

CHAPTER V

CONCLUSION AND SUGGESTION

This section is divided into two parts. The first one conveys the conclusion of the present research based on the findings and discussion from the previous section. The second one presents some suggestions for further studies.

5.1. Conclusion

By using multimodal analysis focusing on visual and verbal semiotic modes, the research employs the theory of visual grammar proposed by Kress and van Leeuwen (2006) and Halliday's (1994) systemic functional linguistics to investigate how mothers are represented in six *Dettol* television advertisements.

First, in terms of conceptual representation, *Dettol* television advertisements mostly represent the mothers as an at-home mother/housewife. These mothers wear the typical outfit commonly worn by women at home, such as casual clothes, apron or cooking gloves. Additionally, there are also some mothers who are portrayed as working mother by their use of formal outfit such as a white coat commonly worn by doctor or scientist. However, regardless of this disparity, all mothers in the advertisements are portrayed as physically perfect, indicated from their white skin, slender body, and beautiful face.

Second, in terms of narrative representation, *Dettol* television advertisements mostly represent the mothers as having women-related behaviors, indicated by their activities, such as doing housewife chores and taking care of the child.

Additionally, mental and speech processes in the advertisements are produced by the mothers in forms of declarative mood with material and relational processes. The mothers mostly describe the flow of events or the process of doing, acting, happening related to healthy issue and cleanliness. Thus, the mothers are positively represented as knowledgeable.

Third, in terms of the gaze, the mothers are often depicted in *offer* images which serves as the object of contemplation and information for viewers. Furthermore, the *demand* images, which also found in the advertisements, signify the warm characteristic of mothers as they always invite the viewers to enter into the relation of social affinity, indicated by the mothers' smiling facial expression.

Meanwhile, in terms of the size of frame, the images of mother are mostly taken in medium close shots and close shots. The mothers are portrayed as having a close relationship with viewers.

In terms of the angle and power, instead of being weak, the mothers are mostly portrayed as having the equal power with the viewers, or even more powerful than them, especially when they are presented as doing domestic tasks.

Lastly, based on the meaning of composition, the mothers are represented evenly as the commonsensical concept and contestable concept. However, most of the composition presents the mothers as the only participant who is present in the scenes. Thus, the mothers are the center information of the advertisements.

Based on the findings, it can be concluded that *Dettol* television advertisements emphasize more on women's obligation as a mother rather than women's professional roles. Thus, when it comes to women's role as the mothers who deal with the child, their behaviors are continued to be stereotyped regardless of their occupational roles/professions.

5.2. Suggestion

There are some suggestions proposed for the betterment of further research and for the use of the research.

First, for the next researchers, since the present research only selects the advertisements with the appearance of mothers only, the next reserchers should explore the representation of mothers in other advertisements which consist of the considerable amount of fathers' appearance as well. Thus, they can see if there is disparity between the representation of mother and father in the advertisements. The next researchers can also study the representation of mothers in *Dettol* television advertisements produced in different country and compare the result with the present research.

Second, for copywriters, the result of the research can be used as a reference to help them convey the intended meanings in the advertisements they produce using the configuration of visual and verbal semiotics modes.

Third, for society to whom the advertisements are imposed, the result of the research can be used as the additional information to understand the meanings of the advertisements.