

CHAPTER IV

CONCLUSION

After analyzing this advertisement, I can conclude that the semiotics theory by Roland Barthes can be used to analyze these advertisements. Advertisement is arguably the most important part of the brand of a company as it is the part of a company's commercial message that is most visible to consumers and ideally it comes to stand for the brand itself in their minds.

Advertisement is very important to attract the customers. The purpose of advertising is as follow: 1) Convince customers that company's services or products is the best, 2) Enhance the image of the company, 3) Point out and create a need for products or services, 4) Demonstrate new uses for established products, 5) Announce new products and programs, 6) Reinforce the salespeople's individual messages, 7) Draw customers to the business, and 8) Hold existing customers.

From the chapter III we can know that Volkswagen using so many signs on those three advertisements to convey their message. For example, cheetah that chases a deer, the goat that can easily climb a steep mountain, and the cat that try to imitating an original shape. In every advertisement, Volkswagen wants to show us that they are the best brand that can beat the other competitor. It makes the other competitor want to imitate everything from Volkswagen. Based on those facts, the researcher believes the Volkswagen car is the efficient car that has powerful engine with best original parts.

The Volkswagen wants to draw an attention from customers through their advertisements. After researcher analyzes those three advertisements by Volkswagen, the researcher realizes there is a bond between those three advertisements. The researcher believes that Volkswagen the advertiser wants to convey the message that Volkswagen has an efficient car that has powerful engine with best original parts. In the end, I hope that the result of this research will give benefits for everyone that confused about Volkswagen advertisement and help them to interpret Volkswagen advertisement. Hopefully this research also valuable for everyone who wants to analyze the same cases as the researcher does.

These Volkswagens advertisements can also be analyzed using Ferdinand De Saussure's theory. In general, Saussure says the signifier and the signified are the components of the sign, it links between the signifier and signified. Even with these two components, however, signs can exist only in opposition to other signs. Signs are created by their value relationships with other signs. The contrast that forms between signs of the same nature in a network of relationships is how signs derive their meaning.