

CHAPTER 4

CONCLUSION

The focus of the research is to reveal the meaning of signs that represent the message of television commercial as clearly depicted above. It helps people to understand how to see the signs meaning of television commercial, and catch its message. As commercial advertises, the main purpose of the commercial is to sell the products through the interesting television commercial. Even though it is not always easy to clearly understand the meaning of the commercial as it means something. For example is the Coca – Cola commercials that have advertised various commercials for its products.

In both of Coca – Cola commercials above, the producer has delivered the idea to the audiences successfully so they are able to catch the message of the idea. The expectation of it is of course to increase the selling point of the products through the message that also creates the myth of the products.

In Coca – Cola “Happiness Factory” (The Coke Side of Life) commercial, the producer tries to send the message that Coke is a bottle of happiness. It is a bottle of happiness because the company makes Coke with happiness feeling that will make you feel the happiness too as you drink it. Along with the message it also creates the myth that if people want to be happy they should drink a bottle of happiness, it is Coke. Moreover, we could see how the message is successfully delivered through the increasing of the Coca – Cola income after the campaign of

Happiness Factory 'Coke Side of Life' is lunched. The net income increases up to 5,080,000,000; it is 4 % rising (www.thecoca-colacompany.com).

In Coca – Cola "Christmas Snow Globes" (Coca – Cola Open Happiness) commercial, the producer success to convince the audience that Coca – Cola is Christmas drinks. Through the logo "Coca – Cola Open Happiness", producer wants to deliver the message that Coca – Cola is Christmas happiness soft drink. Drinking Coke is one of simple way to open the happiness in Christmas. The commercial is wrapped with beautiful scenery of the spirit of Christmas that will make the audiences sense its spirit too. Along with the message, the commercial creates the myth that people could open the happiness in Christmas by sharing the Coca – Cola with the family and friends. The new Christmas Coca – Cola Snow Globes has reached 14 % rising of selling point, it is 6,075,000,000; income after releasing the new 'Open Happiness' campaign in 26 October 2010. (www.thecoca-colacompany.com)

It is obvious that Coca – Cola has one universal message that is trying to deliver through all versions of its product commercial. Coca – Cola sends the message of happiness. It does not mean that we could buy the happiness with the money. The happiness here is the feeling had by the company in producing the products. It is the products of liquids with great, fresh, fantastic, and unbelievable taste and sensation that we could have in one bottle of Coca – Cola. Those liquids will drain to our body and create the happiness as we drink it. Beyond of it, Coca – Cola also has positive campaign that invites us to be more positive in living the life. It is of course the positive life with Coca – Cola.

Both of the Coca – Cola commercials has successfully delivered the messages that are represented through the signs in both commercials as the purpose to convince and seduce the audience to buy the products.



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<<http://www.youtube.com>>

CURRICULUM VITAE

Personal Details

Name : Sentya Dewi
Address : JL. Bojong Permai VI E 21 No. 25
RT/RW 002/015 Perumahan Taman
Narogong Indah, Bekasi Timur
Postal Code : 17116
Phone : 0856 9700 3116
Email : sdewirubiat@yahoo.com
Gender : Female
Date of Birth : 17 September 1989
Marital Status : Single
Nationality : Indonesian
Religion : Moslem

Educational and Professional Qualification

Education Level : Strata One (S1)

Education Information

Period			School / Institution / University	Faculty	Level	GPA
2007	-	2011	Darma Persada	Sastra	S1	3.58
2004	-	2007	SMAN 3 Bekasi			
2001	-	2004	SMPN 2 Bekasi			
1995	-	2001	SD Bani Saleh 2 Bekasi			

(Sentya Dewi)