

## CHAPTER V

### CONCLUSION AND RECOMMENDATION

In this last chapter, I present the conclusion of the result of analysis. Moreover, I provide the recommendation which could be useful for the reader and other researcher.

#### 5.1 Conclusion

As stated in the introduction, this research is aimed at finding out the masculinity signs and myths found in fashion advertisements of *Gentlemen's Quarterly* Magazine Special 50<sup>th</sup> Anniversary Edition. I analyze the signs and myths using Barthes' semiotic theory to answer three research questions. From the result and discussion in the previous chapter, the conclusions are drawn as follows:

1. There are 15 fashion advertisements taken from *Gentlemen's Quarterly* Magazine Special 50<sup>th</sup> Anniversary Edition. Each advertisement contains masculinity signs which are shown by its text and figures. The text demonstrates signs through the name brand, the campaign, and the tagline written in the advertisements. Meanwhile, the figures appear to show masculinity characteristics by demonstrating successful and famous men, ideal male bodies, luxurious watch and necklace, blue and black clothes, tattoo, outdoor background, and others.

2. The texts act as relay where it provides information about the brand and product in the advertisement. However, those also act as anchorages where most of them signify success and confident characteristics. Furthermore, most figures in the advertisements signify strength, power, success, confidence, and adventure.
3. From those masculinity signs, there are four masculinity myths found in *Gentlemen's Quarterly* Magazine Special 50<sup>th</sup> Anniversary Edition. Those myths are; men are strong and daring; men need success and status; men are sport fanatics; and blue is masculine color.

## 5.2 Recommendation

The following recommendations hopefully can be worth for the readers or other researcher:

1. This research only focuses on analyzing the masculinity signs found in the fashion advertisements in *Gentlemen's Quarterly* Magazine Special 50<sup>th</sup> Anniversary Issue. However, this magazine actually contains other advertisements such as perfume advertisements, beverage advertisement, automotive advertisements, and others. Besides, *Gentlemen's Quarterly* Magazine is also an international monthly men's magazine. Therefore, other researchers can analyze other advertisements in the same edition or take the data from other *Gentlemen's Quarterly* magazine edition.

2. Besides men's fashion magazine, there are also many fashion magazines for women as well such as *Vogue*, *Glamour*, *Cosmopolitan*, *Bazaar*, and so on. Therefore, other researcher can use it as the object to analyze the representation of femininity from those magazines.
3. Semiotic is a large field of study. It can be used to analyze a lot of objects such as short story, television advertising, novel, movie, clothing, color, song, comic, caricature and others. Thus, other researcher can analyze those objects by using different semiotic theories such as Peirce's or Saussure's theory.