

CHAPTER 5

CONCLUSION AND SUGGESTIONS

5.1 Conclusion

Throughout the *Iklan Nu Green Tea 2016 "Honey Shake" 30S*, the advertiser of the said ad has purposely applied the AIDA advertising strategy. This can be proven with how from the beginning segment until the ending segment, there are each step done by the advertiser to have achieved the AIDA advertising strategy. Not only that, it also helped the advertiser to make the *Iklan Nu Green Tea "Honey Shake" 30S* one of the popular advertisements reaching 2.475.102 views until this thesis is written.

Through this advertisement, the researcher also finds out that the advertiser uses both textual and visual signs to encourage the viewer to care for the environment with the help of semiotic reading through an ecocritical lens. This can be seen with how the elements in the advertisement from the beginning, middle, and ending segment such as the setting of the place, the attribute used, the dance performed, and the color used in the advertisement deliver the idea of bringing awareness to the viewer to take care of the environment.

In conclusion, *Iklan Nu Green Tea 2016 "Honey Shake" 30S* has executed the AIDA advertising strategy and also can be considered as a product of the second wave of ecocriticism. This is because throughout the advertisement, the advertiser paid more attention to the relationship between human and non-human elements by adding the human's environment, such as urban area. Not only that, the advertiser is proved to

have inserted both visual and textual signs that invited the viewers to care more about the environment.

5.2 Suggestions

This study is a qualitative study by analyzing both textual and visual signs using Roland Barthes' semiotic theory through ecocriticism lens. The writer hopes this study will serve as a resource for other researchers looking into other advertisements which applied AIDA's advertising strategy and ecocriticism in advertising field. Other researchers may investigate the same advertisement; however, the researcher suggest that future researcher adopt the quantitative method to prove the effectiveness of advertisements which invites people to care for nature's ecology. By doing so, the researcher will help to enrich the use of ecocriticism in advertisements and also broaden people's knowledge about ecocriticism theory.