## **CHAPTER V**

## **CONCLUSION AND SUGGESTION**

## 5.1. Conclusion

In the end of this study, the writer would like to conclude in order to answer the two problems which are involved from the video advertisiment "Wardah Cosmetics Lightening Series 2016". It is relating to semiotic that occurred in the advertisiment. After getting the research findings in the study, the writer makes the following conclusion.

The result of the study, the writer found the signifier (verbal expressions) and also signified (denotative and connotative meaning) of semiotic in wardah cosmetic lightning series that consists of 5 video, the writer found 13 sentences contains of denotative and connotative meaning of semiotic. Semiotics is a relationship between the signifier (form) and the signified (meaning).

Denotation is sign level which explains the relationship between signifier and signified that has explicit meaning. Denotation is the most conventional sign in a society because its relationship is on the reality or having meaning based on the dictionary.

Connotation is sign level which explains the relationship between signifier and signified that does not have explicit meaning. Its meaning is not available on the dictionary list or having literary meaning. From previous study and this research, the writer hopes this study can give constribution to develop our knowledge about linguistic, especially semiotic field. Afterward, the writer hopes that this study can enrich our knowledge about the types of semiotic by others thoery where the people can develop their ability to concentrate in describing the word, phrase, and sentence to make a good interpretation.

## 5.2. Suggestion

After conducting this study, the writer offers some suggestions that may be useful for student of English Department other researchers who are interested to conduct an analysis of semiotic in advertisement. This study uses Ronald Barthee's theory and other theory to support this study. The next researcher who wants to anlyze the same theme about meaning, they can anlyze from the different linguistic field. They can combine between semantics and semiotics. It is the corelation between meaning of text and pictures. Hopefully, the next researcher can enrich more in about Semiotics.