

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

This chapter elaborates the conclusions of the present study as the findings and discussion from previous section. This chapter also presents the suggestions for further studies in the future and those who are interested in this study.

5.1 Conclusions

This present study has investigated the representation of children in *3 Indie+* cellular phone operator advertisement. The study answered the following research questions: how children are visually represented in a television advertisement of cellular phone operator (*3 Indie+*); how children are verbally represented in a television advertisement of cellular phone operator (*3 Indie+*); and what the representation signify.

children in the *3 Indie+* cellular phone operator advertisement are represented through some ways. The representation of children in the advertisement was revealed through the visual elements of the advertisement (background, clothes, facial expressions, frame size, camera angle, and color saturation) and the verbal analysis (transitivity).

First, in term of background, boys are mostly depicted in a courtyard, at a building construction, at a golf course, and in a balcony, while girls are mostly displayed at a food court and in a restaurant. In relation to the previous studies about representation (Neto & Pinto, 1998; Uray & Burnaz, 2003; Kim & Lowry, 2005; Valls-Fernandez & Martinez-Vicente, 2007; Nassif & Gunter, 2008; Prieler et. al, 2011; Luyt, 2011; Arima, 2003), the representation of boys in the courtyard, at the building construction, at the golf course, in the balcony, and the representation of girls at the food court and in the restaurant proves that girls are frequently depicted in the social settings while boys are frequently depicted in the outdoor settings in the television advertisement.

Second, concerning the colors of clothes that are used by the children, 3 *Indie+* cellular phone operator advertisement represents children through the use of yellow, white, and purple as the dominant colors found in the advertisement. The colors signify hope, naivete, and obsession of the children.

Third, in connection with facial expressions, children in the 3 *Indie+* cellular phone operator advertisement are mostly displayed with the expressions of open mouth, down corner of lips, raised cheeks, and drooped eyelids. Those facial expressions signify the emotion of sadness. Thus, children in the advertisement are frequently represented with sad emotion.

Fourth, in relation to frame size, 3 *Indie+* cellular phone operator advertisement represents children through the use of close up shot which shows the head and shoulders of the represented participants as the dominant frame size found in the advertisement. Children are represented with close up shot to construct an intimate and personal relationship with the viewers.

Fifth, in term of camera angle, 3 *Indie+* cellular phone operator advertisement represents children through the use of eye level as the dominant camera angle found in the advertisement. Children are represented with the camera angle of eye level to indicate an equality and show that there is no power difference between the represented participants and the viewers. They are represented as equal with the viewers; being equal in having desire, hope, and obsession to achieve the goals and aspirations as those of the viewers'.

Sixth, in relation to color saturation, 3 *Indie+* cellular phone operator advertisement represents children through the use of warm and cool color saturation (gray and green). Girls are frequently represented through the use of warm color saturation (gray) which signifies optimism, hope and desire; the desire of the children who are optimistic to attain their goals and aspirations. Meanwhile, boys are frequently represented through the use of cool color saturation (green) which signifies pessimism; pessimism of the children to live as an adult.

Seventh, in terms of transitivity analysis, children are mostly represented as a sayer with verbal process as the dominant process found in the transitivity analysis. Children in the advertisement mostly said about their hope, desire, and aspiration in the future.

Lastly, boys are more frequently appeared than girl in the *3 Indie+* cellular phone operator advertisement. Boys in the advertisement are 61% from the total number of children, while girls in the advertisement are 39% from the total number of children. In relation to the previous studies about representation, the present study proves that the percentage of boy characters is higher than girl characters in the television advertisement.

Overall, from the ways of *3 Indie+* cellular phone operator advertisement represent children, it can be inferred that children are visually represented as somebody who we know; somebody we are close to. They are equal with the viewers in terms of desire, hope, and obsession to achieve their goals and aspirations. Children are also visually represented as being a naive person who is “pretending to know” adult life when they are still a child and they do not having the experiences of living an adult life. Their facial expression; the sad emotion, expresses sympathetic gesture towards the hardship they think is experienced by an adult.

Children are verbally represented as somebody who tells about their aspirations in the future; their naive imaginations of how an adult life is; having to face many problems, especially contributed by the financial problems. They imagine when they grow up and become adult, they have to face many problems because live as a child is not as hard as to live as an adult.

Thus, in the context of the advertisement, children are represented as a bridge between provider and consumer of what the customers want. The message sent by the operator can be understood that unlike other provider, using *3 Indie+* is very easy, it is not as hard as to live as an adult, because *3 Indie+* advertisement gives a convenience to the consumer with the service of ‘use it first and pay it later’,

without reservation and blockade. Hence, *3 Indie+* facilitates the consumers, especially adults who usually face the financial problems, in using the cellular phone operator.

5.2 Suggestions

There are some suggestions proposed for further studies. First, the other researchers are suggested to explore the representation of children in other kinds of advertisements. The other researchers can compare the representation of children in some kinds of cellular phone operator advertisements or the other researchers can conduct the analyses to other kinds of advertisements, because studies on children representation in advertisement are still rarely found.

Second, the other researchers are suggested to compare the representation of girls and boys in the advertisements with the representation of man and women in the advertisements and the other researchers are suggested to reveal the ideologies behind the comparison of those representations.

Third, the other researchers are suggested to conduct the visual analysis of children representation with focus on using one of the visual elements (setting, facial expression, frame size, camera angle, color saturation) in order to get a deep analysis in the visual analysis.