rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Un CONCLUSION AND SUGGESTION rawijava rawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brain this chapter, the researcher delivers the conclusion about this study and sit as Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya the suggestion. The conclusion of this study covers the summary of finding. The Universitas Brawijaya rawijaya Universit suggestion of this study is for the next researcher and for the student of English Sitas Brawijaya Universit study program. **Universitas Brawijaya** RSITAS BRAW **Universitas Brawijaya** Universit**5.1 Conclusion Universitas Brawijaya** Iniversitas Brawijaya The researcher finds that there are five topics about "Save the Tiger" that Itas Brawijaya the advertiser wants to show in the advertisement. They are illegal hunting, illegal rawijaya Universit souvenir, tiger extinction, tiger habitat loss and gathering help for the tiger. The sitas Brawijaya rawijaya University researcher finds 55 signs in total. In signs identification, the researcher finds that rawijaya Universithere are 24 icons, 14 indexes and 17 symbols. In inferring the connotative Sitas Brawijaya rawijaya University meaning of each sign, the researcher uses theory by Barthes and finds that each sign Brawijaya Universities Brawijaya sign found in this advertisement has certain message related to the topic of the Universitadvertisement. Also, each sign has particular position whether it is the main signsitas Brawijaya wijaya Universitas Brawijaya Universitor supporting sign. The main and supporting sign both have relation to strengthen sitas Brawijaya the message. In addition, each sign has an important contribution to build and Universitias Brawijaya Universi support the idea of the advertisement, so that the advertisement which consists of sitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya Universitas Brawijaya** Universitas Brawijaya rawijaya