

CHAPTER V

CONCLUSSIONS AND SUGGESTIONS

This is the last chapter of the study. This chapter presents the conclusions based on findings and discussions in the previous chapter. This chapter also offers the suggestions for further studies.

5.1 Conclusions

The study is concerned with the representation of men both verbally and visually in *Nivea for Men* print advertisements. By using Fairclough's (1995) approach to Critical Discourse Analysis, this study aims to investigate how men are represented verbally and how they are represented visually in *Nivea for Men* print advertisements. It also examines the ideologies underlying the representations.

Based on the findings, it is revealed that verbally, the men are represented as being active, confident, and attractive. They really concerned with their appearance. It is reflected through the verbal texts in which material process turned out to be the dominant process. This means that *Nivea for Men* products actively provide various skin treatments for men's skin needs. Besides, the results show that relational process is in the second place. This illustrates that the copywriters are concerned with the quality and identity of men. Although not dominant, mental process was also used in the advertisements. It indicates that the

copywriters want to emphasize mental aspects that can be obtained by men who use the product.

Verbal representation above is supported by the visual representation. Based on the findings, it is found that men are visually portrayed as being dandy, attractive, stylish, and confident with their appearance. They seem to enjoy the skincare. They are also visually represented as men who use many kinds of grooming products that are related to women, such as whitening oil control cream, eye cream, moisturizing lotion, and anti-aging cream. This indicates that men also need grooming products as well as women.

Furthermore, there are two ideologies that appear to underlie the representation of men in the advertisements. The first ideology is consumerism. It can be shown from the achievement of *Nivea for Men* as the voted grooming product of the year based on consumer survey of product innovation 2012. It indicates that nowadays, men are also need skincare products to keep their skin healthy and clean. They realized that is no longer the social taboo on purchasing the grooming products as it used to be. The second ideology is metrosexuality. It is depicted from the representation of men in the advertisements, who are active, dandy, confident, stylish, and really concerned with their appearance. They show their feminine side and feel good about it. Moreover, nowadays, there has been a rise in the number of men who use skincare products. It is because the term metrosexual man has become more popular in society and it has become the new modern vision of the ideal masculine men. Therefore, companies take the

advantages of this by producing many kinds of skincare products for men's market.

These findings can further be explained that nowadays masculinity and femininity merge together. It can be seen that men are also use grooming products and do the skin care as well as women. Furthermore, there are many kinds of products which are usually identical with women such as whitening cream, eye cream, lip balm, etc, but now those products are created and used by men as well. This promotes the idea of 'new modern masculinity'. Since the texts are constructed not only by the use of words but also the combination of words with other modalities, such as pictures, film or video images (Paltridge, 2006). In addition, advertisements can be a media to convey the ideology implicitly through both verbal and visual representations.

5.2 Suggestions

The present study would like to recommend some suggestions for further research. First, this study only uses print advertisements. Further research may employ other types of advertisements such as TV, radio, or internet commercials as the data. Second, further research may include comparison between men and women as the objects in advertisements. Moreover, it may include women as the object in many advertisements that related to men's products, such as automotives, cigarette, supplement, and many others. By enlarging the number of data and objects, it is expected that the study will be more comprehensive and representative.