

## CHAPTER V

### CONCLUSIONS AND SUGGESTIONS

This section is divided into two parts. The first one conveys the conclusions of the present study as the findings and discussion from the previous section. The second one presents some suggestions for further studies.

#### 5.1 Conclusions

By using a semiotic analysis especially *the orders of signification* proposed by Barthes (1957), this study investigated the television advertisements. In this case, this study investigated how youth is represented in *Pocari Sweat* television advertisements and the ideologies behind that representation.

*Pocari Sweat* television advertisements “*Build the Dream*”, “*Love Letter*”, “*Movie*”, “*Presentation*”, “*Riding Bicycle Part 1*”, “*Riding Bicycle Part 2*”, and “*Running*” versions represent youth through some ways. The representation of youth 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 terms of actors or actresses, *Pocari Sweat* television advertisements represent youth through the use of young actors and actresses who have Japanese oriental faces and white or bright skin in the advertisements. Most actors and actresses in *Pocari Sweat* television advertisements have Japanese oriental faces, except the actors and actresses in *Pocari Sweat* television

advertisement “*Jogging*” version and all actors and actresses in *Pocari Sweat* television advertisements have white or bright skin.

Second, concerning the colors used in the actors and actresses’ clothes and accessories and in the settings and properties, *Pocari Sweat* television advertisements represent youth through the use of light blue and white as the dominant colors found in those advertisements. Those colors signify the positive characters of youth, such as calm, sportive, and young.

Third, in relation to the settings of advertisements, *Pocari Sweat* television advertisements represent youth through the use of settings which signify different characteristics of youth. Indoor settings tend to represent youth as the group of people who have emotional feelings, such as love, nervousness, and sensitiveness. Meanwhile, outdoor settings tend to represent youth as the group of people who like doing physical and challenging activities. Outdoor settings also show that youth is active, energetic, and sportive.

Fourth, in terms of frame sizes, *Pocari Sweat* television advertisements represent youth through the use of long shot and extreme long shot as the dominant frame sizes found in the advertisements. These shots show the idea that youth is an active, productive, sportive, and creative group in the society. The use of these shots also indicates that youth is the group of people that should be respected because of their actions which can change the world.

Fifth, in line with camera angles, *Pocari Sweat* television advertisements represent youth through the use of low angle as the dominant camera angle used in those advertisements. Low angle represents power differences between youth

and other people in spending their lives. Youth seems to be more powerful than other people by doing some activities that make them happy and satisfied in spending their lives.

Sixth, in connection with color saturation, *Pocari Sweat* television advertisements represent youth through the use of warm color saturation (grey and red). This warm color saturation signifies optimism, hope, and desire of youth.

Lastly, in relation to video editing, *Pocari Sweat* television advertisements represent youth through the use of cut-video editing as the dominant video editing found in the advertisements. The use of this video editing describes youth as the group of people who have beautiful stories in their lives.

From the ways of *Pocari Sweat* television advertisements represent youth above, it is inferred that those advertisements tend to represent youth as the group of people who have positive characteristics, such as they have handsome or beautiful faces, they are calm, but they are active, energetic, and sportive, they are spirited in doing the activities in this life, they have their own ways and stories to spend their lives, and they are optimistic, hopeful, and full of desires in this life.

In terms of ideologies found behind the representation of youth in *Pocari Sweat* television advertisements, there are some ideologies found behind that representation: feminism, nationalism, and commercialism.

Feminism is viewed from the use of more actresses than actors in those advertisements. The young actresses used in those advertisements are 84.4 % from the total number of actresses and actors, while the young actors used in those advertisements are 15.8 % from the total number of actresses and actors.

Next, nationalism is reflected from the use of actors or actresses who have Japanese oriental faces in those advertisements. The use of actors or actresses who have Japanese oriental faces is in line with the origin of the product. *Pocari Sweat* is a Japanese product, so by representing the actors or actresses who have Japanese oriental faces, the advertiser wants to show that the Japanese product especially *Pocari Sweat* is good because of its superiorities described in the advertisements.

Lastly, commercialism is seen from the use of actors or actresses who have white or bright skin and the representation of youth who has good characteristics in this life. White or bright skin in those advertisements is used as the image that anyone who drinks *Pocari Sweat* will be handsome or beautiful and healthy and the representation of youth who has good characteristics, such as hopeful, spirited, active, and energetic, constitute the attraction used by the advertisements to sell the product offered.

From the three ideologies found above, the writer concludes that the dominant ideology in the representation of youth in *Pocari Sweat* television advertisements is commercialism because the main aim of making and publishing an advertisement is to attract people's attention, so that they will buy the product offered.

## 5.2 Suggestions

Based on the conclusions above, there are some suggestions proposed for further studies. The next researchers should try to explore the representation of youth in other kinds of advertisements. They can compare the representation of youth in some kinds of isotonic drink advertisements or they can also do the analyses to other kinds of advertisements besides isotonic drink advertisements. They can also expand the numbers of advertisement that will be analyzed.

Concerning ideologies, the next researchers should also reveal the ideologies behind the representation of “something” in the television advertisements because the studies which reveal the ideologies behind the representation of “something” in the television advertisements, especially the ideologies behind the representation of youth, are still rare found.

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