

CHAPTER 5

CONCLUSIONS

This chapter contains the conclusion from the overall analysis in the previous chapter. This research was conducted to analyze the semiotics or to find the meanings contained in the Scarlett Eau De Parfum advertisement using Charles Sanders Peirce's theory (2024). The conclusion of this research can be summarized based on the research questions: 1) What semiotic elements are present in the Eau De Perfume Scarlett advertisement on YouTube? 2) How do these elements contribute to the construction of meaning in the advertisements? 3) What is the cultural context and symbolic meaning in the perfume?

First, I conducted my research using Charles Sanders Peirce's theory to analyze the data I obtained in my study. After conducting the analysis, I found 20 data points from the advertisement, which has a duration of 43 seconds, each with a description of Sign, Object, and Interpretant. Based on the results of the connotative meaning analysis in the perfume advertisement, it can be concluded that each perfume advertisement has a diverse meaning, and it is highly dependent on the desires and background knowledge of the meaning giver, as well as new agreements in society.

In this study, the researcher also describes semiotics using Peirce's triangle, which consists of (Sign, Object, and Interpretant). From this triangle, the researcher was able to obtain symbolic and iconic meanings from each form or data point. Meanwhile, in the data analysis above, the dominant sign systems found were the icon and index systems. Of all the data found, this aligns with advertisements broadcast on television because the advertisement lasts only 43 seconds, so only a few data points were found. Nevertheless, this allows consumers to understand the meaning of the product they are using.

However, so that consumers can know the meaning of the products they use. The author uses a semiotic study proposed by Charles Sanders Peirce by referring to the trichotomy semiosis process of Representamen, Object, and Interpretant. The results of this study indicate that there is a relationship between signs and their signifieds. Namely where in data 1 there is a trichotomy semiosis process between

the use of white, green, and gray. They have interrelated meanings. While data 2 shows the process of trichotomy semiosis of representamen, object and interpretant between the use of purple, and white in the symbol. Although there are differences in the symbols or shapes in data 1 and data 2, both are interpreted with the same meaning, and data 3 shows the existence of trichotomy semiosis of representamen, object and interpretant with purple and brown colours in the shape of the perfume bottle so that it is interpreted with the appropriate meaning. In data 4 there is a trichotomy semiosis of representamen, object and interpretant with the environment, which has an interpretation as happiness. In the 5th data, there is a trichotomy semiosis in pink and yellow, so that it gives the same interpretation of the colour that gives joy and brightness. And in the 6th data, there is a trichotomy semiosis in red and black, so that it has an interpretation of assertiveness and courage. In the 7th data, there is a trichotomy semiosis in the colour of white light and a face with closed eyes which interprets to calmness and relaxation. The 8th data has a trichotomy semiosis between clothes and the colour red so that it has an elegant and confident interpretation. In the 9th data, there is a trichotomy semiosis between perfume products and the color blue so that it has an interpretation of comfort and appreciation in using perfume on the neck and has the meaning of freshness. In the 10th data, there is a trichotomy semiosis in the colours purple, brown, silver and gold which interprets the different aromas of each colour that each has, And similarly, data from eleven to twenty also interprets the colours present in each image. By using Charles Sanders Peirce's semiotic study, the author hopes that the public can learn more deeply and know about the symbols and meanings of each sensation in perfume, especially in the Eau De Perfume Scarlett perfume.