CHAPTER V

CONCLUSION AND SUGGESTION

5.1. Conclusion

From the analysis in chapter 4, the differences between men and women can be seen in the perfume advertisements. Male and female, masculine and feminine are reflected in those advertisements.

With regard to men’s appearances and action, men are portrayed as rough and aggressive in the advertisements. In the advertisement, men always seem to be “free” as can be seen in figure 4.1, 4.2 and 4.3. They do not care about their surrounding and they are always confident about who they are. Men, in the advertisements, have short hair, big build, beard, and are always seen as someone who likes extreme things. In figure 4.5, 4.6, and 4.7, the men in the videos do many extreme things, like jumping from the apartment, and hanging on landing skids. The actions prove that men in the advertisements are portrayed as people who like doing extreme things, and activity that require many body movements.

On the women’s appearance and action, women in the advertisements are described as lovely, soft, and beautiful. In the advertisement, women always appear beautiful in the way they wear dresses and make up. Women also appear to be sexy as can be seen in figure 4.9, 4.10, 4.11 and 4.12 where women in the advertisement wear beautiful and sexy clothes. Women are also depicted to like romantic things, as shown by a woman in figure 4.19 who gives a flower to a
man. In women’s action, they seem to be interested in fashion; in figure 4.14, the angel from Axe commercial wears lipstick to make her more beautiful.

From advertisements studied, the companies use the way men and women appear and act to promote their products. The advertisements use men’s build and their stereotyped masculine characteristics such as casual, active and aggressive.s. On the other hand, the advertisements use women’s beauty and sexiness. Basically, the advertisements use the stereotyped representation of either men or women to sell the products advertised.

5.2. Suggestion

As this research discussed gender stereotype represented by perfume advertisement, the writer suggests that future researches on gender stereotypes through advertisements can be done to discuss on their gesture and their expression. The data can be taken from advertisement of other than perfume such as accessories advertisement, or clothes advertisement. Besides, the data can be collected not only from Youtube but also from magazines.