

## CHAPTER V

### CONCLUSION AND SUGGESTION

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 issues of gender stereotypes are very influential and important topic since they can affect conceptualizations of women and men and establish social categories for gender. Therefore, the present topic takes the men and women representation as the topic. The present research employs Kress & Van Leeuwen's (2006) *Reading Images: the Grammar of Visual Design*; and supporting theories to reinforce the analysis: they are Barnard's (2006) connotative meanings in physical appearance theory; Fisher's (2004), Wilfred's (1962) and Linschoten and Mansyur's (as cited in Kasali, 1995)) connotation in color. These investigative tools are expected to reveal the representation of men and women in *Royco* and *Masako* television advertisements.

First, in terms of Narrative Representation, *Royco* and *Masako* television advertisements mostly represent the women's and men's occupations. Based on the analysis, the women are mostly represented as at-home women indicated by the action process and locative circumstance. Meanwhile, men are represented as a working outside worker and a chef indicated by the action process, locative circumstance, and circumstance of means. Additionally, in terms of men's and women's behaviors; and women's strong, independent, warm, affectionate traits are also identified by the analysis of narrative representation.

Secondly, in terms of Conceptual Representation, *Royco* and *Masako* television advertisements mostly represent women's physical appearances and men's ideal physical appearances. Men's and women's physical appearances can be identified by the analysis of analytical process, and supported by Fisher's

(2004), Wilfred's (1962) and Linschoten and Mansyur's (as cited in Kasali, 1995)) connotation in color.

Thirdly, in terms of Gaze, the women and men are often depicted in *offer* images which are indicated as objects of contemplation and information for the viewers. Moreover, the *demand* images, which are also found in the advertisements, signify the warm and affectionate characteristics of the men and women as the viewers are invited to enter into the social affinity by the men and women, indicated by the men's and women's smiling facial expression. Meanwhile, in terms of the Size of Frame, the images of men and women are mostly taken in medium close shot and close shot which indicates that the men's and women's are portrayed as having a close relationship with viewers. Additionally, in terms of Angle and Power, the men and women are portrayed as having equal power with the viewers.

Lastly, in terms of the Meaning of Composition, the women mostly are presented as something to which the viewer must pay special attention. Meanwhile, the men are mostly presented as the commonsensical information. In addition, men are also presented as the center information of the advertisements.

Additionally, leaning on the findings, the present research also reveals that *Royco* and *Masako* television advertisements depict women and men still in line with the traditional gender stereotypes. However, they also make the men and women less stereotyped since there are several positive genders' representations conveyed through the advertisements. The changes from traditional gender stereotypes to non-traditional gender stereotypes are based on four aspects of gender stereotypes, such as physical appearances, occupations, behaviors, and traits. It can be seen from several patterns which are shown through the men's and women's representation contained in the advertisements in which the aspect of the physical appearances, occupations, and traits of women does not conform to the traditional gender stereotypes. Meanwhile, the occupations, behaviors, and traits of men also are not in line with the traditional gender stereotypes. Thus, *Royco* and *Masako* television advertisements are seen to present a new trend of portraying men and women in advertisements. The various gender portrayal

exposed by *Royco* and *Masako* television advertisement is aimed to attract a wider market by presenting it uniquely and differently.

## **5.2 Suggestions**

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

Firstly, for the next researchers, since the present research only selects the Indonesian advertisements, the next researchers can also study the representation of men and women in cooking products which are produced in different country and compare the result with the present research.

Secondly, for copywriters and media industries, since the present research reveals how men and women are portrayed in television advertisements, the media industries can use the present research as a reference in making meaning in the advertisements.

Lastly, for all viewers of advertisements, the results of study can be used as additional information to understand the meanings of the advertisements.