

## CHAPTER V

### CONCLUSIONS AND SUGGESTIONS

This chapter will conclude the research by reviewing the overall study. The conclusion will focus on the results of the study as the answers of the research questions. Suggestions for future research will also be presented in this chapter.

#### 5.1 Conclusions

The research aims to investigate denotative, connotative, and mythical meanings of the selected scenes in three music videos: Ailee's "I Will Show You", Taylor Swift's "You Belong with Me", and Super Junior M's "Super Girl". The denotative meaning analysis shows that the three music videos tell a story about a person who changes his or her appearance to be a better person. The connotative meaning analysis discovers that the second fashion style is better than the first fashion style or the original style. The connotative meaning is obtained by interpreting the signs inside and outside the fashion. The signs outside the fashion associate its values so that the values are attached to the fashion.

In the end, the values of the first and the second fashion style are compared in binary opposition analysis. By comparing the values as binary opposition, it can be seen that the second fashion style dominates the first fashion style. The values of the second fashion style are considered as positive while the values of the first fashion style are regarded as negative. Therefore, the second fashion style is better than the first one. This conviction is made as if it is natural. The association is seen as reality and the truth. However, this is actually a myth that naturalizes ideology into reality.

The myth that the second fashion style is better than the first one is purposely made in order to maintain the dominant ideology. The second fashion style which belongs to the high class society or dominant class is created as if it is the best and better than the other fashion style so that their

dominancy will be maintained. Therefore, the idea that the second fashion style is better than the first fashion style is a myth and it is not the reality.

## 5.2 Suggestions

For future research, it is suggested to focus more on the details of the fashion. The connotative meaning of various fashion styles can be explored so that the more thorough analysis of fashion will be acquired. An analysis of specific fashion style will also enrich the knowledge on fashion style as the means of communication and identity.

The development in the semiotics theory as the tool of analysis will enhance the research to the next level. It will improve the literature if the research uses contemporary theories as the tool of analysis. Therefore, the study conducted will be more suitable with the present time.