

CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

The following result was reached after evaluating Fenty Beauty's foundation advertising poster utilizing Peirce semiotic theory and Sugiura & Sugiura (2021) theory to solve two research questions:

1. The sign elements were discovered by the researcher in the eleven data points of Fenty Beauty's foundation advertisement poster. The indications were mostly a mix of verbal and visual formed. Peirce sign semiotic theory, which focuses on the icon, index, and symbol, is used to study each sign.
2. By using semiotic sign analysis, it would be the perfect method to elaborate on each Fenty Beauty foundation advertising poster. The icon, index, and symbol are clearly portrayed in each poster. The meaning of each poster in Fenty Beauty is mostly about how they break the beauty standard concept and appreciate the minority's existence. By using semiotic sign analysis; it would be the perfect method to elaborate each Fenty Beauty's foundation advertising poster. The icon, index, and symbol clearly portrayed in each posters.
3. Fenty Beauty presented fifty shades of foundation on models of various skin tones, ethnicities, religions, body sizes, hair colors, hair types, and genders. These are featured in each poster and contain a

secret message that could be discovered through a semiotic sign analysis and is related to the subject of beauty diversity.

5.2 Recommendation

The following suggestions are directed to other researchers:

1. Using Peirce semiotic theory, this study examines the sign analysis icon, index, and symbol in Fenty Beauty's foundation advertising poster. Furthermore, this study may be used as a starting point for future researchers to examine cosmetics poster advertising that address topics of tolerance, inclusion, and harmony.
2. Fenty Beauty is a company recognized for embracing all skin tones through its products. The second researcher may also utilize another Fenty Beauty thing, such as their video marketing or campaign for any other product.