

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter presents the conclusion and suggestion of the research.

5.1 Conclusion

The aims of the study are to investigate how corruption is represented in *Djarum 76* television advertisement “*Kontes Jin*” and “*Pungli*” versions and what are the ideologies behind the advertisements.

The research has investigated how the corruption is represented in *Djarum 76* television advertisements ”*Kontes Jin*” and “*Pungli*” versions. The research reveals that the advertisements utilize actors, setting, properties, frame sizes, camera angles, and color saturation as the media to convey the issue of corruption. The research concludes that corruption in *Djarum 76* television advertisements ”*Kontes Jin*” version is represented as a serious problem in Indonesia. It harms many parties and it is very difficult to be annihilated. The advertisement also decodes that corruption can cause many problems in Indonesia.

Meanwhile, the “*Pungli*” version represents corruption as the product of materialism, it appears when the excessive desire of collecting affluence is not fulfilled. It also represents corruption as an illegal act which can be done by anyone, not only by governments, but also civilians. The advertisement also emphasizes that corruption in Indonesia can be found anywhere, not only in a formal institution, but also in informal settings.

The research also concludes that there are two ideologies found in the advertisements: materialism and corruption culture.

5.2 Suggestion

For the future research, the writer suggests to other researchers to expand the numbers of cigarette advertisement, so the result of the analysis would be more

comprehensive. Furthermore, to make the research more challenging, further research can be applied not only in television advertisements, but also in printed advertisements.

Then, further researcher can try to compare the representation of corruption in different advertisements from different cigarette companies. It may be beneficial to be conducted because it may gain broader comprehension about the issue of corruption which is presented in the cigarette advertisements.

The readers and the audiences should be critical of the message by the cigarette advertisements containing the issue of corruption. The message may be positive, but the core intention in presenting the advertisements is to increase the sales of the products.