

CHAPTER 4

CONCLUSION

According to the analysis in the previous chapter, the researcher closes the research by a conclusion in chapter 4. How the Oreo's way selling the product is really impressed. They continually do innovative creating the different animation versions of Oreo ads to make more interesting. One of the fascinating Oreo advertisement is *Wonderfilled* version, which is the tagline and the messages contained are about Oreo being able to make a change to the world with kindness. Yet, after it has been watched, actually there is one of the *Wonderfilled* version ads that has a failed message inside. The failed message inside makes the myth of advertisement itself cannot be delivered well too. Therefore, the researcher analyze it to use perception theory and myth approach by Roland Barthes.

The failed message itself is not only the writer's assumption, but also can be proved with the perception obtained from the questionnaire by Swara Unsada organization member who often face the journalism case, such as product advertising.

Therefore, the aims of the research is to how the perception of the myth in the ads. The elements to build the myth itself are the denotation and connotation. It can be found through doing a comparing technique between the fail one and the successful one. It has been analyzed through analysis the color and other elements. Beside that, the aims are also to prove that the message in the ads is not delivered well.

It has been said that Oreo *Wonderfilled* version wants to show the message that there is miracle inside in Oreo. Yet, through doing a questionnaire, the analysis directly finds the factors of color, animation character and duration of time play the most significant roles to make the message in the Great White Shark version fails to deliver.

It can be concluded the using of color in the advertisement is tend to be constantly. The color used to describe the Shark itself is not relevant with the title given. The atmosphere to create the gripping spirit is not represented through its color. There is no color to show that there is a miracle inside. In the beginning until

the end of the scene, the dominant color used are only grey and blue. On the other words, grey and blue cannot be represented as the miracle seen.

Then the animation character used in the Great White Shark versio is also not relevant with the message that Oreo wants to convey. The description of the Shark itself is tend to be the cute one, not as the bad character that has to be given Oreo. The shark is supposed to put the fin in the body's shark, but it is nothing. Therefore it is difficult to consider whether the Shark is bad character or not.

The using of the duration of time in the Great White Shark is also tend to be too fast. Therefore, how the miracle inside cannot be seen clearly. For example, when the Shark gives Oreo to the bayseals, how the happiness between them cannot be felt deeply. The scene is too fast to describe it and does not show the symbol of intimacy to the viewers.

Those aspects explained above are really being the factors influencing the failure itself. The words in the tagline and the lyrics of the song can already be understood by the viewers. The lyrics of the song support the message that Oreo wants to convey that there is a bad character that has to be given Oreo.

When asked to the viewers, the denotative meanings that cannot be reached in the Great White Shark version are there is no imaginative places, imaginative characters, and there is no a change in each of the character that support the miracle itself. Then the connotative meanings that cannot be reached by the viewers is there is no miracle seen at all in the Great White Shark version.

Therefore, in the other words, the message interepreted by the viewers through Great White Shark version is only about Oreo can be eaten by all of the water creatures, not showing that there is a miracle inside of Oreo. That is the message that fails to be delivered.

The myth of the advertisement should show that there is a miracle inside of eating Oreo, but the fail-one is not represented the message that Oreo wants to convey itself. Therefore, after the analysis has been explained, the writer hopes that this can be novelly to Oreo doing a reflection in creating the ads to change viewer's perception.