CHAPTER V

CONCLUSION AND SUGGESTION

There are two sections in this chapter. The first section is conclusion. The conclusion is the summary of the previous chapters and the result of the study. The second category is the suggestion, where the writer put some useful suggestions for the future researchers and scholarly purpose.

5.1. Conclusion

This study is inspired by Friedan’s book, *The Feminine Mystique*. The analysis of this study shows that the advertisements represent women’s images mentioned in Friedan’s book. Friedan’s idea that women were more physically exposed in the media is proven in most of the Lux advertisements. To sum up, this study categorizes woman’s images into four.

The first category is woman’s image as an ideal beauty. In this category, the advertisements show that women are exposed to be a perfectly beautiful creature. Interestingly, all of the advertisements samples (27 of 27) in this study are included in this category. They all emphasize that woman is supposed to be perfect and flawless. The advertisements also highlight that an ideal woman’s skin is not even allowed to have a single spot or blemish. The advertisements also use words such as daintiness, exquisite, and lovely to explicitly stress the importance of beauty for woman. The advertisements show that woman is required to have an ideal beauty as Friedan has mentioned in her statements where women are supposed to follow the beauty standards that is always portrayed by the media.

The second category is the image that shows woman as a creature to please a man. There are 12 out of 27 advertisements included in this category. This category
shows the advertisements that portray women who are supposed to win a man’s heart. The frequently used words are romance, win, admiration, and attractive. The words that the advertisements use makes woman as a creature to please, because they have to do a lot of things only to make other people happy. Friedan’s theory has matched the image that is portrayed in the advertisement.

The third category is woman’s image as a domestic creature. The advertisements show women inside of the house. There are 9 out of 27 advertisements showing women as domestic creatures. In these advertisements, women are portrayed in the bathroom, bedroom, living room, or other rooms around the house. This creates woman’s image as a domestic creature because in order to be considered as feminine, they are all supposed to be around the house. Although these advertisements do not display all women in the house, Friedan is right when pointing out that in her era, women’s exclusive domain was at home.

The last category of this study is woman’s image as a dependent person. There are 11 out of 27 advertisements included in this category. The advertisements portray women who need men’s company. In these advertisements, women are weak and fragile. Therefore, they have to be accompanied by men when being outside their home. In line with what Friedan says about women’s dependence, the advertisements also give a portrayal of women as dependent beings.

In conclusion, all advertisements (100%) in this study portray women’s image as an ideal beauty. It means that this category is the largest number of women’s image which can be seen in all of the advertisements samples. Only few of them (30%) of the advertisements are included in women’s image as a domestic creature. It is the least image (9 out of 27) that can be seen from these advertisements samples.
In this study, there is only one advertisement that does not match Friedan’s theory that women are supposed to please men. The one that says the other way is an advertisement which shows that woman also has power to destroy man. However, not all advertisements portray woman’s images as discussed in Friedan book. Indeed, Friedan is right about the general portrayal of women by media in her era.

5.2. Suggestion

To gain more knowledge in the field of Gender Study, future researchers can explore more on this study in some different ways. The writer’s suggestions for the future researchers are:

- Find out how LUX advertisements might change within time.
- Study Lux advertisements in another country.
- Find out women’s images in different years.
- Use another brand of beauty product advertisements to study about woman’s images.