CHAPTER V
CONCLUSION AND SUGGESTIONS

This chapter is based on research findings, which contain research conclusions and suggestions based on the previous chapter. This research examines the Filipino clear shampoo advertising scene (2017) using Roland Barthes' (1995) semiotic approach, namely denotation and connotation. Next, the researcher analyzes and shows the characteristics of masculinity (Connel, 2005), in the scenes in the Philippine Clear Shampoo advertisement (2017), including how each scene contains elements of masculinity and what types are in the advertisement.

5.1. Conclusion

Based on the results of the analysis carried out regarding the signs found in the clear shampoo advertisement, based on Barthes' theory (1995), denotation and connotation, the researcher obtained four representative images in the advertisement. white collar workers, a man's confident earned by the appearance of his healthy hair, dancing as a form of non-verbal communication, and ATV vehicles as a symbol of men's sports. This connotation is obtained by looking at the culture in society towards men.

Based on masculine analysis using Connell's theory (2005) on the "clear shampoo" advertisement (2017), As a research subject, this research concludes as follows: Masculine representation in clear shampoo advertisements shows more masculine hegemony, which is depicted through men having the power to become the main point in society so that other masculinities are less desirable. Apart from that, the masculine is described as brave, likes challenges, and cares about his appearance.

5.2. Suggestion

The masculinity depicted in this clear shampoo advertisement shows that men are always in a dominant position and researchers are interested in this topic to gain further understanding and information regarding masculine stereotypes in society. Based on this research, readers are advised to analyze other similar advertisements, such as the *Tresemme shampoo* advertisement and the *Head and shoulders shampoo* advertisement, using Connell's masculinity theory approach to expand the diversity of literary works.