

## CHAPTER V

### CONCLUSION AND SUGGESTIONS

This chapter consists of two parts which are conclusion and suggestion. Conclusion covers the summary of the study based on the findings and discussion in the previous section. Meanwhile, the suggestion covers the implication from the study for further research.

#### 5.1 Conclusion

The issue of gender stereotypes has become the issue which is unendingly talked about in society. This leads the study to take the women representation as the topic. By employing multimodal analysis based on Halliday's Systemic Functional Linguistics, the study focuses on the visual and verbal modes in investigating an Indonesian men's magazine, namely *Male (Mata Lelaki)*. Kress and van Leeuwen's (2006) Visual Grammar, Wilfred (1962)'s signification of colors, and Barnard (2007)'s theory of fashion and physical appearance are used for analyzing the visual modes while the verbal modes in the data are analyzed by Halliday's (1994) transitivity. These tools are expected to reveal the representation of the female model in the 'insight' rubric of *Male Magazine* 147<sup>th</sup> edition.

Based on the visual analysis, the study finds that the female model is represented as a woman with physically and spiritually beautiful woman. The physical beauty she has is gained from the representational meaning's analysis including the presence of analytical process, fashion, and physical appearance. She has bright complexion, long hair, and slender body. Having those characteristics is more preferable by most of women in general especially in Indonesia (see Acevedo et al., 2006; Krishen, et al., 2014). Meanwhile, the good personalities of the female model can be seen from the analysis of interactive meanings and signification of colors. She is portrayed as a powerful, happy, and independent woman. All these representations of the female model are covered to be the object of information. This is displayed in the analysis of compositional

meaning which reveals the female model as the object of attention in the data investigated.

Additionally, based on the verbal analysis, the study finds three kinds of processes in the system of transitivity which can lead the representation of the female model as a hardworking, popular, and curious woman who follows her feelings in life. The most frequent process found in the study is material processes. Knowing that the topic of all clauses with material process is about her works and career, it can clearly represent the female model as a hard worker. In addition, she is also represented as a woman who tends to use her feelings in life since the existence of dominant mental processes is all in the form of feelings, neither thoughts nor perceptions. Moreover, the relational processes prove that the female model as a popular and curious woman. These ideas are gained from the analysis of relational processes.

Lastly, by the relation of visual and verbal analyses, the study shows the intended meanings behind those representations. The female model is represented as the sex object for men, the targeted market of the magazine. However, she is not fully used for satisfying men's desires. She is portrayed to hold her power over the men. On the consequence, the female model can represent Indonesian women nowadays which still become the sex object for men yet hold their powers over the men. Leaning on the findings, this magazine can reflect how gender stereotypes can change overtime. Those are created by the society of a culture.

## **5.2 Suggestions**

There are several suggestions regarding the present study proposed for the better further research and all parties who get benefit from the study.

Firstly, for further researchers, since this present study only investigates women representation through one female model in an edition of magazine, the next studies can explore the women representation from more than one sample of data. Thus, they can get wider representation of women in men's magazines. In addition, the next researchers can also do the comparison between women's

representation in the Indonesian magazines and those which is produced in other countries.

Secondly, for media industries, the study can be used as a reference in building the relation of visual and verbal modes as integrated texts to create intended meanings. Thus, the targeted market can more understand the messages conveyed by the producers.

Lastly, for all *Male*'s readership either men or women, the results of the study can be used as additional information on how women are represented nowadays. Thus, they can see and understand the meanings of the magazines targeted to certain market.