

CONCLUSION

In conclusion, this research has analyzed the “Mother of Perfumery” first edition advertisement videos. This research found that empowered women are represented in the three advertisement videos, introducing Savage Vanilla, Honorable Woman, and Easy Life Perfumes. There are 19 identified signs found in the 6 scene elements, appearing dominantly and prominently to encourage women to increase their values. The research has used Roland Barthes’ theory (1957) on denotative and connotative meanings. It elaborates on the meanings of identified signs and their relationship to the representation of empowered women. Other supporting theories are also used to explain the 6 scene elements, which are nonverbal aspects analyzed in this research. The scene elements used to group the signs are color selection, body language, facial expression, dress code, property, and video effects.

The findings of this research reveal that each video represents diverse characteristics of women. Besides promoting the perfumes, the advertisement videos raised awareness about empowerment through the use of a woman as the model. The identified signs encourage women to pay attention to nonverbal aspects, influencing the physical, mental, and mind presentation of women in positive ways. They empower women to love and take care of themselves first. This makes women give impressive outcomes to society because they are filled with positive energy. This research also found that the videos support women to be confident, brave, and always curious to have good character development. The videos provide memorable impressions through the nonverbal signs used to make the audience understand the messages.

Furthermore, signs have the power to convey certain meanings and shift people’s mindset into a better understanding. The use of signs can be manipulated or designed to convey specific meaning. In the context of this advertisement, the audience can understand the messages conveyed by “Mother of Perfumery” by decoding the signs used. Therefore, learning signs is important for people to become critical audience. The least thing people need to know is that a sign has a literal meaning (denotative) and meanings attached to the sign (connotative), as proposed by Roland Barthes (1957).