

CHAPTER V

CONCLUSION

This chapter aims to discuss the conclusion of the analysis in order to complete this study. This chapter is divided into two sections. The sections are the conclusion of this study to know how Revlon represents the beauty construction in their lipstick printed advertisements in US magazines: Redbook magazine February 2010 edition, Allure magazine October 2012 edition, Instyle magazine February 2013 edition, and Elle magazine November 2014 edition and the recommendation to this study.

5.1 Conclusion

Advertising is the form of mass media communication that aimed at attracting attention on a product. In order to persuade the audiences buying the product, the advertisers exploiting women to be the model as their strategies to represent the construction of women's beauty in their advertisement. The use of women's beauty construction is also appeared in Revlon lipstick printed advertisement. The question comes up with how does Revlon lipstick printed advertisement represent the construction of women's beauty as reflected in 4 magazine editions from Redbook magazine February 2010 edition, Allure magazine October 2012 edition, Instyle magazine February 2013 edition, and Elle magazine November 2014 edition.

To answer the research question on how Revlon lipstick printed advertisement represent the construction of beauty in 4 magazines editions: Redbook magazine February 2010 edition, Allure magazine October 2012 edition, Instyle magazine February 2013 edition, and Elle magazine November 2014 edition, the writer found Revlon lipstick printed advertisement place women's beauty as public deception and also as the object to commercialize a product.

After analyzing all these four Revlon lipstick printed advertisements, it can be seen that Revlon brings the same idea of having ideal American beauty on lips in each advertisements, even though the advertisements are taken from different US women's magazine. It captured on the visualization of the model. All the models in the advertisements are from America. They are beautiful, sweet, and feminine. The models are celebrity with different background of skin and different social background represents on their clothes, such as glamour, sweet, and carrier women, as the representation of multicultural American women. They use celebrity as a model to upgrade their product popularity.

In the picture, all models are fragmented and have an emphasizing on lips. It is their strategy to transfer the ideology of Revlon in their slogan "Love at the first swipe" and "Love is On". They are all having red lips which are looked fuller, sensual, desirable, and sexy as if it is happened instantly because of wearing Revlon even in a single sweep of the lipstick. It is very endeared by the target market of Revlon, that is the low-middle class to achieve those kind of lips instantly. They also offer the product that is longwearing, so the consumers do not have to touch up their lipstick frequently, their lipstick will not easy to be running

out, and they do not have to spend more money to buy lipstick frequently. Besides, they are smiling and gaze seductively directly to the viewer. The smile and the gaze implicitly demand the viewers to buy their product in order to be the same as the model. The angle of the photo shoots also makes them look seductive and mysterious.

All of the model pictures are displayed in the greater size at the center to attract the attention to the viewer directly to the model which has full and sensual lips as the emphasizing as the core of the information text in the advertisements. They also used salient color to make the picture eye-catching. The picture of the model is actually only as the imaginary of instant beauty that is offer by the existence of Revlon products. Revlon products come as if as the solution of the viewer's need of having sensual lips and seductive instantly.

In representing the construction of beauty, Revlon printed advertisement use classifier, head, and qualifier as the dominant nominal groups in every edition. Moreover, the representation is supported by the repetition words: perfect kiss, smoother, softer looking, soft formula, comfortable, longwearing, last hour, instant, once, and lips on the four advertisements. All these words actually have relation of connotation meaning of seduction, flirtation, and adoration.

The connotation meaning is achieved by looking the ideology behind the slogan. When the consumers use the lipstick, it means they turn "On" the sexiness, the desire, flirtation, and seduction as the start of being in love even though in the single sweep of lipstick. It is visualized by popular model in the

advertisement which is wearing the red lipstick in bold as the emphasizing. It makes the lip looks fuller and makes people look directly to the lips. A study from Dr Geoff Beattie proves that lips represent one of the most sensual aspects of a woman's body and play a critical role in human sexual attraction. Full and red lips combined deliver the perfect pout to achieve male fixation ("*Mail Online*"). So, Love in this case is not only bringing the idea of adoration of the user but also to the product itself. It is represented from the use of the material process as the dominant clause which is used to attract the viewers in a very subtle way to buy the product in order to get the ideal beauty as the same as the popular celebrity model in the advertisement. The beauty of popular celebrity model in the advertisement is constructed to be commercially objectified to sell the product. Lastly, through this way the writer tells how Revlon lipstick printed advertisement represent the beauty construction.

5.2 Recommendation

After doing the analysis of the beauty construction represent in Revlon lipstick printed advertisement, the writer hopes this study can contribute to the language field, the media discourse, the cultural study and the linguistic field. The writer recommends to those who are interested in media discourse and cultural studies to conduct the research about comparison the beauty construction in different advertisement which has a longer text.