

CHAPTER V

CONCLUSION AND SUGGESTION

In this chapter, the researcher delivers the conclusion about this study and the suggestion. The conclusion of this study covers the summary of finding. The suggestion of this study is for the next researcher and for the student of English study program.

5.1 Conclusion

The researcher finds that there are five topics about “Save the Tiger” that the advertiser wants to show in the advertisement. They are illegal hunting, illegal souvenir, tiger extinction, tiger habitat loss and gathering help for the tiger. The researcher finds 55 signs in total. In signs identification, the researcher finds that there are 24 icons, 14 indexes and 17 symbols. In inferring the connotative meaning of each sign, the researcher uses theory by Barthes and finds that each sign found in this advertisement has certain message related to the topic of the advertisement. Also, each sign has particular position whether it is the main sign or supporting sign. The main and supporting sign both have relation to strengthen the message. In addition, each sign has an important contribution to build and support the idea of the advertisement, so that the advertisement which consists of various signs can be seen as the whole unity idea.