

CHAPTER 5

CONCLUSIONS AND SUGGESTIONS

This chapter presents the conclusion of this study that has been conducted. This chapter shows the results and conclusions of analysis that might be useful for those who searching the information about representation of women in print advertisements. This chapter ends with recommendations for further researchers.

5.1 Conclusions

This study explores about the representation of women in selected print advertisements of *Autocar Magazine*. In the previous chapter, the research questions and aims of this study have been answered through the analysis of visual and verbal texts and also the discussion of findings. From those findings of the study, there are some conclusions that can be drawn. The representations of women in selected advertisements in *Autocar Magazine* is varied according to how the copywriters put the image of the model and combine the mood types in the advertisements.

Based on the data analysis results, some points can be concluded. The models are representing the product and their segmented consumers. Firstly, it represents that women in print advertisements of *Autocar magazine* do not seek or do not want to enter a social relation with the reader. The models also do not involve the viewers in reality. Secondly, the models are represented to make no less power involve with the reader.

Third, it represents that the women in print advertisements of Autocar magazine want to be close with the readers and also use informal way for showing the distance. The model also represents as luxury and elegant. Fourth, it can be concluded that the women represented in those advertisements visual texts are real women who have smooth and beautiful skin, pretty, stylish, glamour, long beautiful hair, and attractive. Fifth, the women represented in the selected print advertisements of Autocar magazine are try to be trustworthy, confident and credible in what they say or offer. Sixth, the model in selected print advertisements represented as well-maintained women, especially taking care their faces, bodies and hairs. Finally, the models are represented as a person who really cares of their cleanliness despite the product they offered; cars.

Further, the data analysis also found that there are two types of mood in this selected print advertisements which reflects the interpersonal meaning from the copywriters to the readers (consumers). Those two types of mood used in the selected advertisements are *Declarative and Imperative Mood*. The copywriters can combine those two types of mood or only one mood type in each advertisement. However, the use of *Declarative Mood* is considered as the main types of mood used in those selected advertisements. *Declarative Mood* concerns at offering the facilities, service, and the elegance of the product that are advertised in Autocar magazine. It also explains about the product that is offered in the selected advertisements of Autocar magazine more clearly. On the other hand, the *Imperative Mood* is used to shows the good relationship between the copywriters and the

readers. This kind of mood was to persuade consumers to believe about their statements. With imperative, the copywriters assume that their services or products will be taken by the consumers, so they put command or request statements in their advertisements to buy the services or products.

The copywriter's attitude and judgment are also shown in the modality used. Based on advertising texts investigated, the use of terms of address such as "you", is quite often used in the text, reflects the relationship between the copywriter and the consumers as a partner seems good. As a whole, types of mood analyzed depict or reveal the copywriters' attitudes and judgments. The combination between the two types of mood in advertising of print advertisements can reveal a good relationship between the copywriters and their target audience (the consumers or readers). It seems that the advertising text in Autocar magazine reflect the copywriters' judgment and attitude toward the consumers mostly in declarative mood.

5.2 Implications

The present study is expected to give contributions for language learning and mass media communication in general, particularly in advertisements. Based on the study, it is found that language in advertisement texts can be used as a tool to read in, visually or verbally. The study is expected to make people more aware about the messages hidden behind advertising campaign of a service or product. This implication does not apply only for teacher or students, but also for people in general. It is hoped that with this study, the readers becomes more actively and critically participate in advertising

discourse. This is because mass media is the one of important tool in information field that everyone can access it.

It is also expected that this implication of the study will be relevant for advertising and mass media management. They are two parties that are directly involved in the assignment campaign, the advertisement management and the readers. Considering that people in general becomes more aware and critical toward any advertisements, it is necessary for them to create and display well-design or good concept advertisements. This is because the common knowledge where the aim of advertisements is to persuade consumers to buy their services or products.

5.3 Suggestions

Print advertisement is one of important media to increase marketing rate of a product. Some points should be taken into consideration by some parties. This study has been done by analyzing the visual texts and verbal texts to reveal hidden meaning of those selected advertisements. From the data analysis, it was found that the copywriters of the selected advertisement should consider the segmented magazine in which the advertisement will emerge. The copywriters should write an attractive advertisement and suitable for the magazine. There are different car advertisements being advertised in *Autocar Magazine* (Kia Picanto, BMW, New Picanto), but it have similarity in using women image.

Even though the problems of this study have been answered and the conclusions have been drawn, this study is still open for further analysis. In

addition, readers who are interested in advertisements or conducting further researches, it is suggested to be more comprehensive, trusty, and thorough investigation in analyzing the selected advertisements to achieve deeper understanding. In order to get more thorough investigation, the further researcher can analyze the visual texts and verbal texts in terms of the use of left/right structure, of process, or of active or passive voice.

Furthermore, to help and support the textual analysis about the representation of women in the selected advertisements, further researcher can also use reader's responses in order to analyze the advertisements and reveal the ideology in the media.

