**Chapter 4**

**Conclusion**

This chapter consists of the conclusion from the analysis in the previous chapter. I conclude the chapters in this term-paper according to the objectives of the research. The objectives of the research are to know the message that is created in the advertisement and to reveal the implications of the message in terms of break down the barriers that is contained in Nike “This is us” advertisement.

After watching Nike *This is us* advertisement, I found 7 scenes which consist of 25 pictures. Each picture contains a sign which has meaning. Every scene in the advertisement has different way to convey the message. The first scene shows the daughter’s struggle to chase her passion. The second scene shows a housewife’s way to break down the barriers that limit her to do sport. The third scene shows that women can get an achievement with their own efforts. The next scene shows the girl who always follow the rules and the social expectation turns to be brave to show herself in front of the people. The fifth scene shows the women who break the stereotype of women. The next scene also shows a girl who break down the stereotype of women. Even though those scenes have different ways to convey the message but the main point that Nike wants to convey is women should break down the barriers such as gender stereotype and social expectations. Nike also wants to encourage women to get more active.

Each scene has the semiosis process of the icon and the analysis of symbol. I also conclude the message after the analysis of each scene. After all, I conclude all the message and find the implications of the messages.

Nike advertisement is one of the most effective emotional branding examples in the marketing world today. The advertisement shows that women can do anything they love such as sport even though to do sport in Turkey is not easy for women. The tittle of this advertisement “This is us” represents how the Turkish women show to people that they can do things which people think they should not. The text “This is us” shows that women want to show the world that they deserve to do sport and they can do it. This advertisement launches with a new shot on a series of cleverly transitioning setes, the 60 seconds “This is us” advertisement celebrates the stories of elite and everyday athletes from Turkey to encourage women to break down the barriers and the limitations.

The message from all the scenes that is arranged from the first until 25 scenes is not only about the products, but also to inspiring and encouraging the others especially for the women. Nike products such as shoes, legging, and clothes are suitable for all women. Every woman has right to do sport and they can be an athlete as equal as the men. Women must be brave to stands for the things that they love. When they face the barriers such as gender stereotype and social expectations they have to break it down. They also prohibited to giving up, they have to believe and be confidence that they can do it. It is fact that to do sport in Turkey is hard for women. That is the factor why Nike launches this advertisement in Turkey. Nike wants the Turkish people to accept the American culture. When Turkish people can accept the American culture the Nike’s products will be well accepted.