

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

The section is divided into two parts. The first one is conclusions of the present study as the result of findings and discussions in the previous section. The second one is some suggestions offered for the further study.

5.1 Conclusions

By applying *Social Semiotics* theory on *Reading Images: the Grammar of Visual design* proposed by Kress and van Leeuwen (2006), the present study investigated 'grammar in visual design'. In this case, the present study investigated how the women are represented in the visual images of detergent product packaging designs by focusing on representational and interactive meaning analyses. While, Barthes' signification order is applied to reveal what the ideology behind visual representations of detergent product packaging designs is.

After investigating, analyzing and interpreting the data, the formulated problems stated in the previous sections have been answered. In the context of women representation, it concludes that the women's figures in four visual images of *Attack* detergent product packaging designs are represented in different ways. The representations of the women's figures can be seen through two sides; actions processes and attributes of the women illustrated.

Having investigated and analyzed the participants, actions, processes, circumstances and phenomenon within the visual images of *Attack* packaging designs, there are only two processes found; material and behavioral processes. Based on findings, the behavioral processes are found as dominant actions

processes of the participants' actions particularly the women's actions with the existence as much as eight with the percentage 57%. While, the existence of material process is only six with the percentage of 43%. The behavioral processes are found in the actions of 'staring at', 'smiling at', 'lying', 'laughing', 'looking' and 'watching'. While, material processes are found in the actions of 'touching', 'hugging', 'carrying', 'holding' and 'washing'. Based on findings, it concludes that the women's figures illustrated do actions involving physiological and psychological behavior. It explains that the women's figures use feeling, cognitive or mental consciousness in doing the actions. To conclude, the women's figures in the visual images are represented as being emotional women's figures because the women do actions involving emotions of feeling and mental consciousness.

Meanwhile, analysis of symbolical and analytical processes concludes that the symbolic attributes of the participants influence the meaning of the represented participants particularly the women. Those symbolic attributes reveal how women are represented in the visual images. Based on findings, the women's figures are represented as feminine, tender, caring, loving, motherhood, independent, mature, warm, happy, friendly, beautiful and attractive. Those representations can be seen through symbolical attributes of the women's figures such as long hair of the women, the colors of the women's clothes, make-up, accessories of brown belt and expression of smile of the women's figures illustrated. Those construct the identity of the women as feminine female.

Interactive meaning analysis shows that all the women's figures illustrated in the visual images of *Attack* packaging designs are taken from medium shot and

low angle. Medium shot explains that the figures of women are focused only particular parts of body; head, breast and shoulder. It implies that the beauty of the women and the expression of smile of the women as being happy are more to be focused by the camera. Meanwhile, the low angle is to demonstrate how the women look awesome by the camera to be focused from below. It also implies that the represented participants have more power than the interactive participants.

In the context of ideology, femininity ideology is revealed. It is conveyed by sign-maker through several ways. By applying Barthes' framework, the ideology of femininity is conveyed through the women's actions illustrated in the visual images. The women's actions illustrated in the visual images imply stereotypical images of woman which refer to gender roles in society including 'taking care of the children', 'paying attention to the family' or 'protecting the family' from bacteria and/or 'doing households'. The ideology of femininity is also conveyed and demonstrated through syntagmatic and paradigmatic structures. Syntagmatic analysis shows that the figures of women are represented as more salience and being important figures as the first figure in doing actions.

Mass media codes also construct the idea of femininity. Based on findings, mass media codes such as fashion, color and non-verbal codes show the sense of femininity. Fashion codes which are applied on the woman's figure such as wearing aesthetic dress and accessories, bright color of dress and make-up which emerge the sense of femininity. Colors' choices which support the sense of femininity such as the colors of pink, salmon red, white, yellow, green, light celery green and blue.

In conclusions, producer of marketing of *Attack* detergent products does not only sell the product offered, but the producer also conveys the ideas or ideology through visual representations in the visual image. In this case, femininity ideology is conveyed. It is proved by findings that a feminine female should be a woman who is feminine, caring, loving, tender, motherhood, beautiful, attractive, warm, friendly and happy.

5.2 Suggestions

The present study analyzed ‘grammar’ in visual designs. It can make the audience to be ‘critical’ in seeing image representation and the audience might be interested in discovering the ideology behind discourse. However, to analyze grammar in visual design is a bit difficult in ‘reading image’ when dealing with ‘vectors’ because if nothing have knowledge, it can be wrong interpretation. There are some suggestions offered for the further study so that it gets better for the further study. Applying *Social Semiotics* theory on *Reading Images the Grammar of Visual Design* in multimodality texts such as packaging product, it is better to investigate visual images which not only display visual representations on the packaging but also it can attract consumers to buy the product. Additionally, it is better to investigate the visual representations of frontage of the packaging product because the frontage of packaging product is seen at first time by consumers rather than behind part of the packaging product.