

CHAPTER 5

CONCLUSIONS AND SUGGESTIONS

This chapter is the last chapter of the study. It consists of both the conclusions of the study and the suggestions. They are presented based on the findings and discussions in the previous chapter

5.1 Conclusions

The aim of the study is to investigate (1) the representation of women in Yamaha Mio Fino print advertisements themed ‘*Fashionable Matic*’ version and (2) the similarities and differences in the representation of women in the advertisements. The present study has answered the research question.

First, it is found that the Yamaha Mio Fino “Fashionable Matic” version represents women through its visual element in advertisements 1, 2 and 3. The representation of women personality is portrayed through each actress on the images. Based on Barthes’ orders of signification, the visual elements generates two levels of meanings. Moreover, in the “Fashionable Matic” version, The women are represented as fashionable, young, feminine and cheerful (advertisement A), classic and old-fashioned (advertisement B), sporty and energetic (advertisement C). “If such depiction of women is used over and over again by the advertiser in order to gain

attention from the target market, sooner or later most women will believe and accept that depiction as something natural” (Ririn, 2012,p.152).

Second, it is found that there are some similarities & differences in the representation of women in the 3 different advertisements. There are 5 similarities in the representation in the advertisements, i.e. models, setting and properties, camera angle, frame size and color saturation. There are also 3 differences in the representation in these advertisements.

It can be concluded that the representation of women in Yamaha Mio Fino themed “Fashionable Matic” print advertisement becomes a various criteria. The images shows some significations. All the details are significant in describing the phenomena on the issues. To reveal the circumstance that emerge on advertisement, it is possible to analyze the elements clearly.

5.2 Suggestions

In regard to the limited time and scale that the researcher had, there are some suggestions that can be offered for future research. The writer suggest other researcher to explore more about this kind of research. The suggestions of the research are mentioned in the following points:

- 1) To define a meaning of signs femininity in mass media, especially in printed advertisements, it is better to apply semiotic analysis in the study.

Semiotics is a study concerned with meaning-making and representation in

many forms and it is a study of how signs produce meaning and values in a communication system. Within semiotics, the sign's meaning can be investigated. Therefore, semiotics is able to reveal the circumstance of a particular advertisement. The signs in the advertisement can be consisted of languages (written and spoken), pictures or images.

- 2) For the future research, the writer suggests other researcher to explore more about the representation of women in print or electronic advertisement. It is an interesting issue, because the representation of women not only occurs in terms of gender but it is also occurs in terms of ideology.