

CHAPTER V

CONCLUSION

Based on the discussion on chapter four, it can be concluded that the personal narrative and the signs and symbols found in Anggun's SK-II video advertisement represent girl power; a power owned by an empowered female character. Through the video advertisement, Anggun C. Sasmi tells the audience how she struggles hard to reach her dream. The promotion of gender equality is assisted by SK-II as a Japanese cosmetic brand that has the mission of inspiring everyone. Through #changedestiny by SK-II, Anggun C. Sasmi tells her personal story to persuade women to do the impossible by working hard and never giving up her dreams and life goals.

Anggun's personal narrative contains the girl power of being independent, determined, and work hard. Those three things empower Anggun as a woman. Firstly, being independent is proved by her freedom to choose her own way of life and career including the consequences that follow her decision. She also shows her independence by doing everything by herself. Secondly, being determined in Anggun's personal narrative is mostly shown by her word choice. Anggun uses the words "have to", "got to", and "many to express her determination. Other proof of her determination is proved by her promise to herself that she will not go back without something that makes her proud of it. Thirdly, working hard is

shown by the description of her activities. She describes herself as a woman who work really hard and do a lot of activities.

Signs appeared in the video advertisements to accompany Anggun's personal narrative consists of several elements. They are colors, facial expressions, properties, clothes and accessories, and Anggun's personal life on the video. The colors used are gray, white, black, and red. The facial expressions are sad, happy, and confused. The properties are music sheets, a cage, a telephone booth, a street light, a headphone, a cup of coffee and a pencil, a door, keys, a spotlight, dry ice, a stool and a microphone, and confetti. The clothes are white, black, and red evening dress, red mini dress, a shirt and hot pants, while the accessories are bracelet and earrings. Most of the objects in her video advertisement are more interesting and have their own meanings. Some objects are directly related to the idea of girl power. For example, Anggun's wearing red dress is a way to show her power and energy as the color red represents energy and passion. Some other objects are only supporting Anggun's personal narrative like the telephone booth which is the sign of London. The colors, red and black which have the idea of girl power. Gray and white colors mean gray means sadness of Anggun, white color means good of Anggun. Red color symbolize Anggun's energy and her passion to get her dream, black represents empowerment, music sheets in the second scene means she was upset with her job in London but interestingly the music sheets blown away to her right path, cage there are two kinds of cage, closed cage means Anggun felt trap and the open cage means Anggun felt free and had a right to choose what she wanted, a street light

means gloomy atmosphere, clothes and accessories, Anggun wears black, red, and white dress and accessories. And cup of coffee means she had to hard work to chase her dream so she had to do a lot of work. Keys, simple key means Anggun did not found her right path of life and the key with crown is Anggun found her right path to make her dream come true. Anggun also shows her life too on the screen which shows the glimpse of a window and the view of France and her family which means she not always as a singer but also an individual. However, music sheets that blown away in the first scene in the first scene, a headphone, a pencil, spotlights, dry ice, a stool and a microphone, confetti. Blown away music sheet in the first scene means Anggun's music career. A headphone and a pencil are the instruments that support her to had reference of music and to write music. Spotlights and dry ice means to get audience's attention. A stool and a microphone are the instruments to support her to sing her song.

In general, Anggun shows to the audience that she is empowered in the video ads. Through her personal narrative and the signs and symbols in video advertisement, she wants to show that she is a reliable person who can express herself to the world that she can do anything that inspires women through her life story.