

CHAPTER 5

CONCLUSION

Based on the results of research of Barthes' theory on "*Break Free*" version, it can be concluded that advertisement has signs that has meaning directly or indirectly for those who see it. The results of the research findings and discussion obtained from the Barthes' semiotic analysis on Adidas "*Break Free*" version advertisement scene are as follows :

The denotation meanings found in the Adidas advertising scene for the Break Free version, I conclude that the director and screenwriter took five locations, the first was done in an old man's room in a nursing home with a sad atmosphere, he sat pensively without enthusiasm, the meaning of the denotation tells us about an elderly person who is not comfortable being put in a nursing home, he feels lonely and not free, he cannot do what he wants.

The second was located in the canteen of the nursing home when the old man was eating with his friends. the meaning of the denotation here is, he doesn't feel comfortable here, it can be seen that he is not enthusiastic about doing anything, including eating, he has no appetite. he is always gloomy and sad.

Then the third location is the corridor leading to the exit of the nursing home. the meaning of the denotation here is how the old man's efforts and hard work to be free from the nursing home by running towards the exit.

The fourth location is in the kitchen. the meaning of the denotation here is that the old man does not give up on his desire to be free from the nursing home, he continues to practice running so that his strength can be strong and his running can be faster.

The last location was outside the nursing home, then he ran up to the hill where he could see the city below. the meaning of the denotation here is that after going through various obstacles, the old man did not give up and kept trying, and tried to be free from the nursing home, he was always looking for ways to be free,

and now thanks to his efforts and hard work, he has succeeded in achieving his desire to free.

The connotative meaning found in the Adidas "*Break Free*" version of the advertisement that was examined is how it is illustrated that wearing sportswear and shoes from the Adidas brand can provide optimal comfort and performance for its users. because the quality of Adidas is guaranteed to meet high standards. By describing a man who was an Olympic runner when he was young, he is a loyal user of the Adidas brand, because of that he can win running competitions, because he wears the right sportswear and sports shoes, namely Adidas. Adidas gives the best in comfort and return energy under all conditions. So that sports equipment is used by many athletes.

From the analysis of research myth data for all scenes of the "*Break Free*" version Adidas advertisement on YOUTUBE, it can be concluded that the message contained in the advertisement is: Adidas is one of the biggest sports equipment and costume brands in the world, because it is worn by the world's top athletes because of its strong quality and comfort.

The moral message contained in the "*Break Free*" version of the Adidas advertisement on You Tube. From the first to the last scene, it is illustrated that the moral message to be conveyed is: Everyone certainly wants to achieve success in life, especially if success is the result of their own hard work. The definition of 'success' for each person is different. One of them, people can be said to be successful if they have achieved their dreams and plans, and become useful for many people around them. Being a successful person is not easy. To achieve success, we need to have unyielding nature, enthusiasm, determination, and dedication to achieve the best. Try with all our might to reach all the dreams our have, let ourself be surrounded by positive people who always give us encouragement and support. Positive support from the people around us means a lot in our journey to achieve success, whatever our dreams and aspirations.

There are several suggestions that I would like to convey regarding this advertisement , namely: when watching an advertisement, we should not passively accept whatever the advertisement presents to those of us who watch it. But be

more critical and assess the message that the producers of these advertising products actually want to convey, so that we are not easily influenced and provoked by the advertisements we watch. The story in this advertisement is less detailed, because the advertisement's story is told by the appearance of a short silent scene, so the audience needs to interpret for themselves the intent or message the ad wants to convey, which should be made in detail why and what the real message is to be conveyed.

