

CHAPTER V

CONCLUSION AND RECOMMENDATION

This chapter elaborates the conclusions of the study. Moreover, this chapter presents the suggestions for further studies in the future and those who are interested in this study.

5.1 Conclusions

The study investigates the representation of family in the printed *Lifebuoy* advertisements, the printed *Dettol* advertisements and the printed *Nuvo* advertisements. The study answered the research questions: how family is visually represented in the selected printed soap advertisement; how family is verbally represented in the selected printed soap advertisement; and what the representation signify. Family in the selected printed soap advertisements are investigated through the visual elements of the advertisement as follows; background, color of clothes, facial expressions, frame size, camera angle, color saturation and the compositions of family members and the verbal analysis (transitivity).

Based on the analyzed data, the study finds that visually most of families are represented through the artistic design of colors settings. It means the advertisements want to convey the messages of family healthiness through the colors. Moreover, families are represented by using of white color and blue color as the dominant colors of clothing in the advertisements. White signifies pure, naive, peace, goodness, clean, elegant, plain, and sporty (Wilfred, 1962; Linschoten & Mansyur (as cited in Kasali, 1995)). The most the advertisements signify white as a cleanliness and goodness. Meanwhile, the blue color signifies serenity, infinity, sad, peace, spiritually calm, young, sportive, depression, introvert, delicacy, firm, mellow, science, transcendent and challenging (Fisher, 2004; Wilfred, 1962; Linschoten and Mansyur (as cited in Kasali, 1995)). In the most of the advertisements, blue represents serenity, peace and youth.

Most of advertisements are interpreted as an *offer* made by the copywriters to the viewers (Kress and Leeuwen, 2006). In the other words, most of the families have no gaze with the viewer. Thus, enjoyable emotion is a dominant facial expression used by family in the advertisements. Enjoyable emotions and smile delineates family

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happiness. The families show cheeks pushed up, mouth drawn back at corners and wrinkled skin under the eyes (Ekman, 2003). Meanwhile, according to Barnard (2006), smile signifies happiness, decreasing tension and irony. In the context of this picture smile means happiness. Mostly, in the advertisements display family members are smiling each other. Furthermore, the families are represented through white or bright skin which signifies beauty and healthiness. The study also finds that families are represented by using close-up shot which shows their head and shoulders as the dominant frame size in the advertisement. In the context of camera angle, families are represented by using eye-level camera angle. In this context of selected printed soap advertisements, there is no power difference, because the represented participant and the viewer are at eye level (Kress and Leeuwen, 2006). Similar with Kress and Leeuwen (2006), according Selby and Coedery (1995), eye level means equality. Meanwhile, the dominant color saturation in the advertisements is the use of black and white color saturation. The color saturation of black and white signifies realism, actualism, and factual (Selby and Coedery, 1995). In the context of selected printed soap advertisement's color saturation includes realism. The color that conveys the whole image is realization of family happiness. Moreover, the study finds that the compositions of family members are dominated by composition of father, mother and daughter in printed *Lifebuoy* advertisements and the composition of mother and daughter in the printed *Dettol* advertisements.

Based on verbal analysis, families are mostly represented as a goal of actor. Goal is most like the traditional direct object, which is told only transitive verbs, may take (Gerot and Wignell, 1995). In the contexts of the advertisements, families are object of the protection. Based on the verbal analysis, the families are protected by using the soaps.

5.2 Recommendation

The study of advertisement is an interesting issue to investigate. Other research may wish to analyze the representation of family in soaps television advertisements. Further research can compare a representation of family among different soaps brands, because studies on family representation in advertisements are still rare.

Other research may wish to investigate other object advertisements while still focusing on the representation of family. These comparisons may reveal different communication strategies to attract viewers' attention. Different advertisements can convey other issues regarding the representation of family. Lastly, future research is suggested to use different theories to analyze family representation in these advertisements