

## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

#### **1.1 Conclusion**

The result of analysis shows that 12 smartphone printed advertisements which consist of 3 printed advertisements of Apple, Samsung, HTC, and LG in T3 Magazine portray modern lifestyles. The analyzed texts, pictures and colors clearly unveil the concept of modern lifestyles used in those smartphones printed advertisements.

The concept on how modern lifestyle portrayed in the advertisements can be seen on how the texts, pictures and colors blend together in creating the concept of easiness that smartphone offer to modern people in this modern era. The feature that Smartphone offer has become people daily needs and lifestyles that need to be fulfilled. The modern lifestyles shown in the advertisements mostly emphasize about the advantage of smartphones which are versatile, punctilious, practical, instant, easy to use, prestigious, elegant, exclusive, unique, having fast internet feature, having intellectual status embedded in it , able to acts as a HD television remote, having fast operating system process, associated with Microsoft office and Windows operating system.

In 12 smartphone printed advertisements in T3 Magazine, almost all of the texts in the body copy and headline show about the advantage of using the smartphone and the newest must have product. Most of the texts also show about why the potential buyer should have the product. The texts also implies about the advancement technology, versatility and problem solving solution that people need in this modern era. Moreover, most of the texts portray about the intellectual and prestigious status that the potential buyer will get by buying the smartphone.

Most of the pictures in the advertisements show about people who use smartphone as a device which acts as the most important device in their life. In order to fulfill the computing and communication demand of this era, people must learn and use it in order to get a well-deserved life. Some pictures even depict about a highly intellectual businessman who depends on its smartphone in order to run its business. There are also few pictures which portrays about the usage of smartphone when we are searching for a coffee shop nearby our location. Just by saying the word “coffee shop” the smartphone will pinpoint the location of the coffee shop nearby our location. All the pictures in the advertisements clearly depict that people in this era can only fulfill its communication needs by having a smartphone and that is an absolute need that needs to be fulfilled. Furthermore, the pictures also portray a prestigious and stylish looking device that will boost people social status and make their life easy.

Most of the colors used in 12 advertisements are black, gray, white, red, and blue. Those colors connote futuristic concept, technology advancement, domination, power, punctiliousness, elegance and prestigious status. These colors act as the hidden supporting pillar in building the concept of modern lifestyle to the texts.

Finally, it can be seen that smartphones' advantages which leads to modern lifestyles concept are massively portrayed in the 12 analyzed advertisements above. The persuasive images, texts, and colors used by the advertiser really play an important part in building the concept of modern lifestyles in the smartphones printed advertisements in T3 Magazine.

## **1.2 Suggestion**

This research uses Roland Barthes' semiotic theory as the main instrument to analyze the sign in 12 smartphones printed advertisements in T3 Magazine. The researcher decided to use Roland Barthes' semiotic theory because his semiotic theory is the most rigorous theory in analyzing sign and interpreting meaning. The writer used various references to interpret the meaning of signs in 12 smartphones printed advertisements in T3 Magazine. The writer suggests that when interpreting the meaning of sign, be sure to use reference and related theories to make objective interpretation.

Nowadays gadget has become the symbol of modernization itself. One of the gadgets which everyone uses and dominates the market is smartphone. Smartphone

really helps people in doing their daily life and makes our communication and digital needs become easy. The advantages that the smartphones offers is undoubtedly part of the modern lifestyles itself.

Like 2 sides of a coin, whenever there are advantages of something, there also bad effects of it. Therefore, we should choose the appropriate modern lifestyles that can support our daily routine activity. Now that you have known the most persuasive point in smartphone printed advertisement, stop buying smartphone because of being persuaded by the modern lifestyle concept embedded in smartphones printed advertisement.

Lastly, for other student who attempts to conduct this kind of research, they can analyze laptop printed advertisement because laptop has become one of the best-selling gadgets in Indonesia. It is very important to analyze why the product became famous and sold most.