

CHAPTER 5

CONCLUSIONS AND SUGGESTIONS

This chapter presents the conclusion of the research that has been conducted. This collects the essence of the results of analysis and construes them in a concluding that might be useful for those seeking information about representations of young women in print advertisements. This chapter ends with recommendations for further researches.

5.1 Conclusions

The research is concerned with the representation of young women in selected print advertisements in Cosmogirl Magazine. In the last chapter, the research questions and aims of the study have been answered through the analysis of verbal and visual texts and the discussion of the findings. There are some conclusions that can be drawn from the findings of the study. The representations of Indonesian young women which are portrayed in the selected print advertisements in Cosmogirl Magazine are varied according to the products being advertised in the advertisements.

This study has proven the theory that the copywriter who is creating an advertisement must consider the segmented magazine in which the advertisement will appear; the copywriter will write an advertisement that is suitable to the magazine. There are several categories of advertisement texts according to the women's toiletries products being advertised in Cosmogirl Magazine (*body foam,*

hand&body lotion, moisturizer, shampoo, and pads). Thus, there are six representations of young women, in accordance with the categories mentioned above.

First, it represents that the young women in print advertisement of Cosmogirl magazine do not seek our recognition and do not want to enter a relation of social. It also represents that the young women in print advertisement of Cosmogirl magazine do not involve the viewers in reality. Second, it represents that the young women in print advertisement of Cosmogirl magazine do not involve the viewers in reality and try to make no less power involved. Third, it represents that the young women in print advertisement of Cosmogirl magazine try to be close to the viewer and do not use a formal way for showing the distance. It also represents that the young women are casual and easy-going. Fourth, it can be concluded that the young women represented in those advertisement visual texts are real women who have a white, smooth and beautiful skin, who have a 'simply' hair, and who love a simple thing. Fifth, it represents that the young women in print advertisement of Cosmogirl magazine try to be trustworthy and credible in what they say. Sixth, the young women are represented in the selected print advertisements texts as young women who have many activities in their daily life, especially taking care their faces, body, and hair, in terms of taking care about beauty and health. Even in the advertisement of *pads* category, the women are represented as a young woman not a girl. Instead, they are represented as a person who really cares of their cleanliness.

Use of types of mood in this print advertising reflects the interpersonal meaning from the copywriters to their target audience (consumers). The types of mood used dominantly in the selected print advertisements texts in constructing the Indonesian young women are the Declarative and Imperative Mood. Hence, the interpretation of mood used towards the advertising texts can be concluded as declarative mood (DM) basically mean that entities was used when the copywriters stated their brand (i.e. *Biore, Citra, Pond's, Clear, Laurier*) and the products are available. It was also aimed at offering the benefit(s) if their consumers took part in buying their products which are advertised in the magazine.

Another use of this mood was to persuade consumers to believe about their statement. Then, imperative Mood (IM) is used when the copywriters expected to command the consumers to get benefits if they buy the products which are advertised in the magazine. It is also aimed at offering and demand for products (goods). The copywriters' attitude and judgment are also shown in the modality used. Based on advertising texts investigated, the copywriters used finite verbal operator "must (*seharusnya*)". It reveals that the willingness of copywriters is quite high. It seems to them that the advertising texts need a positive attitude and judgment of copywriters. In other words, it leads to conclusion that in writing print advertising text, the copywriters usually use short and clear word choices to make it understandable and communicative. It can be seen that in clauses, especially those containing imperative mood. Besides, the use of terms of address such as "you", is quite often used in the text, reflects the relationship between the

copywriter and the consumers as a partner seems good. As a whole, two types of mood analyzed depict or reveal the copywriters' attitudes and judgments. The categories given only differentiate the advertisement texts in terms of the word choice but not in copywriters' attitude in general. Thus, the combination between the two types of mood in advertising of print advertisements can reveal a good relationship between the copywriters and their target audience, the consumers or the readers. It seems that the advertising text in Cosmogirl magazine reflects the copywriters' judgment and attitude towards the consumers mostly in declarative mood.

5.2 Implications

The present study is expected to give contribution to language learning in general, and mass media communication awareness, particularly in advertisements. Based on the study, it is found that language can be used as a tool to read, verbally or visually, advertisement texts. Having this kind of ability make people become aware of any messages hidden behind advertising campaign of a product. Accordingly, there is a need for language learners to have this kind of ability in order to make themselves become active readers, i.e. those who are actively and critically participate in advertising discourse, not acting as passive consumers who take for granted any messages delivered by the advertisements. Yet, this implication does not apply only for teachers or students, but also for people in general. This is because mass media make advertisements are available

everywhere anyone who has access to mass media is reluctant to be the subject of advertisements.

Another implication will be relevant for advertising agency and mass media management. They are two parties that are directly involved in the advertisement campaign. Considering that people in general have become more critical towards any advertisements, it is necessary for them to create and display advertisements that are conceptually well-design and well-executed. In other words, smart and creative advertisements are likely to have more influence towards people. This is because people will not be easily fooled by advertisements. This is done despite the common knowledge that the aim of advertisements is to persuade consumers to buy products/services.

5.3 Suggestions

Even though 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 researches, it would be better to have the selected print advertisements texts analyzed more comprehensively, to achieve a more thorough investigation. This study has been done by analyzing the verbal texts in terms of the choices of mood and the choices of modality, also by analyzing the visual texts in terms of their interpersonal meanings. In addition, a more thorough investigation can be achieved by analyzing the verbal texts in terms of the use of active and passive voice, the use of nominalization, the choices

of process, and/or the cohesion devices; also by analyzing the visual texts in terms of left/right structure.

Furthermore, to support the textual analysis in revealing the representation of Indonesian young women in the selected print advertisements texts, further researcher can also take into account the young women's magazine reader's responses in the analysis and reveal the ideology in analyzing the media.

This chapter sums up all the study in this present study. The conclusion has been drawn and recommendation for the next researches has been shown above. Hopefully, this present study will give any contribution for the following researchers, especially those who are interested in uncovering socio-linguistic phenomena.

