

## CHAPTER V

### CONCLUSION AND RECOMMENDATION

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

#### 5.1 Conclusion

This study aims to investigate the representation of women in instant seasoning advertisements and the ideologies behind the representation. The data are collected from 5 instant seasoning advertisements, as follows: *ABC 'Sambal Masak'* advertisement "*Kayak Masakan Mami*" (6 scenes), *Royco 'All in One'* advertisement "*Ini Resepku*" (7 scenes), *Indofood 'Bumbu Racik Tempe'* advertisement "*Resep Kering Tempe*" (6 scenes), *Masako 'Bumbu Kaldu Penyedap'* advertisement "*Cuma Ubi*" (4 scenes), and *'Bango 'Bumbu Ayam Goreng Bacem'* advertisement "*Petani Ketumbar*" (2 scenes). Women in the advertisements are investigated through the visual elements of the advertisement as follows; actresses (physical appearance, fashion, facial expressions), setting and properties, frame size, camera angle, and color saturation.

Based on the analyzed data, women in instant seasoning advertisements are represented in many ways. In term of physical appearance, women are mostly represented with long hair and bright skin. The significations show that women with long hair and bright skin represent the concept of beauty for women in the advertisements. The significations also show that woman with long hair is a feminine and motherly woman. Thus, woman with long hair is the symbol of femininity.

In relation to fashion, most young women wear blouse with bright colors, such as pink, red, yellow, green and purple. These colors represent young woman as a cheerful and brave woman who loves her family. The advertisements show that young woman has bravery to use instant seasoning products and she does not

rely on recipe. Moreover, old women are displayed in neutral color, such as brown and white. Thus, old women are represented as women who still use traditional ways in cooking. In connection to facial expressions and emotions, women are mostly displayed with smile expression. The advertisements show that the women are happy because they can cook delicious dishes by using instant seasoning products. The advertisements also show that cooking is a fun activity.

In term of setting and properties, women are mostly represented in kitchen and dining room. Kitchen and dining room reflect that woman is someone who has responsibility for cooking and manages the food needs. Furthermore, white and grey are the dominant colors of the properties. White in properties reflects that the woman loves the serenity in her life and always maintains cleanliness. Grey in properties reflects that the woman is a serious and independent person. Moreover, properties of the advertisements also represent that woman takes care all of the household needs, especially organizing the house.

In relation to frame size, most women are displayed through the use of medium shot. According to Kress & Leeuwen (2006), medium shot constructs a social relation between the represented participants and the viewers. Medium shot is used to represent that women have same position as the viewers in society. Medium shot reflects that women in instant seasoning advertisements want to give the best for their family, especially in serving delicious dishes like other women in society (viewers). Thus, medium shot displays women in instant seasoning advertisements as the reflection of women in society.

In relation to camera angle, women are mostly represented through the use of eye level angle. Eye level angle shows that there is no power difference between the represented participant and the viewers (Kress & Leeuwen, 2006). Thus, women are represented equal with the viewers; being equal in having love, affection, hope, bravery, and obsession to make their families happy as those of viewers’.

In relation to color saturation, women are represented through the use of warm color saturation. In instant seasoning advertisements, women have a hope and desire to cook delicious dishes. The warm color saturation represents that women are optimistic to cook delicious dishes by using instant seasoning.

The study also concludes that there are three ideologies found in the advertisement: femininity, modernism and recreation. Femininity is revealed through the physical appearance. Based on the findings, women in instant seasoning advertisements are mostly represented with long hair and long hair is the symbol of femininity. Soenarko (2013) states that men are more interested to women who have long hair because women with long hair seem more elegant and sensual. Cardellino (2014) also mentions that women who have long hair are more in touch with their feelings. Thus, women with long hair are considered to be feminine.

Modernism is revealed through the use of instant seasoning products. Modernism is reflected in the development and acceptance of new technologies to have a qualitative difference in the life (Dawson, 2012). Instant seasoning is a modern way to cook and it does not need to use variety of herbs and spices. Thus, the use of instant seasoning products is kind of modernism. Recreation is revealed through the facial expressions and emotion. The recreation ideology is represented through the facial expression and emotion of women in instant seasoning advertisements. Based on analyzed data, all women are represented with smiling expression. According to Barnard (2006), smile signifies happiness. The advertisements show that cooking is not a boring activity. The women are happy and enjoy with cooking activity. Therefore, cooking is a kind of recreation because it makes people happy (especially women).

## **5.2 Recommendation**

The study of advertisement is an interesting issue to investigate. For the future study, the writer suggests to expand the numbers of instant seasoning advertisements, so the result of the analysis would be more comprehensive.

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