

## **CHAPTER IV**

### **CONCLUSION**

Semiotics is very important in order to understand the advertisements. The connectivity between the advertisers and the readers as the consumer is done by using and understanding the signs in the advertisements. Symbols are the most powerful signs which have close connectivity of the convention in the society where the messages from the advertiser can be delivered in same idea with the readers of the advertisements. By analyzing each symbol in the advertisement, the writer can find what the advertisers are trying to say to the reader of the advertisement in order to promote their product.

The writer uses Roland Barthes theory as the main theory in this research. The collaboration among symbols in page of advertisement is not enough to catch the real meaning and also message from the writer. Accordingly, the writer uses the extended theory about signifier and signified as the main of element of signs which also related with denotative and connotative meaning is used in form of defining the signified of the concept for signifier.

From this research, the writer has found various connotative meaning for each advertisement. As the rule, the slogan, image and others of advertisement are used to emphasize for whom that sport shoes are made. The advertisers play on word and also picture to strengthen what they are going to say about the advertisements. The name of the sport shoes is the main keyword which tells the

specification about the style and another function that the sport shoes are supported by the environment of the arrangement of symbols in that text.

Finally, as the result of the analysis the writer concludes that the slogan of sport shoes advertisement is something that is used to promote a product which is made by showing the brand, logo and the slogan of the product in form of text and also some figures that presents as the style from product and can be tools to be stylist with by wearing the product. Besides, some products also deliberately bring the name of the designers to attract the costumers to buy the product.

