

CHAPTER 4

CONCLUSION

Texts and images in the advertisement could be interpreted with various meanings. The signs from text and image in the advertisement allow people to think, to relate with the others and give the meaning to what is showed by the universe. The signs are actually a form of communication to convey a message. Through the messages, people will know the meaning of the advertisement.

It is like an advertisement that conveys a message to someone or to the people. In the previous chapter, the writer analyzes the denotative and connotative meaning of Nutrilon Royal advertisements. The connotative meanings of these advertisements create the image that is generated from the myths. Nutrilon Royal advertisement generates the myth of *Life is an adventure*. All the texts and pictures in these advertisements are representing the adventure activity by the children.

The advertisements of Nutrilon Royal have a message to tell all parents who want their child to be brave and strong to adventure their lives by drinking this baby formula because this baby formula contains all the nutrition that is needed by all children so they will be a healthy child and can adventure their lives. The myth of Nutrilon Royal generates the image of the advertisement. The image that generates from these advertisements is our life is our adventure. All of Nutrilon Royal advertisements describe the image that is to live the life is like doing adventure. This image refers to the slogan of "Life is an adventure". The image of Nutrilon Royal advertisement is the proper way to deliver the message to the spectator.

The relationship between texts and pictures in the advertisements with the myth can be seen clearly because in every text and picture of the advertisement has a message that want to be conveyed all parents in order to their children consume this baby formula. That is why the myth of Nutrilon Royal advertisement represents the slogan of the advertisement. *Life is an adventure*.

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