

CHAPTER V CONCLUSIONS AND SUGGESTIONS

This chapter consists of the conclusions of the result of the study and the discussions in the previous chapter. The chapter also presents the writer's suggestions for readers for further studies about related issues.

5.1 Conclusions

The discussion in this study so far is concerned with the representations of Indonesian women in print advertisement texts concerning their roles in the family. In the last chapter, the research questions and aims of the study have been answered through the analysis of the data and the discussion of the findings. The results of this study, then, can be concluded as:

1. The representations of Indonesian women's positions in family institution depicted in the print advertisement texts are varied according to the products or services being advertised in the advertisements. There are eight categories of advertisement texts according to the products or services being advertised in the texts (*Automobile, Banking Products, Cleansing Agent, Contest & Draw, Food Product, Household Appliances, Information, Self Improvement, & Career, and Medicines & Vitamins*). Thus, there are eight representations of the positions of the women in the family, in accordance with the categories mentioned above.
2. The Indonesian women are mostly represented in the print advertisement texts as having the position as mothers, who do the domestic tasks in their household, especially taking care of children (in *Contest & Draw, Food*

Product, Information, Self Improvement, & Career, and Medicines & Vitamins categories). Even in the advertisement texts of the *Automobile* category, the Indonesian women are not represented as the mothers who drive the car for the family. Instead, they are represented as mothers who are taking care of their children.

3. The types of process used predominantly in the advertisement texts in constructing the Indonesian women are the Material and Actional processes. Material processes basically mean that some entity does something, undertakes some actions, which may be done to some other entity (Halliday 1985). Actional processes are presentational processes in which an action relates the represented participants, which fulfill a function akin (but by no means identical) to that of Material and Behavioural, and, up to a point, Mental processes in language (Kress and Van Leeuwen, 1990). The Indonesian women are, thus, represented as active actors for predominantly domestic and reproductive works.
4. This study has proven the theory that the copywriter who is creating an advertisement must consider the specific magazine in which the advertisement will appear; the copywriter will write an advertisement that is suitable to the magazine (Book and Schick, 1996).

5.2 Suggestions

Although the problems of this study have been answered and the conclusions have been drawn, this study is still open for further analysis. Thus, for

readers who are interested to conduct further research, it would be better to have the print advertisement texts analyzed more comprehensively, to achieve a more thorough investigation. This can be done by analyzing the verbal texts in terms of the use of active and passive voice, the use of nominalization, the choices of mood, the choices of modality or polarity, the thematic structure of the text, the information focus, and/or the cohesion devices. In addition, a more thorough investigation can be achieved by also analyzing the visual texts in terms of their interpersonal and left/right structures.

Moreover, to support the textual analysis in revealing the representation of Indonesian women in the print advertisement texts, further researcher can also take into account the women's magazine readers' response in the analysis.

This chapter sums up all that has been done in this present study. The conclusions have been drawn and suggestions for future research have been shown above. Hopefully, this present study can give enough contribution for following researchers.

