

## CHAPTER 5

### CONCLUSIONS AND RECOMMENDATIONS

This chapter provides the conclusions of the study entitled ‘The Ideology of Axe Chocolate Advertisement’. Recommendations for further study dealing with the issue will be served at the end of this chapter.

#### 5.1. Conclusions

With respect to Barthes’ theory which is developed from Saussure’s theory, this present study examines the ideology of Axe Chocolate advertisement both in positive and negative faces and how the ideology is illustrated. By exploring qualitative analysis: applying Barthes’ theory of signification, advertisement/mass media codes, syntagmatic and paradigmatic analysis, the findings have discovered several evidences which relate to the aims of the present study.

First, by applying Barthes’ theory of signification onto each scene in the advertisement shows that Axe Chocolate advertisement conveys the idea of masculinity. Masculinity, indeed, becomes the positive and negative ideology. Masculinity is considered as the positive ideology because masculinity itself is not contradicted with Indonesian culture which believes in patriarchal culture (Demartoto, 2008). However, the idea of masculinity which is emerged in the ad has

been shifted and narrowed into the area of sexuality only. Masculinity is only valued from man's sex appeal and man's ability to dominate women in a sexual relationship.

Several illustrations in the advertisement still show some positive values in the ideology of masculinity, yet many illustrations only show the idea of masculinity in sexual area. The idea of masculinity in sexual area is not only contradicted with Indonesian values, but this idea also gives stereotypical images of women in a sexual relationship. This fixed idea of women figures are also contradicted with Indonesian culture. To obtain the illustration of the ideology of masculinity, both in positive and negative, it needs more than just the Barthes' theory of signification. Therefore, this present study also applies analysis on syntagmatic and paradigmatic aspect as well as analysis on the advertisement/mass media codes.

Through syntagmatic analysis it is found that women figures are often placed at the forefront of the shot, but they only appear as the effects which come together with the product itself. While, the man figure is rarely placed at the forefront of the shot, he appears as the cause. Then, paradigmatic analysis shows that man is dominating women. The man's domination not only appears in the contrasting pairs but also in the comparison of man and woman figure: the amount of man figure is not as much as woman figure, in fact there is only one man figure in this scene. It means that, it only needs one man to control lots of women.

Then, the mass media codes, particularly fashion, non-verbal and technical codes show that women become the object of man's sexual desire. They are also illustrated as human who advertise their bodies in order to get attention from man. Fashion code which is applied on man's figure gives a sense of masculinity and freedom. Meanwhile, fashion code which is applied on women figures gives a sense of sensuality and femininity.

On the aspect of technical codes, that is camera distance, shows that man's figure is commonly shot at medium long shot distance, while women figures are often shot at medium close up. It shows that man figure is appreciated as a human in one piece, but women are appreciated only for their particular parts of body: breast and lips.

It can be concluded that ideology of masculinity becomes the positive and negative ideology due to the way of illustrating it. Man's domination in a patriarchal culture, like Indonesia, is considered accordance with the culture itself. Meanwhile, the ideology of masculinity in sexual area is considered as the negative ideology because it is contradicted with Indonesian values of masculinity and giving stereotype on women.

## 5.2. Recommendations

Several recommendations are proposed based on the present study. Some suggestions for further study of particular issue that has been discussed in the present study are proposed as follows:

1. Find and give more connotative meanings on the advertisement codes: color codes, fashion codes, non-verbal codes and technical codes, which prevail and applicable to Indonesian culture.
2. Add more quantitative data on the analysis in order to get an objective result. For instance, asking opinion from some respondents which have already seen the advertisement.
3. Explore other theory which could support the investigation of the study in order to broaden and clarify the explanation.