

## CHAPTER V

### CONCLUSIONS AND SUGESSTIONS

#### 5.1 Conclusions

There are two points from the findings and discussion of the representation of masculinity of man through the color selection in cigarette advertisement. First, generally, cigarette advertisement has an effort in advertising strategy to show the masculinity of man by giving an impression that smoking is a manly activity. There are some cigarette advertisements which not only show manliness identity, but also they just give the other side of identity such as musician by not giving an impression of entertaining.

Second, the result of the analysis proves that the color selection contributes to support the aspect of masculinity of in cigarette advertisement. The six cigarette advertisements also tend to attempt to show manly side with wardrobe and background selection. In this case, masculinity of man appearance is not only supported by the identity of cigarette, but also it is supported by color selection, wardrobe and background.

In addition, color selection of six advertisements cannot be considered as an accidental appearance. However, it is an intentional aspect in choosing the color in cigarette advertisements. The purpose of the cigarette advertisements is not only to illustrate side of masculinity of man, but also to give some kind of entertainment but still in the masculinity of man area.

**Muhammad Giffa Giffari Akbar, 2012**

**Color Of Masculinity**

: Representation Of Man In Cigarette Advertisements

Universitas Pendidikan Indonesia | repository.upi.edu

## 5.2 Suggestions

The suggestions are divided into two points. First, the other researchers are suggested to explore more about cigarette advertisements, especially cigarette advertisements that do not show a man or people, but show animal or inanimate object. It is an interesting issue, because cigarette advertisements do not only show human as an object but also show animal or inanimate object.

Second, the cigarette advertisements in this research only show limit colors, so that the future researchers are suggested to use different version of cigarette advertisements which are dominated by more colorful images. There are some possibilities such as the present cigarette advertisements which portray some current issues of masculinity in Indonesia. By using more colors, the analysis would be more inspiring, interesting, and useful for the next readers and researchers.