**CHAPTER 4**

**CONCLUSION**

The focus of this research is to reveal the meaning behind the signs that represents a message of the commercial advertisement, as markedly explained on the first chapter until the third chapter. It is known that the main purpose of commercial advertisement is to call the public’s attention to the product for the purpose of selling. For the company, promoting their business makes their customers aware of their product. The message that they send attempts to convince customers that their product is right for customers’ needs. It creates a desire for their product. This research helps people to understand the signs meaning of a commercial advertisement and get the message from it.

This advertisement was released in 2016 during Super Bowl season. This 2 minutes 31 seconds long advertisement are starred by the actors of Sobotka Family from The Wires series. This advertisement video is parted into 7 scenes. Each scene has at least 2 pictures and 5 pictures top. Each scene has denotative and connotative meanings. At first, I analyze the denotation and connotation from each picture, word, phrase, sentence to get the image that is built in this advertisement, after that, I sum up all of those into message that is conveyed by the advertisement.After completing the analyses on the two previous chapters, I close this research with a conclusion in this forth chapter.

The denotation meaning on this advertisement is taken literally from the video. It is an illustration about some robbers who get away using a car after robbing a bank and the police cannot catch them at first, because the car that is driven by the robbers is really fast. They have managed to escape the chase until the police decide to use the same car to catch them and the police finally make it, the police successfully catch the robbers. The police catch the robbers using the exact same car that the robbersused.

As of, the connotation meaning on this advertisement is showing off the transcendents of this car, picturing how the Americans, Koreans, and Spaniards react to this car, breaking down the stereotype about woman is ‘a bad driver,’ and giving impression that nothing can beat this car except this car itself.

The denotative and connotative meanings build the image of this car. The meaning behind the pictures, the sentences and the phrases build images about this car. This advertisement pictures this car as a fast, safe, roomy and fuel-efficient car. Through this advertisement, Toyota wants their product to be well-known and liked in America.

In the end, all the sentences, phrases, and the pictures support and prove the *“Let’s Go Places”* tagline to convey the viewers that Prius is a fast, safe, roomy and fuel-efficient car. It is easy to go anywhere by Prius.

As a result, if a company wants to make an advertisement, they must consider the language they use in the advertisement, either the picture and/or the text, it will help to deliver or fill in the message gap to the audience about the product.