

CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

The conclusions are as follows:

1. The poster makers use the point of view of society as a framework to create each poster. It shows that there is concern from the community. The process is in line with the semiotic process in which each sign is interpreted for the general public by considering the meaning it contains.
2. All posters used as data contain meanings that are intended as awareness to the public and as satire for the company.
3. The researcher finds 49 signs that are classified into 27 symbols, 13 signs that were included as icon, and 9 indexes on all of the data that are represent sarcasm.
4. From the analysis, the researcher finds 3 posters using Propositional sarcasm, 2 posters using Lexical sarcasm, 2 posters using like-prefixed, and 1 other poster using Illocutionary sarcasm. Therefore, Propositional sarcasm is the most common type of sarcasm in the data.

5.2 Recommendation

The other researchers are encouraged to carry out the following recommendations:

1. This research focuses on sarcasm messages conveyed to the public with poster media. Therefore, the next researcher can choose another issue that can be explored in the environmental realm as well, namely global

warming, or in other domains such as politics and religion.

2. Semiotic science can be applied to various objects, such as movies, advertisements, logos, or makeup, which shows that posters are not the only objects that can be used. In addition, the next researcher can also use theories other than Peirce's.

