

## CHAPTER V

### CONCLUSION AND SUGGESTION

This chapter provides a comprehensive conclusion and offers suggestion based on the research conducted and the findings in the previous chapter. The conclusion consists of the summarization of the whole research in accordance to the research question, followed by recommendations for future research in the suggestion subchapter.

#### 5.1. Conclusion

The conclusion of this study consists of an overall result on a critical discourse analysis of Glossier's campaign video "#BodyHero feat. WNBA" employing Fairclough 3D Model. Although there are three elements of the framework which are text, discursive practices, and sociocultural practices, the conclusion will directly conclude the whole research in accordance to the research questions as follows.

1. Body image awareness is discovered to be the underlying social issue in Glossier's campaign video "#BodyHero feat. WNBA", as revealed through an analysis of its text elements. This examination covers a detailed investigation on the 28 shots depicted in the campaign video and a total of four types of lexical elements consisting of pronouns, adjectives, verbs, and specific words. Each lexical elements serves a distinct function in conveying the topic, which is further supported by the visual depiction in the shots. This integrated approach highlighted

the campaign's focus on body image awareness, combining linguistic and visual elements to address and promote the social issue.

2. The construction of body image awareness in the campaign video was investigated with the discursive practice and the sociocultural practices. The researcher discovered that the campaign video employs an emotional and inspirational tone in its narrative, utilizing a strategic collaboration to effectively engage the audience. The campaign video is distributed through carefully chosen media channels, ensuring accessibility and reachability to diverse audience, particularly younger generations. Furthermore, the topic of body image awareness is constructed and reinforced through various contexts, including situational, institutional, and the societal level. Body image awareness as carried in the video is being brought up in alignment with the collaboration's vision: inclusivity. Thus, the challenge it generates to the conventional societal norm appeared to inspire and encourage the audience to embark on their own self-love and self-acceptance journey.

## **5.2. Suggestion**

Drawn on the conclusion of the underlying issue of body image awareness and its construction through critical discourse analysis in Glossier's campaign video "#BodyHero feat. WNBA", the researcher proposes several suggestions for future research and its potential improvements.

1. Further researcher

Critical discourse analysis is an interesting and challenging field to explore as it allows the study to be beneficial and applicable in multidisciplinary range. The evolvement of the study is in alignment with a refreshed theory in accordance to the field that will be investigate. It is suggested to further research to explore other theories that are directly proposed by those who are experts in both linguistics and the aimed field such as Lazar (2005) for gender discourse, or van Dijk (2005) that is specialized in social-power abused and inequality.

2. English Literature student

The researcher suggests other English Literature students to deeply explore the field of critical discourse analysis as it offers various discipline studies and a variety of framework. The study will also be applicable not only in the department of English but also to the study's related field. Specified to the object, the researcher suggests other English Literature students to analyze literary objects such as children book to see how moral value and social norm is constructed in a book and how it shaped the development of the child.