

## CHAPTER 4

### CONCLUSION

Based on the analysis in the previous chapter, the researcher closes the research by a conclusion in chapter 4. In addition to providing information of a product, advertising also helps create a new image in the community. Through advertising, considering of a thing is shown as a women's beauty. there are the meaning of signs that appear in the advertismment or messages to be conveyed to the worldwide.

Through Pantene Pro-v Daily Moisture Renewal Shampoo and Conditioner Ads Selena Gomez Version, Pantene wants to try to show a message about women's beauty. The researcher uses the order of signification and myth theory of Roland Barthes to prove it.

In a denotative way, the physical beauty of the women is portrayed with the model face that is without acnes, nose sharp, beautiful eyes, as well as bold lips, also strong and healthy hair that is easily to sets, the use of mini dress and minimalist makeup by model in the advertismment. In connotative way, Pantene Pro-V Daily Moisture Renewal Shampoo and Conditioner Ads Selena Gomez Version shows that strong, and healthy hair is a symbol of a beautiful.

The beauty of women not only show from the physical appearance, but also the show from within a person as strong, and also self-confidence. When beauty is owned to spread a positive aura and inspire others that is definition of the real beauty. The inner beauty will spread a positive aura for the people around it, so it is not only the physical beauty that a person needs to possess but the inner beauty also needs to possess to enrich the soul.

The first beauty myths that appear in Pantene Pro-V Daily Moisture Renewal Shampoo and Conditioner ads Selena Gomez version is still showing about the physical beauty of women, beautiful women are women with the character of strong and confident.

The second myth that comes from Pantene ad is beautiful women are women who looks fashionable, and The third myth that comes from Pantene ads is, beautiful women who has both of definition of beauty that is beauty from outside

or within. Because beauty is not only about the physical appearance of a person, but it is about how the inner beauty of a person can look more maximal. Moreover, Pantene describes a beautiful women as a woman who can interpreted the beauty of the ownself that can represent the concept of strong is beautiful by Pantene Haircare which is have many benefits to others. The advertisement is successfully delivers the message on the advertisement as introduction and promoting the product. Moreover Pantene makes good grade in persuading people to use Pantene product throught the advertisment.

Semiotics consider the sign as so broad that it is possible to produce multiple interpretations. Thus, the researcher's interpretation of the sign in the ads shampoo product is one meaning among thousands of other possible meanings. Interpretation of the author is not the only valid truth. It is hoped that other research will be used as a comparison of the same theme about the power of female charms in advertisements submitted by shampoo product advertisements that can result in different interpretations. With so many interpretations, this will enrich and broaden our view.

