

## CHAPTER V

### CONCLUSION AND SUGGESTIONS

This chapter is the last section of the study. It draws the conclusion of the present study and presents suggestions for further studies.

#### 5.1 Conclusion

This study has investigated youth representation in five versions of *SilverQueen* television advertisements and reveal the ideologies reflected in such representation. The five versions of *SilverQueen* television advertisements chosen in this study are *SilverQueen 'Road Trip'* (2002), *SilverQueen 'Ocean'* (2004), *SilverQueen 'Balloon'* (2007), *SilverQueen 'Moveable Feast'* (2009), and *SilverQueen 'Beautiful Journey'* (2012). This study employs a semiotic theory about the orders of signification proposed by Barthes (1957) and the theory of visual elements proposed by Dyer (1996).

Based on the analysis of three visual elements (actor, setting, and property) found in the five versions of *SilverQueen* television advertisements, it can be concluded that the youth is represented in those *SilverQueen* television advertisements through similar ways. Youth is represented in *SilverQueen* television advertisements through three visual elements (actor, setting, and property).

Firstly, the choices of the actors and the actresses used in the five *SilverQueen* television advertisements are attractive young people who are estimated to be about 18-25 years old. They wear casual clothes which represent informality and some accessories which make their appearances look more attractive. Meanwhile, there are also some dominant colors used in the actors and actresses' clothes and accessories, namely white, brown, red, green, and dark blue. Those colors are perceived as the

portrayal of positive characteristics of youth in those five advertisement. Through those colors, young people are represented as those who are active, strong, brave, affectionate, fresh, sincere, and cooperative.

Secondly, the choices of setting of *SilverQueen* television advertisements are always outdoors, namely the road, the beach, the bridge, the ocean, the island, the meadow, the lakeside, the cliff, the woods, and the seashore. Those choices of setting represent the youth's interest for spending their free time to do activities outdoors and relaxing in nature. Through those choices of setting, youth is also represented as those who love to spend their free time to hang out with their friends outdoors.

Thirdly, in those five television advertisements, youth is also represented through the use of some property, namely convertible car, buggy car, *Volkswagen* kombi car, boat, bicycle, hot air balloon, hammock, the guitar, bonfire, couch, and camera. Through those choices of property, youth is described as those who love to be free, relax and have leisure time outdoors, explore things, visit places, and hang out and have fun with their friends.

Furthermore, there are two ideologies reflected in youth representation in those five versions of *SilverQueen* television advertisements, namely freedom and hedonism. Freedom is viewed because young people described in those five versions of *SilverQueen* television advertisements are those who freely do what they want and go wherever they want without being guided or influenced by any authority figure. It can be seen that in those five television advertisements, young people are described as those who can do what they want, namely take a road trip, sail a boat, and fly in a hot air balloon without any involvement from any authority figure.

Hedonism is the second ideology reflected in youth representation in those television advertisements. Youth representation in *SilverQueen* television advertisements reflects hedonism because all of those television advertisements only

highlight the ways young people have fun and pursue pleasure. It can be seen that all of those television advertisements only focus on one side of youth's life, the ways they enjoy their free time in order to find happiness and pleasure.

## **5.2 Suggestions**

Based on the conclusion of the present study, there is a list of suggestions for further studies regarding youth representation, visual elements, and television advertisement as follows:

1. The next researchers could try to discover other visual elements of television advertisements which can be analyzed in order to broaden the scope of the study.
2. The next researchers should use other theories which could support the analysis in order to enrich the results of the study.
3. In general, research regarding youth representation is still rare to find. Thus, it is hoped that those who are interested in analyzing representation in the mass media should conduct research regarding youth representation in more various kinds of mass media.