

CHAPTER 5

CONCLUSION

Based on explanation above, the writer concluded that whitening product has hidden meaning which contain in every advertisement. The meaning delivered through code or direct explanation by narrator which have goal to persuade consumer to buy the product. Some creator use hidden code because the characteristic of television advertisement is sort. So, to make time enough they use some codes to represent the meaning, and it can be received by audience.

There two question in this thesis, the question are what are the visual semiotic codes of Roland barthes which mostly uses ? and the answer are Semantic code and Narrative code. The percentage of analyzing three whitening ads by Roland Barthes is 90% for Semantic code and Narrative code, 80 % for Symbolic code and Cultural code and the last 70% for Hermeneutic code.

The second question is what are the similarities and differences among these three advertisements in term of semiotic visual Roland Barthes? the answer is they are same delivered advertsiemnet in short time and same use women model as their icon of beauty .

The differences are whitening substance, Citra use natural fruit as whitening substances, Nivea use modern substances and Shinzui use traditional oil from japan “ Herba Matsu Oil “. Advertisement theme for these three advertisement also totally different some of them use indoor and some of them use outdoor. This make the characteristic whitening advertisement different depend on the audience which one they will choose based on their knowledge and their need.