

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter presents the conclusion of the research that has been conducted. It divided into two parts. The beginning of this chapter conveys the conclusions of the present study as the findings and discussion from the previous section. This chapter ends with recommendations for further researches.

5.1 Conclusion

The research is concerned with the representation of masculinity in *Djarum Super* television advertisement and how it signifies. This study investigated television advertisement by using a semiotic analysis especially *the orders of signification* proposed by Barthes (1957).

There are five versions of *Djarum Super* television advertisement, *Cloud* version, *My great adventure Indonesia*, *My great adventure Indonesia continuous*, *Ice berg* and *Race* version. Each versions of those advertisement represented masculinity in different ways. The representation of masculinity in those advertisements was revealed through the analyses of the visual elements of television advertisement (actors or actresses, settings and properties, frame sizes, camera angles, color saturation, and video editing).

First, in relations of actors, *Djarum Super* television advertisements represent masculinity through the use of mature actors and who have proportional bodies (six packs and brawny) and brown or dark skin the advertisements. The entire of the actors have Indonesian faces and It relates to the advertisement which is explored the beauty of Indonesia' nature.

Second, involving the colors used in the actors' clothes and accessories and in the settings and properties, *Djarum Super* television advertisements represent

masculinity through the use of black, brown and grey as the dominant colors found in those advertisements. Those colors signify the positive characters of adult or mature men (masculine), such as elegance, independent, and wealthy.

Third, in terms to the settings of advertisements, *Djarum Super* television advertisements represent masculinity through the use of settings which signify characteristic of masculinity. All of the setting of the advertisements are indoor settings tend to represent men as the one who have emotional feelings, such as independent, elegant, stability, sporty and wealthy.

Fourth, in relations of frame sizes, *Djarum Super* television advertisements represent masculinity through the use of long shot and extreme long shot as the dominant frame sizes found in the advertisements. The idea that masculinity is an active, productive, sportive, and creative group in the society showed from these shots. Masculine men (masculinity) are the men who love outdoor adventure and most of these activities are dangerous, it indicates from the use of these shoots.

Fifth, in connection with camera angles, *Djarum Super* television advertisements represent masculinity through the use of low angle as the dominant camera angle used in those advertisements. Low angle represents power differences between masculine men and other men in spending their lives. The way adult or mature men (masculinity) in the advertisement are different with the way some mature men outside because the activities are dangerous and challenging.

Sixth, in line with color saturation, *Djarum Super* television advertisements represent masculinity through the use of warm color saturation (grey). This warm color saturation signifies optimism, hope, and independent.

The last is, in relation to video editing, *Djarum super* television advertisements represent masculinity through the use of cut-video editing as the dominant video editing found in the advertisements. The use of this video editing describes masculinity or men as the one who love adventure and do some dangerous activities.

From the ways of *Djarum Super* television advertisements represent masculinity above, there are some differences between how is masculinity represent in the advertisement and how is masculinity construed nowadays. Nowadays, masculinity represented by men in different way. For example, most of the men nowadays like use make up or dressed up to show that they were masculine. They go to beauty salon to make over themselves or go to boutiques to choose the best outfit to wear. Besides, the advertisement represented what masculinity is through dangerous action and high adrenaline needed and signified that the real men will do some dangerous activities or sport to show their masculinity, their power and their capability to solve the problem gentlemanly.

In terms to the differences between how is masculinity represented in *Djarum Super* television advertisement and how is masculinity represented nowadays, there are differences between how masculinity is represented in the advertisement and how masculinity is represented nowadays. *Djarum Super* television advertisement signifies that masculinity is when men is doing dangerous activities and most of the activities take place in outdoor but nowadays, masculinity is represented in different way. For example, men go to fitness center, salon or wear nice outfits to show that they are masculine and tidy.

5.2 Suggestions

The problems of this study have been answered and the conclusions have been drawn, but this study is still open for further analysis. The next researchers should try to explore the representation of masculinity in other kinds of cigarettes advertisements or different advertisement.

In terms to the visual elements of television advertisements analyzed in this study (actors, setting, property, frame size, camera angle, and video editing), the further researchers can try to produce a deep analysis on those visual elements to

focus on analyzing some of those visual elements and also combining the theory of semiotics with gender and popular culture theories.

There are some benefits of semiotic study for the daily life, for example; semiotics will help to reveal hidden meaning or purposed from the advertisements, movies, signs, texts and etc. semiotics can also help the students to more understand hidden signs.