

## CHAPTER V

### CONCLUSION AND SUGGESTIONS

This chapter presents the conclusion of the research finding and discussion. Moreover, it also presents the suggestions for the next researcher who want to study about social semiotics.

#### A. Conclusion

The signs in these 12 cultural event brochures are unique. The researcher have to find meaning of sign historically because the sign is cultural item. So there is relation between history and language to analyze the data. Indonesian cultural event brochure is a brochure which shows cultural event with cultural word (eg. carnival, festival and cultural night) and cultural image (eg. temple, wayang, traditional music instrument and traditional dancer). The signs on Indonesian cultural event brochure are familiar things, so it makes feel grateful after know their historical meaning.

Color not only fills our world with beauty but also provides a source of inspirations, which would stimulate the fancy of students to increase the interest of the life. Color serves as a means of communication. The communicative qualities of a color can be defined in terms of natural and psychological associations. Occurrences of colors in nature are universal and timeless. However, color may generate another level of meaning in the mind. This color symbolism arises from cultural, mythical, historical, religious, political, and linguistic

associations. The symbolic meanings of color words reveal wide-ranging connotations in cultures including positive and negative meanings.

The result of this study reveals that signs represent meaning about the social relations of those engaged in communication, the interpersonal function. Signs can represent meanings about the world states, actions and events. That explanation supports Kress and Van Leeuwen opini as quoted by Maryam Najafian in *Advertising Social Semiotic Representation*. The major conclusion to be drawn from this study is that, by using signs and colors on cultural event brochures, it can better communicate with readers and make the event more popular among them. So the goal is many people come to see and enjoy the event. Semiotics analysis occupies an important place within a common framework of discourse analysis of cultural event brochures. Here, the attention is on signs as a carrier of ideological meanings. Ideologies are systems of claims. Claims are manipulated images. Images are form of action. The images, word and color are products of social practices. They have historical meaning in Indonesian cultural event brochure. The most populer images in Indonesian cultural event brochure are woman traditional dancers and wayang characters. Woman traditional dancer represents story in the past. Bali has Legong dance. It represents story about *Princess Raenkasari*. *Wayang* character represents human physic and the personality. Rahwana is familiar wayang character in Java. Rahwana has strongman with bad character. Many people remember that character and try to unfollow the bad thing from him. So, culture gives entertain in beautiful event and also gives message for viewers.

## **B. Suggestion**

Based on the results of the study, several suggestion could be recommended. The first suggestion is addressed to the future researchers who are going to conduct linguistic study especially in the semiotics analysis: it shows that semiotics is the important thing to make a brochure, advertisement or other visual creation. The present research hopes that the future researcher can do more intensive research.

The second suggestion is addressed to the students at campus to understand that semiotics is the important in textual and visual sign in sociolinguistic class. So by looking visual sign surround us, we can analyze and know the meaning behind the signs. And hopefully there will some students at campus interested in semiotics analysis of other data in their thesis.