

## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

#### **5.1 Conclusion**

Based on the discussions and findings on the previous chapter, the concept of youth is revealed in the six cigarette advertisements to promote their brands through the printed advertisements.

Peirce's theory of Semiotics has proven the concept of youth through the process of the object that is being represented and interpreted. The images, colours, and texts from each advertisement show that they are used to catch young Americans' attention because they are their targeted markets.

The notion of cool and trendy youth is set on the advertisements because it is what most young Americans aim to be. Such notion, as the universal rule accepts, is defined by youths as how attractive, confident, intellect, up-to-date, and energetic a young person is. The advertisers set the notion on their advertisements by adding colourful colours, attractive young figures, and striking headlines, all that attract young Americans and which they think fulfill the criteria of the notion.

The way the concept of youth is applied in the cigarette advertisements can be seen by how the advertisers repeatedly pick the attractive colours, the interesting words for the advertisements' headlines, and the images that show American youngsters who always seem to be happy, smiling, and enjoying their time with the cigarettes.

The advertisements show that cigarettes are the major influence for young Americans and whatever notion of cool and trendy which relates to the youth are glued to the advertisements so that the notion sticks to the mind of young Americans.

As it is seen in the first advertisement, the young couple shares their happiness together by smoking cigarettes. They are happy and the cigarettes they smoke are their mediator of love because they smoke the same cigarette and that makes them have one thing in common that they are passionate about. While in the second advertisement, the advertisement shows that smoking cigarettes together while having a chit chat could bring the idea of togetherness, which young people like. The cigarettes they smoke are as important as friends they are having a chit chat with and that is all that matters. On the other hand, the third advertisement shows that even young ladies could smoke cigarettes as well because it brings confidence and independence to the young ladies who want to be seen so. They convince their audience, which is young ladies, that smoking cigarettes helps them gain confidence and to be independent. The same notion is set in the rest of advertisements. Each advertisement has a different approach but the same concept, it all directly aims at catching young Americans' attention.

The cigarette brands obviously represent young Americans in their advertisements. It is just they have ulterior motives behind their advertisements which in order to reveal them, the structures shall be broken into the three part model of semiotics by Peirce.

## **5.2 Suggestions**

This research uses Peirce's semiotics to break the structures of the cigarette advertisements. It is aimed at revealing the youth concept in the advertisements. For further researchers as well as English Department student whose studies are related to this study, it is suggested to avoid subjective interpretation. The best way is to interpret the signs in the advertisements based on related theories or previous research on the subject.