

## CHAPTER V

### CONCLUSIONS AND SUGGESTIONS

This chapter is the last chapter of the study. It consists of both the conclusions of the study and the suggestions. They are presented based on the findings and discussions in the previous chapter.

#### 5.1 Conclusions

The present study has answered two research questions. The first deals with the textual codes of *A-volution* cigarette TV advertisement, while the second deals with the significations of masculinity in the advertisement.

As mentioned in Chapter II, there are five elements of textual codes of *A-volution*. The five elements are narrative-structure of *A-volution*, characterizations of *A-volution*, basic theme of *A-volution*, settings of *A-volution*, and iconography of *A-volution*. The narrative-structure of *A-volution* is associated with a special effect that thrives on presenting, persuading, and selling the product. Basic theme of *A-volution* is men values. Settings of *A-volution* are fiction-imagination. Iconography of *A-volution* deals with costumes, for instance a fine white suit, a fine black suit, a lab coat, a white collar suit, and a black fabric jacket. The latter can be further exemplified by performers, e.g. a metro sexual and masculine man, music and sound e.g. piano and violin, and images-patterns e.g. black and white, butterfly. Secondly, there are eleven significations of masculinity in *A-volution* cigarette TV advertisement.

The first analysis is the five elements of *A-volution* textual codes. It is related to the two man's characteristics that are traditional masculine and metro sexual. The narrative-structure of *A-volution* presents a tendency upon luxury and artistic sense of the advertisement which indicates the metro sexual characteristics. It is similar to the settings of *A-volution* that are presented imaginatively which seems to focus on the feature and beauty of the advertisement. The iconography of *A-volution* presents the metro sexual man characteristics through the three kinds of the man's costumes. The man wears a fine black and a white suit. It may show a connotative meaning as an urban man. On the other hand, a white collar suit may indicate the connotative meaning as a man with high economic position. According to those costumes, *A-volution* can be interpreted as a cigarette advertisement that presents a man who cares about his style and physical appearances (a metro sexual man). The metro sexual man in *A-volution* advertisement is fully presented with classical music, especially piano and violin sound. The reason the classical music is chosen due to the nature of the music itself which is soft and tender. The tenderness and softness indicate some characteristics of a metrosexual. Moreover, the use of a butterfly as the images-patterns also leads to the metro sexual characteristics since a butterfly has connotative meanings as changes into the beauty. Beauty is a noun that stereotypically describes women.

Apart from the metro sexual sense, *A-volution* does not one hundred percent abandon the images of traditional masculine. It can be seen in the connotative meanings of the two men's costumes that are a lab coat and a black

fabric jacket. Lab coat may represent the rationale and logic. Meanwhile, the black fabric jacket represents avoidance of femininity. The other traditional masculine characteristics are also presented by the use of black and white in the advertisement which leads to the connotative meanings of formed and straight.

The last theme of textual codes-basic theme of *A-volution* is that men values of traditional masculine and metro sexual lead to the phenomenon of sign change masculinity which nowadays is vastly broadcasted by mass media.

The eleven masculinity significations of *A-volution* cigarette TV advertisement are generally described in four modes of *A-volution*. These four modes are categorized based on the narrations that narrate the moving pictures. Therefore each mode of *A-volution* contains several moving pictures. The first mode presents a man who faces an anxiety issue. The second and third modes present a solution to the man's anxiety issue. Finally, the fourth mode presents the effect of the solution.

The masculinity significations of *A-volution* basically describe the smoking activity as a symbol. Smoking is the symbol of defeating anxiety. In the second and third modes, *A-volution* is presented as the future in the form of tangible imagination. Therefore by smoking *A-volution*, the man can defeat his anxiety. In the fourth mode of *A-volution*, the solution is ironically presented as the cause of several health diseases.

*A-volution* cigarette TV advertisement is a cigarette advertisement that does not present men in the stereotype of traditional masculine. *A-volution* prefers to use the power of imagination rather than physical power as a solution to the

man's issue, i.e. anxiety. Thus the features of the ad focus on the luxury and artistic sense which leads to the metro sexual characteristic.

## 5.2 Suggestions

The suggestions of the study are mentioned in the following points:

- 1) To define a meaning of signs masculinity in mass media, especially in cigarettes TV advertisements, it is best to apply semiotics analysis in the study. Semiotics is a study of how signs produce meaning and values in a communication system. Within semiotics, the sign's meaning can be analyzed. Therefore, semiotics is able to reveal the issue of a certain text such as TV advertisement. The signs in the advertisement consist of languages (written and spoken), pictures, and music-sound. These signs signify other meanings that should be found out by the audience. The signs can be interpreted by connecting them to the signification process; the signification which represents the interpretation process which is conducted through the relation of representament, object, and interpretant. By conducting analysis based on the signification process, the meaning is revealed based on a critical observation and interpretation.
- 2) For further study of masculinity signs on TV advertisement, it is suggested combining the theory of semiotics with gender and popular culture theories. These two theories do not only provide the sign's theory of meaning making but also the deeper analysis about the signs. Gender theory provides the stereotype and gender role in one society. Meanwhile

popular culture theory provides the role of mass media which vastly broadcast the metro sexual phenomenon. To make it more challenging, semiotics study can be applied to various media such as printed advertisements or even movies.

3) There are some benefits which are provided by semiotics study; hence, the semiotics study results in an appropriate analysis. The benefits are:

- a. Semiotics helps the researcher to be aware of the signs construction in mass media especially in TV advertisements which have become the researcher's daily consumption.
- b. Semiotics provides an understanding to realize that signs and codes have their own organized meaning that should be understood by those who use them and are being used by them.
- c. Semiotics offers a method of enquiry in a critical way in order to find the 'real' meaning of signs. This fact is based on the fact that signs are not a single meaning but should be observed more thoroughly.