

Chapter 4

Conclusion

Advertisements have many signs and meanings. In the perspective of semiotics by Roland Barthes, the study of meanings stopped in the second stage of the order signification system. Barthes calls a myth. Advertisement becomes as an important communication to understand the message in modern era. It makes the experts of semiotics are interested to study about semiotic. Pepsi advertisement is an example of important communication above. It proves the existence of myth as a image in the advertisement. Pepsi advertisement creates freshness myth as a image. The myth of freshness has been analyzed by the writer based on verbal and non-verbal signs in the advertisement. This analysis has been analyzed from the denotation and connotation meaning in the order of signification system by Roland Barthes. The sentences and the pictures in the advertisement are related and supported each other to prove the myth of freshness.

In the Pepsi advertisement have many sentences and pictures. It supports the myth of freshness for example, the sentence *you are a new generation* in Pepsi advertisement refers to generation youths. In denotation meaning, generation is all the people born at about the same time. The connotation meaning of generation itself refers to a young people who looks young, fresh, cheerful and active. Pepsi's product is associated with a new generation such as kids, teenager, or the people at the same ages. Pepsi persuades people to become a new generation of Pepsi who looks fresh and active. This is because Pepsi is fresh and good taste to people and makes them feel fresh too. It means that Pepsi attracts people that Pepsi brings freshness in the environment. This is because the meanings of generation are young and fresh so Pepsi brings freshness in the environment.

Pepsi advertisement have pictures to support the freshness image of Pepsi. In Pepsi advertisement shows the kids and Michael Jackson who are dancing and singing actively and happily. They always look cheerful and happy during the dancing. The pictures and situations in Pepsi advertisement give the impression to

people that Pepsi is a carbonated drink which brings freshness, happiness, and cheerfulness in the environment. This attracts the attention of people to choose Pepsi as the drink that gives them fresh taste. In advertisement has an image to show the quality of the product. The use of words, images, colours, or music support the image in the advertisement. It attract people's attention to make them feel impressed and interested to buy the product. It is also to convey the messages to people, so people do not feel bored to see the product in the advertisement.



THE ANALYSIS OF MYTH WITH VERBAL AND NON-VERBAL LANGUAGE IN PEPSI ADVERTISEMENT

Linguistic

Semiotics

Advertisement

Roland barthes' s theory

The order of signification system

Signifier

Denotation meaning

Signified

Connotation meaning

Myth

The colour theory

Henry Dreyfuss

The theory of emotional communication

The theory of James-Lange

THE ANALYSIS OF MYTH WITH VERBAL AND NON-VERBAL LANGUAGE IN PEPSI ADVERTISEMENT

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FORMAL EDUCATION

Name of school	Date
SDN No.53 Kota Selatan Gorontalo	1997-2003
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COURSES

2005 : English Course

2011 : Computer Course

ORGANIZATION

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