

CHAPTER V

CONCLUSION

5.1 Conclusion

The objects in this research are 5 cigarette advertisements from the brands of "The Line" version of Marlboro Filter Black cigarette, "Be Bold (Speech and Party)" version of L.A Bold cigarette, "Love Yourself" version of Esse cigarette, "Moment Surfer" version of Dunhill cigarette, and "The Real Taste of Cacao" version of Xplore cigarette advertisement. Those 5 cigarette advertisements are studied using Roland Barthes' theory by analyzing the denotative and connotative meanings. Based on the analysis and interpretation carried out in the advertisements, the writer can draw the conclusion that those 5 cigarette advertisements contain of sign including words, pictures, and utterances. The kinds of sign in the advertisements are included as verbal and non-verbal sign. The cigarette advertisements combine the use of verbal dan non-verbal signs in conveying advertising messages. Both verbal and non-verbal signs in the advertisements have hidden meanings or connotative meanings. By using connotative meanings, advertisers and copywriters attempt to build an image for the consumer's perspective that each cigarette product has their own characteristics in marketing their advertisements. The denotation meaning is derived from the message's signifier and signified, whereas the connotation meaning is derived from the denotation as signifier and signified which make each commercial has different meaning. Furthermore, the usage of signs in advertisements that produce concealed meanings serves a commercial objective of attracting consumer attention. Obtaining maximum profit in order to create a reality in society in which the audience would have a different taste and delight as a result of smoking.

5.2 Suggestion

Regarding these conclusions, the author has several suggestions about the cigarette advertisements and may be taken into consideration, they are:

1. To advertising agencies or other advertisers, it is suggested to pay attention to advertising images on something that does not have multiple interpretations, especially to cigarette advertisements that display on internet and television media that can be seen by children or teenagers.
2. For further research, it is suggested to use other methods and theories in research on signs in advertising. So that the knowledge generated is diverse enough to

serve a reference material for other researchers. Hopefully, this research on advertising will broaden the scope of the study, as well as the ideas and methodologies employed. In order to develop a society that is literate by the media, especially advertising.