

5.2 Suggestion

The writer expects that this research will be the input to the Semiotics field and also the researcher also gives suggestions related to this study. For the student of Study Program of English, Brawijaya University, this study will help the student's understanding on sign and the message behind the sign. For the next writers, this research could become an inspiration in writing their thesis. Furthermore, the next researcher is suggested to consider the two things below:

1. The next writers could use another interesting version of Bear Brand Sterilized Milk advertisement as the object of the study such as, *Imlek* season, dispenser version, or milk for beauty.
2. The next writers could analyze the data by using other semiotics theories, such as Peirce's triadic model of sign, Saussure's dyadic model of sign and theory of codes by Chandler.

