

## CHAPTER V

### CONCLUSION AND RECOMMENDATION

This chapter elaborates the conclusion of the study. Moreover, this chapter presents the suggestions for further studies and for those who are interested in this study.

#### 5.1 Conclusions

This study aims to investigate the representation of Muslim women in the ten hijab shampoo advertisements, namely *Wardah*, *Rejoice*, *Sunsilk*, *Emeron*, *Safi*, *Sariayu*, *Dove*, *Clear*, *Pantene*, and *Lifebuoy*. The study answered two research questions: How are Muslim women represented in the ten hijab shampoo advertisements and what does the representation signify. The representation of Muslim women in the ten hijab shampoo advertisements is investigated through the visual elements of the advertisements such as background, color and fashions, facial expressions, frame size, camera angle, and color saturation.

Based on the data analysis, the study concluded that visually most of Muslim women are represented through color of fashions and the fashion style. The Muslim women's outfit were dominated by white and green color. White signifies goodness, pureness, cleanliness, elegance, sportive, and plain (Wilfred, 1962). Meanwhile green color signifies growth, nature, peace, health, fresh and young (Wilfred, 1962). In the printed shampoo advertisements, white mostly signifies pureness and cleanliness. Moreover, in the most hijab shampoo advertisements, green represented nature, freshness, and healthiness. Through those visual elements, it means the advertisements want to convey the messages of purity and natural through the colors.

Most of the advertisements are interpreted as an offer made by advertisement makers to the audiences (Kress and Leeweun 2006). It can be understood from the camera angle used in most of the hijab shampoo advertisements that have the same eye level as the audiences.

Moreover, enjoyable emotion and surprise emotion is the dominant facial expressions used by Muslim women in the hijab shampoo advertisements. The use of enjoyable emotions and surprise emotion in the hijab shampoo advertisements is to show Muslim woman's happiness. The enjoyable emotion and surprise emotion can be seen through how the Muslim women's cheeks are being pushed up, mouth being drawn back at the corners, eyes-wide-open, eyebrows

raise and jaw drops open (Ekman, 2003). Mostly, the hijab shampoo advertisement display Muslim women who are smiling and showing their bright teeth.

From this study also finds that Muslim women are represented through using the close-up shot and medium close-up shot as the dominant frame size in the hijab shampoo advertisements. The close-up shot which shows their heads and shoulders. While medium close up shot shows their head and waist.

Concerning the camera angle, Muslim women are represented by using an eye-level camera angle. In the hijab shampoo advertisement, it finds that there is no indicated power difference between represented participants and the audiences, it is because two of them are at eye level (Kress and Leeweun, 2006). In addition, according to Selby and Coedery (1995), the meaning of an eye-level is also indicates similarity and equality.

Meanwhile, black and white also bright color become the dominant color saturation in this study. The color saturation of black and white signifies actualism, realism, and factual (Selby and Coedery, 1995).

## **5.2 Recommendation**

Based on the conclusion of this study, there are some suggestions proposed for further studies. For the next studies, the researcher should explore and try other representation of Muslim women in different contexts other than cosmetics or toiletries product. They can compare the findings of how Muslim women are portrayed in the cosmetics and toiletries product. Also, they can find the representation of Muslim women in another context besides advertisements such as films, news, and song lyrics. Moreover, for the next studies, researchers should also reveal the ideologies behind other representations besides the representation of Muslim women.