

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

In terms of the analysis of semiotic meaning in the advertisement of men skincare product, the researcher draws the following conclusions:

1. With the 4 skincare advertisements for men that have been analysed, all of the advertisements have signifier, signified and men's representation in it. Loreal Men, Garnier Men, Laneige Homme and Nivea Men are chosen because they have descriptions that match Edwards' theory (2006). Moreover, the advertisements are chosen because they have ideas of masculinity in men's skincare advertisements and the color used as the characteristics of their skincare product.
2. There are 4 descriptions about masculinity states by Edwards (2006) theory in this research. They are strong, powerful, rational, and competitive. After the analysis from the result, the researcher finds that the 4 advertisements; Loreal Men, Garnier Men, Laneige Homme and Nivea Men represent each types of men's representation described by Edwards (2006). With those four advertisements, they represent a lifestyle support job demands, influence of the advertisement, to cover up insecurity.

5.2 Suggestion

According to this semiotics study's analysis of the men skincare advertisements, the researcher would like to suggest the following analysis. The researcher proposes that the future researcher inserts different issues related to the logos to add additional variety to the semiotics research. The researcher also suggests the advertisement should be conveyed in male characteristic appearance, so it could attract more male consumers. The advertisements show the faces of men who take care of their skin, despite the stigma from the society that men who use skincare will look 'less masculine'. The models of the skincare ads still show the masculine side that men have in general. The researcher suggests that the

subsequent study should employ a different approach to analyse the data, to improve the results, including surveying individuals from a certain community to find out how they think about the impact of the men's skincare advertisements on consumers, for the consumers/even just want to use skincare. Additionally, the researcher suggests that future researchers add more variety to semiotic research by including different issues related to skincare advertisement.

