CHAPTER V

CONCLUSSION and SUGGESTION

After analyzing and interpreting the data, the writer presents the conclusion and suggestion in this chapter. The writer present the conclusion and suggestion in this chapter. The writer concludes the point of the whole of this study. The writer also gives the suggestion for the next researchers who are interested to the topic.

5.1 Conclusion

Here the conclusion is based on summary of the finding and analyzing of data. This study the signifier and the signified by analyzed verbal text and nonverbal that found in Magnum Advertisement advertisements.

In this study the writer found that Magnum company has good promotion to promote their product. It can be seen from the used unique slogan, unique jargon and also unique concept to make an advertisement. The result of the study by used semiotics the writer found the signifier and signified in Magnum advertisements. From signifier and signified the writer found the Magnum always invite the reader enjoy their live and seek their pleasure.

5.2 Suggestion

In conducting this study analyzing Signifier and signified from verbal text and nonverbal sign by Ferdinand de Saussure, the writer has the difficulty in translating and read the image and catch the company means. But in the process of analyzing the data the writer has new experience and amazed how the interesting

advertisement is. However, there was also the weakness that should be looked at for future study. The problem was look the nonverbal of the advertisements.

The writer suggest to the next researcher to discussed and explain more detail in image with the same subject or other subject. The writer also hope theory from Kress and fan Lauween will be conducted by the next researcher, it is about semiotic which closed reading about the image.

