

CHAPTER V

CONCLUSION

5.1. Conclusion

In this study, the writer gives interpretation based on procedure of research method. Interpretation is the act of the writer to analyze the study by showing the idea of meaning or gaping between the authors of advertisements (advertisers) and the readers. Woman is a fully grown human female that will be matured by biological factors and developed by social construction. Self-definition of each woman is guided and externally dominated by social construction. Advertisements in magazines are the printed media that try to convince the readers how men and women are, want to be, or should be, in relation to themselves, and in relation to others in the arena of life. Marital life is the state or condition of being alive together between women and men by a legal ceremony, so there are so many preparations that must be undergone by them esp. women in premarital life. Those lead the increasing of bridal market today, the wide range of business that caters to the needs of at commercialization of every couple marriage rituals and parties, and the extent of bridal advertisements in magazines, esp. *U.S Brides* magazine as the world's largest bridal magazine centered in America. Meanwhile, American wedding itself features bridal Party, the white veil and gloves, the jewelry, the registry, the wedding kiss, the lovely cake and the romantic honeymoon.

According to the study, woman as the target readers of *U.S Brides* magazine is the object of these advertisements and advertiser is the subject that

gives influence to woman. Meanwhile, based on the themes of constructions of beauty & fashion, cookware, and honeymoon trip that dominates in *U.S Brides* magazines' ads, the writer concludes that woman has several images which are developed later to be the construction of woman at marital life. In beauty-fashion theme construction, woman is described as the object of pleasure for man that is specifically construct woman to has slim and tall body shape, capability for choosing and using the right make up, gown and accessories design, so that her man (husband) will be more appreciate and loves to her. These descriptions or stereotypes are perhaps the most detrimental to the construction of a woman's identity. In cookware theme construction, a woman position is in the home with her family, to be good or ideal mother for caring home and husband as the ultimate goals of a woman's life and her greatest creative opportunity. She has role to manage and make decision for everything in her household (domestic needs), with the allowance of her husband. The last is honeymoon trip theme construction. In this theme construction, woman is described as the sexual object of her man by her erotic pose and sexy gown, even though she is also enjoy it.

Although the domination of the authors mostly appears in these ads, it is common occurred in analyzing ads because advertisement is the line that blurs between editorial freedom and the demands of the marketplace. Tthe construction of woman at marital life today is manifestation of the long lasting effect of the construction of the feminine gender role on women's identities. Even woman today is expected to complete all the tasks as a housewife and a career woman.

5.2. Implication and suggestion

This study implicates the readers to gain their understanding and enrich their critical thinking in reading advertisement on magazine, esp. for women to be more precise in perceiving advertisement. Women are deeply affected by what their magazines tell them (or what they believe they tell them) because they have such interconnection on their own mass sensibility.

Advertisement in bridal magazine focusing on the construction towards woman is beneficial to be further analyzed in the study of Media Discourse. Therefore, it is suggested that there should be other research with different aspects. Finally for those who are willing to conduct such research could read this study as one of his or her inspiration.