

## CHAPTER 5

### CONCLUSION AND SUGGESTIONS

#### 5.1 Conclusion

This thesis aims to prove that advertisement is not only used to attract the consumer, but also containing cultural values from the country where the advertisement is aired. This can be proven from McDonald's advertisement *Wujudkan Momen yang Terlewati Jadi Lebih Spesial*. There are two cultural values of Indonesia contained in the advertisement, that is 1) cultural values of collectivism, which are then classified into eight findings of collectivism, and 2) cultural values of going back to hometown.

The first cultural value is collectivism. Indonesia is a collectivist culture. Collectivist culture focused more on group activity. Society does not mind spending their time socializing. There are nine scenes that represent the collectivist culture of Indonesia in the advertisement. For example, the son has time commitments that should be given to his superior (boss) and his family. He carries out his obligations as a son, which is to go home, and at the same time, he has to obey the rules of his boss who gives him only a day-off. Additionally, in collectivism culture, having physical contact, such as hugging and patting is acceptable. People are willing to save their time for quality of life. Next, in a family environment, each individual shows respect to the other family members by using proper addressing terms to the elders.

The advertisement also presents the patriarchal culture by delivering a scene where is differentiated sex roles; the mother does the house chores while the father

enjoys his leisure. It also represents family-oriented culture and shows a strong relationship between children and their family. The advertisement shows the family having dinner together as a representation of family togetherness.

The second cultural value is the tradition of going back to hometown. The son is going back to his hometown as a devotion to his family. In the advertisement, the son is going back to hometown as a form of obligation to his family. The cultural value of going back to hometown depicts not only the human's actions, but also in the objects used in the advertisement. They are the picture of a swan and cygnets, the picture of a bus, the picture of scenery of the village on the downhill, and clocks.

All in all, analyzing this advertisement teaches the researcher how important family is. The advertisement shows the ideal representation of what a family should have, a strong bonding. The stronger a bonding in a family, the lesser the awkward situation will be. People are able to build and keep the relationship as long as they have time.

## **5.2 Suggestions**

The researcher hopes the next researchers will continue and improve research related to advertisement and the messages implied. They can observe other values, either local values or local-global values, to get a deeper analysis.