

CHAPTER 4

CONCLUSION

This chapter consists of the conclusion from the analysis in the previous chapter. This research also dedicated for students and faculty, as it is expected to be able to contribute to the recent development and research on Semiotic approaches using qualitative method.

The objectives of the research is to identify the denotative and the connotative meanings from the signs in Gillette's "We Believe: The Best Men Can Be" advertisement, to identify what kinds of messages that want to be convey through the myths in Gillette's "We Believe: The Best Men Can Be" advertisement, and to identify the relation of the myth and masculinity in American culture

The writer uses the theory of semiotics to conduct the analysis of the signs in Gillette's "We Believe: The Best Men Can Be". The writer analyses the signs in Gillette's "We Believe: The Best Men Can Be" advertisement using the theories of Roland Barthes about denotative, connotative and myth. The writer also uses the theory of hegemonic masculinity to support the analyses.

According to the analysis of Gillette's "We Believe: The Best Men Can Be" advertisement that writer has conducted, Gillette's "We Believe: The Best Men Can Be" advertisement that is published in YouTube as the main source of data for the analysis. The writer has split the advertisement into 11 scenes and analyze it in chronological order based on the time of the video. In the advertisement there are some indicators that bring people to make their own assumption of the meaning in the advertisement. The most important indicator in this advertisement that is shown is about masculinity from the characters and the stereotyping act in the video.

The problem that arises in this advertisement originated from the controversy over the message contained in this advertisement. This controversy is caused by the emergence of a variety of different opinions about the message in this video. The writer raised this issue as a problem in this research. The writer interprets the myth and relates it to masculinity to help resolve the controversy caused by this advertisement by giving a new perspective on the meaning in this

advertisement with the help of existing theories. Each scene have its own myth that can be relate to masculinity. More specifically, masculinity in American culture. American culture was chosen because this advertisement indeed elevates American culture as a depiction of the culture that exists in its characters.

The myth that are arranged from the first scene to the last which is the eleventh scene are as follow “Men in American society share a same standard and are indistinguishable”, “Bullying is a normal phenomenon in American society”, “Boys must have a strong mentality and resilience by American standards”, “In American culture when a man teases a woman it is considered as entertainment”, “In American culture men are considered to be more skilled and superior in doing a job”, “By American cultural standards boys are expected to be physically strong”, “Men in American society have equal amount of power and influence to make a change”, “In American culture being a gentleman doesn't need to ask permission or look at the situation first”, “A good example from the adult is a big influence for the better generation in American society”, “The American society is trying to achieve a goal to make a better generation of men in the future”. The myth itself can make a plot for the advertisement which can lead to the true intention of the advertisement. In the previous chapter the writer also give explanation about plot that are represented in each scene. the myth that exists in advertising is continuous with the storyline in the advertisement. This advertisement contains myth about masculinity that encourage man who watch the advertisement to help make a change in the traditional masculinity culture.