

CHAPTER IV

CONCLUSION

Based on the data analysis, two major conclusions can be drawn here. First, it will be the explanation about the content of connotation found in the language of advertisement, and second, it will be the explanation about the dominant connotation.

Here, there are three kinds/types of connotations; Type 1 is connotations concerning the product. They can be seen in Handyplast and Salep Cap Kaki 3. In Handyplast, the connotation states about the condition of the product that the result can emphasize the aim of the advertisement that is to introduce its superiority. In Salep Cap kaki 3 the connotation states about the condition of the product which is small but it has very good quality.

Type 2 is connotations concerning the actor of the advertisement. They can be seen in Neo Napacin which describes the condition of the actor, Pil Tuntas which depicts the actor's conduct after knowing the product. They

can also be seen in Tancho Treatment Hairdye and Skiva Lipstick, then in Oli Mesran which describes about the confused actor, and Inter Biru which also describes the actor behavior after knowing/being familiar with the product. Above all, all the connotations can support the aim of the advertisements to introduce their own superiority among others.

Type three is the connotation concerning gender. There are 6 connotations of them: Citra Beauty Soap, Nitasan Kapsul, Kapur Semut RC, Pagoda Salep, Medicare Farnesol Plus, and Shampoo Clear. Most of them talk about the position of women in the relationship with men. Men are almost always superior, whereas women, on the contrary, are inferior. Although it does not mean that women always become the victim, but their position is always under men. In Medicare Farnesol Plus, woman, is described, as always being in such a condition that the man is willing to put her beside him, but in trying to reach the condition, the woman gets no support of the man.

In Citra Beauty Soap and Nitasan Kapsul, women are placed in passive position. They may do everthing for

themselves, but the result is not for themselves, it must be shared with men to enjoy.

In the other three advertisements, besides unequal description in the position of men and women, there also seems the description of harassment. We can see firstly in Shampoo Clear in which there is a man who may leave his girlfriend so easily without any discussion or permission of his girlfriend. Here, women seem only to be such individuals, individuals without heart feeling that they can be left, by men, anytime they are willing to. Whereas in Pagoda Salep, although the woman seems to have a little better treatment, but she still acquires such an insult of a man for her skin disease before getting the cure. It can also be called a harassment as the man seems to think that he is better since getting no such a disease that he may insult her.

Finally, in Kapur Semut Rc, the woman even looks being placed in a worse position. Being the head of housekeeping in her family, the woman does not know what should be done to overcome the 'ant problem'. Even she shows her stupidity by being upset at what her husband does. The writer assumes the event to be a harassment,

for the woman, here, is described as such a useless individual who does not know what to do to overcome her problem although it can be called as her main duty in family, furthermore, she even does not realize her real condition before getting explanation from her husband (that she can not do her duty for not knowing the way).

BIBLIOGRAPHY