

CHAPTER 4

CONCLUSION

The research focuses on the myths of You C 1000 advertisement. You C 1000 have the messages that want to be conveyed to the spectators. Through the messages, people will know the meaning of the advertisement. Those messages are delivered through some ways. One of the ways is through the myths of this advertisement.

You C 1000 generates the myths of healthy and fresh. First, this advertisement wants to convey the message that You C 1000 is healthy. The health is represented by vitamin orange, vitamin lemon, and the pictures and the texts representing the healthy character. Second, this advertisement has the messages describing that You C 1000 is fresh. The freshness of You C 1000 are represented by soda, taste, and the texts and the pictures describing the freshness of nature. You C 1000 also create happiness when people drink it. The happiness can be acquired by the health and freshness of You C 1000.

The messages conveyed by You C 1000 advertisement is the way to attract people to consume it. By drinking You C 1000, people will be healthy and fresh. The myths of You C 1000 generate the image of the advertisement. Those images generate healthy and fresh. All of You C 1000 advertisements describe the images of health and fresh. Those images refer to slogan of 'Healthy Inside Fresh Outside'. The images of You C 1000 advertisement is the proper way to deliver the messages to the spectator.

BIBLIOGRAPHY

- Barthes Roland. 1967. 'Bab III': "Syntagm and System" dalam Elements of Semiology, hlm. 58-88. London: Jonathan Cape.
- Barthes, Roland. 1967. "BabIV: Denotation and Connotation" dalam Elements of Semiology, hlm. 89-94. London : Jonathan Cape.
- Eco, Umberto. 1976. Teori Semiotika. Signifikasi, Komunikasi, Teori Kode, Serta Teori Produksi-Tanda. Indiana University Press, 1976.
- Hoed, Benny H. 2011. Semiotik dan Dinamika Sosial Budaya. Edisi kedua. Jakarta: Komunitas Bambu, 2011.
- Hornby, AS. Oxford Advanced Learner's Dictionary of Current English. UK: Oxford University Press, 2000
- Sobur, Alex. 2009. Semiotika Komunikasi. Bandung: Rosdakarya
- <http://ahamughny.wordpress.com/2010/06/04/memaknai-lafadz-takdir-berdasarkan-semiotik-roland-barthes/>
- <http://elib.unikom.ac.id/files/disk1/456/jbptunikompp-gdl-evisetiani-22786-2-babii.pdf>
- http://eprints.undip.ac.id/17806/1/Indriani_Triandjojo.pdf
- <http://milkintil.blogspot.com/2011/01/about-color-tentang-warna.html>
- http://repository.upi.edu/operator/upload/s_c5151_044865_chapter5.pdf
- <http://repository.usu.ac.id/bitstream/123456789/16803/5/Chapter%20I.pdf>
- <http://slidemaker.wordpress.com/2009/04/02/arti-warna-versi-psikologi/>
- <http://staff.ui.ac.id/internal/130536771/publikasi/metodesemiotika.pdf>

SCHEME

