

## **CHAPTER V**

### **CONCLUSIONS AND SUGGESTIONS**

This chapter presents the elaboration of the conclusions of the present study, which are drawn based on the statements of problems. Moreover, this chapter also presents the suggestions for further studies, especially in exploring the representation of family in online advertisements.

#### **5.1 Conclusions**

The present study investigates the visual and verbal representation of family in *Lifebuoy* online advertisements and the signification of the representation. The present study answered the research questions: How family is represented visually and verbally in *Lifebuoy* online advertisements? and What does the representation signify?.

Based on the findings of the study, two important conclusions can be drawn. First, the conclusion of the analyses: visual, verbal, and visual and verbal. The finding of the visual analysis is obtained through ideational meaning in visual grammar. The result shows both action and reactional processes that occur in narrative process indicate an affectionate relation of the family. The affectionate relation is interpreted from the dominant interactions that are mostly transactional, which shows the interaction that is transacted by two participants. Moreover, the finding of verbal analysis is obtained through transitivity analysis. It is found that four processes occur in the advertisements: relational, material, mental, and verbal processes. However, the result of the verbal representation of family is interpreted only through three dominant processes of transitivity analysis that occur. Firstly, relational process is the dominant process. Based on the analyzed data, the first dominant process that occurs in relational process is the attributive process. Thus, this process indicates that family is represented to have specific characteristics. Secondly, material process is the second dominant process that occurs in the advertisements. This process shows that family establishes identity as the caretaker

of each other. Lastly, mental process is mostly shown by the affective process. This process shows that family involves their feelings to take care of each other. Furthermore, based on the analyzed data, the relation between the visual and verbal texts indicates that the verbal texts are functioned to elaborate on the visual text of the advertisements. It is found that the advertisements want to show the image of family as an active and affectionate group of people who are caring for each other.

Second, it can be inferred that the message that is represented in the advertisements is not always related to the benefits of the offered products. The message that is delivered in *Lifebuoy* online advertisements is not closely related to the benefits of the product, but the advertisements more talk about family as the target market.

### **5.1. Suggestions**

Based on the result of the study, the present study would like to recommend some suggestions for further studies. The first suggestion is related to the type of advertisements. Since this study only reveals the representation of family in online advertisements, further studies should explore the representation of family in other types of advertisements, such as in radio, internet, and television commercials. The second suggestion is regarding the data analysis. Since the frameworks that used in the present study are visual grammar theory proposed by Kress and van Leeuwen (2006) and transitivity as proposed by Halliday (1994), further studies may employ different theories in examining the representation of family.