, thought and opinion on youth. Moreover, youth’ capabilities and competencies are only seen in a in a half-eyed (*‘sebelah mata’*) by the old people.

Meanwhile, in the “*Belum Tua Belum Boleh Bicara*” version, the oppression against youth is represented through the visual elements (gesture and camera angle) in scene 3, 4, 7, and 10. These scenes clearly illustrate that the old people suddenly sleep and ignore the young person (actress) right after she begin to talk.

In the sense of denotative meaning, this gesture represents that the old people fall into a profound or deep sleep. Meanwhile, in the sense of connotative meaning, this gesture connotes that old people disrespect and oppresses youth by not giving them a chance at all to speak up their mind, thought, aspiration, opinion or objection on something.

In addition, in both related advertisement, the act of oppression against youth is repeated more than once. This repetition signifies that the act of oppression against youth is not an accidental action, yet it is an intentional and purposive oppression action from the old people under their full awareness and consciousness. The purpose of the oppression itself is to demoralize and disrespect youth and to be implicitly said that whatever youth did or said, didn't do or hasn't said yet, it will be none sense and unreliable and they consider youth as the one with lack of experience.

In fact, age is not an absolute measurement of one's abilities. A young person may have more abilities than the old. It depends on each individual educational background, skills and experiences. However, the measurement of one's capabilities in our society that based on age has rooted for years and has not gone yet, as it is represented in these advertisements.

5.2 Suggestions

For the future research, the writer suggests other researcher to explore more about the oppression against women in television advertisement. It is an interesting issue, because the oppression not only occurs in terms of ageism (old/youth) but it is also occurs in term of gender. The study shows that in both advertisements, there are two different representations of the youth (actor); male and female. These gender differences will lead into a broader field of analysis in the oppression against women, framed in semiotics or in a sociolinguistic analysis.

The setting of the *A Mild* television advertisements “*Tanya Kenapa*” theme “*Siapa Muda Dipandang Sebelah Mata*” and “*Belum Tua Belum Boleh Bicara*” is during the post-reformation era of Indonesia. The writer suggests the future researches to use different version of this advertisement with different setting. There are some possibilities such as, the present *A Mild* television advertisements the “*Go Ahead*” theme which depicts some current issues in Indonesia nowadays.