

## CHAPTER 5

### CONCLUSIONS AND SUGGESTIONS

The chapter presents the conclusions and the suggestions of the research.

#### 5.1 Conclusions

The aim of the research is to investigate how the spirit of youth (being active, being vigor, being enthusiastic, and being hopeful) in *A Mild* television advertisement with the theme *Go Ahead “Bubble”* and *“Untuk Diri”* versions is presented and which spirit of youth is represented more salient than others in the advertisement.

The research has investigated how the spirit of youth is represented in *A Mild* television advertisement *Go Ahead “Bubble”* and *“Untuk Diri”* versions. The research concludes that the spirit of youth in *A Mild* television advertisement *Go Ahead “Bubble”* version is represented by the way of presenting young people as models; using low camera angle that signifies the power difference of youth (the powerful) and other people (the powerless) in taking pleasure in life; projecting the illustration of young people who can control their problem; using warm (grey) color saturation that signifies young people as being hopeful; and using cool colors (green and light blue) in a crowded place and a private room to signify youth. This means that *A Mild* television advertisement *Go Ahead “Bubble”* version have the core message

which is stimulating the spirit of young people to take pleasure in life and confident in facing any condition of life.

Then, in *A Mild* television advertisement *Go Ahead "Untuk Diri"* version, the research concludes that the spirit of youth is represented by the way of the advertisement presenting young people as models; using high camera angle that signifies the powerful spirit of youth; using warm (grey) color saturation that signifies young people as being hopeful; and using cool colors (green and light blue) in an outdoor settings to signify youth. This means that *A Mild* television advertisement *Go Ahead "Untuk Diri"* version seems to create an image that the product advertised stimulates the spirit of young people in facing any challenges.

Based on the findings the research also concludes that the spirit of youth which is "being hopeful" is represented more salient than others. The core message of both advertisements is that young people should be confident in facing any problems and challenges of their life.

## 5.2 Suggestions

Based on the conclusions the research suggests;

1. Youth have to take pleasure in life and be confident in facing any problems and challenges of life.
2. The next researcher can try to compare how youth is represented in different cigarette advertisement from different companies.

3. The next researcher can expand the numbers of cigarette advertisement, so the result of the research can be more comprehensive.
4. Audience should be critical of the message delivered by the advertisements, especially cigarette advertisements. The advertisement may be interesting visually but the product poses a danger to health.

