

## CHAPTER 5

### CONCLUSION AND SUGGESTIONS

#### 5.1 Conclusion

This thesis aims to prove that advertisement is not only used to sell products to consumers but also to sell sexuality to attract people and gain a lot of profit. This can be proven from the *New Era Boots* advertisement. Two sexualities are portrayed in this advertisement, that is, women's and men's sexuality.

The first one is women's sexuality. In the advertisement, several scenes over-present their sexuality. In terms of dress, the women models wear sexy dresses. The models wear tight and skimpy clothes that show her body curves and a sexy pink dress that reveals her shoulder. In terms of physical appearance, the models in the advertisement have perfectly flawless bodies. Sexuality is shown through the body's curves, cleavages, slim waists, and fair skin. In terms of gestures, one of the woman models dances erotically, clawing and kneeling and wiggling her body. Using Barthes' theory of semiotics, these are the representation of sexual objectification

The second one is men's sexuality. In this advertisement, the man model is also used as a sexual object. The man model is shown bare-chested while showing off his muscular body to attract attention. From the point of view of Barthes' theory of semiotics, these representations also imply sexual objectification.

Overall, it can be concluded that this advertisement, which actually sells rubber boots, highly sexualizes women and men through body images. The advertisement certainly employs a sex appeal strategy by means of dresses, physical appearance, and gestures, to visually attract people's attention.

## **5.2 Suggestions**

Exploiting sexuality to sell particular products are not uncommon in advertisements of newspapers, social media, and television. Therefore, the researcher hopes that the following researchers will continue various studies related to the exploitation of the sexuality of women and men in other advertisements.

