

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 are to identify the Signifier then the Signified meanings from Saussure's Interpretation in Dove "*Love Your Curls*" Advertisement, and to identify the messages that want to be convey through the Saussure theory In Dove "*Love Your Curls*" Advertisement.

I use the theory of semiotics to conduct the analysis of Saussure's Interpretation Dove "*Love Your Curls*" Advertisement. For the each of analyses, I analyse every scene that is followed by the seconds on video using Saussure's theory.

According to the analyses of Saussure's Interpretation in Dove "*Love Your Curls*" Advertisement, there are 21 scenes that are contained of 46 pictures that are appeared in the advertisement. Each of scenes is having the Signifier meanings, Signified meanings and the message.

Dove is one of the many of beauty brands that make the interesting advertisements. The advertisements that they create have a separate story for each product. The stories for the advertisements are also made based on the surveys they have made. The surveys are based on the concerns of people, especially women, who are peaking at the time. From the survey, Dove got the conclusion of what actually became to everyone's concern about their beauty or about their appearance. The results of the surveys they publish through advertising to motivate everyone. Then Dove also seeks solutions to how everyone deals with these concerns through their products.

Until now, I have not seen the beauty product advertisement that is not using the model as the object of their advertisements but the ordinary people. Dove promises to show its products through everyone who have worries about their look, not using the model and not editing it. This is can be seen clearly in this

advertisement I am analyzing, Dove "Love Your Curl." If hair beauty products usually show with a shiny and straight haired model, in this advertisement Dove show some curly-haired people.

The messages from all the scenes that are arranged from the first scene until scene 21, it is not only for the product, but it is also inspiring and encouraging the others especially for the women who have curly hair. Dove products such as soap, shampoo, conditioner, and other beauty treatments are being available in using for the all the places and all people from all ages. Every woman who uses Dove products will feel more confidence and can reduce their concerns about their look and their beauty, especially the curly hair people. Curly hair is not an obstacle for everyone to appear more confident. Dove shows to every curly haired person who does not like their hair, that curly hair can be healthier and more beautiful than straight hair. How can curly hair look more beautiful? Dove product is the solution. Dove shows that if people show how they love their curly hair, then other people who have curly hair will love their hair as well. The ads are very inspiring of everyone, especially women who are being hit by anxiety about the current high standard of beauty. Pretty is not about straight hair or white skin, Dove says that all girls are perfect this way. Show them how much you #LoveYourCurls and tell them that "you are perfect this way."

