

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter present the conclusion and suggestion. The conclusion cover same educational advertisement that the researcher found in “Semiotic Analysis of Educational Advertisements Course in Social Media Instagram”. Besides, the researcher also gives some suggestion for the teachers, student and English Department.

A. Conclusion

This study is focused in the main characters and their educational advertisement in social media Instagram. By the analyzing the signifier and signified in this educational advertisement, it is expected that the readers can do some educational advertisement in social media Instagram. Based on the two research question that are stated in front, the researcher would like to give two conclusions to this study.

Based on the result and discussion that have been presented analyze. The researcher found sign, signifier and signified meaning. Educational advertisement of analyzed from the connected signifier which is on the scene. It can be include that the first level of signifier and signified sign of this educational advertisement.

From the connected signifier and signified which is on the each scene, it can be conclude that the second the most dominant sign of this educational advertisement is offer a reward, convincing to the candidate of buyer that this educational advertisement is very effective, just goddesses

will fall from the sky even less human. It is them more and more curios to buy and try it. Clearly, and then message that want to be conveyed in this advertisement is by using educational advertisement product you will get everything.

From the connected signified meaning built of each scene in the advertisement of educational advertisement in social media Instagram, the researcher found a signified meaning or hidden message in this advertisement. The signified sign of this advertisement is an ideology, the ideology is masculine.

In the educational advertisement there is image human are symbolic carriers of community identity individually and collectively. Human figure in many symbolizes the spirit of society, and it represents. This symbol is also used frequently in important social movements. In the sample image, the role of the strong and confident woman is in the foreground in the following days of protests the mother supported their children together with them.

B. Suggestion

The researcher would like to give some suggestion related to this research for teachers, students, and English Department. After the finishing this thesis, the suggestion that can be given to the readers who are interested in semiotics field, are: first, as we have known that language is signifier and signified. In the sign can be formed in sentences, written

texts, pictures, or drawings. We can find them anywhere and every time easily, for the example is in the advertisement.

The educational advertisement makes deliver some messages or meanings, we can use semiotic theories such as Ferdinand de Saussure. So, that readers should try to use one of their theories besides the theory used by the writer in this thesis because those theories can help you all in giving the hidden meaning or messages from every signifier and signified that you see variously.

Secondly, through this thesis, it hoped can give the benefits to the other students as one of their reference in analyzing a signifier and signified of semiotic field. Especially for the English Letter Department students who to do analysis about semiotic.

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