

CHAPTER 4

CONCLUSION

After the identification of my research and this chapter will be the conclusion from the whole analysis in the previous chapter. This research will be useful for the students or everyone and the faculty to know about the study of using Semiotic approaches as the analysis in qualitative methods. In the objective of the research are to identify form of the sign (signifier and signified) meanings by Ferdinand de Saussure's Theory and to identify icon, index, symbol by Charles Sanders Peirce's Theory, then to find out the message that built by written narration according to the utterances delivered in every picture in Google Maps Saroo Brierley: *Homeward Bound, Hello World* advertisement. First, I use the theory by Ferdinand de Saussure to identify form of the sign (signifier and signified) after the result of the identification form of the sign signifier and signifier, then I find out the icon, index, symbol meaning by Peirce's Theory, and after the result to find out the message built by written narration in the advertisement by the utterances delivered.

I use the theory of semiotics to reveal the meaning of Google Maps, Saroo Brierley: *Homeward Bound, Hello World* advertisement through the theories of Ferdinand de Saussure and Pierce. I also use Brewster Theory, dealing with color physically to support the analysis. For each analysis, I analyze each scene followed by seconds on video using Ferdinand de Saussure and Pierce theories.

From this research I identification 5 scenes of Google Maps, Saroo Brierley ad. This advertisement tells about Saroo's long journey with his utterances. Every scene is a part of his journey how struggle he is to find out his home and family from a several pictures in each scene.

After I find out the icon, index, and symbol to know the message of the analysis of Revealing Message on Google Maps, Saroo Brierley: *Homeward Bound, Hello World* Advertisement through Semiotic Approaches by those sign that appear in every picture. Every sign has related between the icon, index and symbol. After the identification of sign from icon, index, and symbol, I interpreted the message that contained in every scene in the Google Maps, Saroo Brierley: *Homeward Bound, Hello World* Advertisement.

After the whole analysis I have been through I find out how this advertisement interpreted the message from Saroo's utterances in every scene. All of the utterances that contained in every scene on this ad. Google Maps wants to show how life become struggle and worth to fighting for. From the tagline of this ad *Homeward Bound, Hello World* which means how far we go, we can find out the way back home.

