

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 objective of the research is to identify form of the sign (signifier and signified) on Pepsi Advertisement titled “Kendall Jenner: Live Bolder, Live Louder, Live for Now”.

The writer uses the theory of semiotics to conduct the analysis of the signs in Pepsi Advertisement titled Kendall Jenner: Live Bolder, Live Louder, Live for Now. The writer analyses the signs on Pepsi Advertisement using semioticans’ theory of Ferdinand De Saussure’s. The writer also uses the data of racism in American Culture to support the analysis.

According to the analysis of Pepsi Advertisement titled “Kendall Jenner: Live Bolder, Live Louder, Live for Now”, the writer divides the video into 11 scenes, then analysis of the signifier and signified, there are 132 of signifier and signified from scene one until the last scene, after the writer found out the signifier and signified, the writer has analyzed the signs meaning based on signifier and signified.

The impact of the use of signs which appears in this advertisement is to be able to understand the meaning or message deeply based on the interpretation of the audience who understands the signs that appears and it makes the audience understand the meaning or message that the advertisement conveyed.

After the whole analysis the writer has found out how this advertisement, all of the signifier and signified then interpreted the sign meanings in every scene of the advertisement. The signs in the advertisements displayed in visual form seems to be able to provide and construct separate interpretations for the readers.

The writer’s conclusion is the message to be conveyed by Pepsi advertisement in general has failed to be delivered to the audience because of some scenes, signs of improper use such as scenes that offensive a certain races groups

so, the positive messages to be conveyed through the slogan “Live Bolder, Live Louder , Live for Now” is no longer showing a positive meanings.

This research is expected to give understanding the signs and the meanings of it and what the message to be conveyed for the audience. It is also expected to benefit readers who are interested in how to find out the sign meanings. The readers can gain more understanding of what signs meanings in advertisement is and be able to apply it in daily life.

