

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

This chapter sums up all details of the findings and discussions briefly into some key points followed by some recommendations for further discussion relating to the representation that is shown in advertisement in terms of the grammar of the image.

1.1 Conclusions

Considering the findings that the beautiful women in these researched TVC have white skin, confident and feel powerful about it, strengthens the image of the idealized beauty the world has in their minds, that beautiful means having white skin.

With the massive growth of technology, the world is also changing rapidly. Advertisers should keep track of all the changes in order to maintain the persuasive elements of their advertisements. Women nowadays are multi-tasking women. While taking care of their household tasks, they also have jobs outside the houses.

Finally, since the media exposure on people can give big influence to what people think and do, the view of this idealized beauty should considerably be changed. The advertisers should be in neutral position. But this idealized image of beautiful woman is not constructed in one night. Therefore, people have to be

more selective of what they watch, read and listen. Media literacy is important to filter the wave of information in this global era.

1.2 Recommendations

The research only answers the representation of beautiful women in skin-whitening cosmetics TV commercials in terms of picture composition and second order of signification. Future research in this topic should elaborate more about the modality of the picture—the degree of truth and falsehood of the picture. Since it is relatively new, picture analysis stores great potential and ideas. That is why visual grammar should be introduced to students in order to improve their analytical skills. In the meantime, the research about media exposure in people is extensive and would be interesting to analyze.