

CHAPTER 4 CONCLUSION

After analyzing theBalm Voyage Volume II Advertisement, in this chapter the writer concludes that semiotics is the scientific study about signs. Advertisement is formed by languages, written text, and pictures. theBalm as the one of famous cosmetics brand uses sign on its advertisement as language to promote and attract the reader attention to buy their product. The writer found that the picture of the advertisement (the icon) gave the impact firstly in getting the meaning of the advertisement and gave direction to the writer. The symbol is as the effect of the icon in interpreting sign. In this research, the writer uses four types of theBalm advertisements. Every advertisement consists of representament, object, and interpretant as suggested by Peirce Triadic Theory.

The combination of the three signs will deliver the meaning of specific object advertisement to the reader. Based on analysis with Peirce theory, the writer concludes that every advertisement of theBalm uses attractive and modern sign which make interesting sense of costumers. If we see the advertisement, we will find some attractive written sentences or picture there. These sentence and pictures are the representamen that stand for their object in our mind. Then, the relationship between the representamen and its object in our mind produces the different interpretation and meaning depend on our experience, knowledge and background. Then, the result of this process is called by interpretant where it perfects the semiosis process.