

CHAPTER 5

CONCLUSION AND SUGGESTION

5.1 Conclusion

From the analysis in the previous section, there are several important conclusions. First, Based on specific analysis, there are 19 data are found. Most of the data show the man who using Axe as the Representamen, and the object is woman or women. Most of the specific Interpretant describe the relationship between man and women that caused by Axe perfume.

Second, Based on general analysis, there are 4 data are found. Most of the data show the Axe perfume as the Representamen and mentioned as Qualisign. The man who used Axe is the object and mentioned as Index. Most of the Interpretant that is mentioned as Argument, describe the effect of using Axe perfume on man can make the man become more confident and as the result he can attract lots of women.

Advertisements can also be the new way to enter a new ideology that will change people point of view. It is a must for consumer to buy product with using their logic and not being fooled by the benefit of the product. Axe describes itself as the man fragrance that has a function to attract and raise women desire. The important message