

CHAPTER V

CONCLUSION

5.1 Conclusion

After analyzing the findings of the study, the writer formulates three conclusions to answer the research question of the study. First, happiness is an abstract thing then it became a concrete thing in the form of outstanding commodity, i.e. the concept of happiness. *Bridestory* as a producer sells this commodity to the future bride (their consumers). Textually, *Bridestory* commodifies the concept of happiness through the blog articles in their website. *Bridestory* sells the concept of happiness by explaining the success of the selected notable wedding and bringing the readers into fantasy world through “the marketing language” and pictures. *Bridestory* displays happiness as an opulent wedding in the form of dreamy, traditionally edgy, rustic, and romantic wedding.

Second, *Bridestory* has a standard in producing article, such as selecting the pictures that matched *Bridestory*' style, revised the article if the pictures is not achieved their standard. *Bridestory* also attempts to grab hip market by making a concept in their wedding fair, active on social media, and make a mobile application. It shows us that *Bridestory* pursues the popularity to preserve their middle to up consumers. The Editor in Chief has a main role in the text production because she makes the approval for the published article and also revised the article. From the

four articles, *Bridestory* merely handles the whole wedding of Sandra Dewi. It shows us that *Bridestory* parallels their image with Sandra Dewi's image which is sweet, lovable, beautiful, but it is in the fantasy.

Third, the consumers of *Bridestory* are willing to spend more than five hundred million for their wedding celebration because they want to get the happiness offered by *Bridestory* in the form of wedding concept. The consumers of *Bridestory* in the website are trapped in the simulacra.

Bridestory as the producer displays the hyperreality in the website. The works of hyperreality makes the consumer's mind loses the ability to distinguish reality from fantasy. In this case, *Bridestory* as a wedding business creates hyperreality which affect the way people think about life, what is important and worthwhile. Seeing this from the commodification perspective, people never consume one object for its function. Instead they are manipulated by the signs of these objects' functions. The consumers of *Bridestory* consumed those sign values to gain prestige in society.

5.2 Recommendation

To sharpen this study, the writer proposes the further study can be approached from the structuralist semiotic developed by Gunther Kress and Van Leeuwen and postmodernist theory.