

CHAPTER V

CONCLUSION AND SUGGESTION

The discussion has drawn in chapter IV, so in this chapter the writer presented conclusion and also the writer has added some suggestion dealing with the topic.

5.1 Conclusion

Based on the result of the study conducted by the writer as described in the previous chapter, it can be concluded that the symbols of crossline in Dettol, Lifebuoy, Nuvo and asepto mean to protect the body from bacteria, hygienic, and healthy.

Also the use of red color in Lifebuoy, Nuvo, Asepto mean those soap used active and maximum protection in which to protect the skin from bacteria and germ. Meanwhile, the use of white color in Shinzui, Dove, Citra and Giv. The reason of using this color is because those soap advertisement offer the skin more softness, brighter and clean.

5.2 Suggestion

Based on the study described in this writing and refers to the conclusions drawn above, some following suggestion may be considerable and helpful, especially to the teachers, readers, people and the writers himself. The writer would like to suggest some points as follow:

1. To the teacher, can use this thesis to teach students about simiotics.

2. To readers, this research will add more knowledge about the simiotics in advertisement.s
3. To who want to continue this research may use this research as guideline in the process of research.