

BAB 5

KESIMPULAN

5.1. Kesimpulan

Kesimpulan berisi tentang analisis data dan hasil pembahasan dari bab sebelumnya. Pemaparan tersebut disampaikan untuk menjawab rumusan masalah penelitian. Maka berdasarkan penelitian mengenai analisis jenis makna dan perbandingan pada iklan minuman ringan pertama dan terbaru yang telah penulis lakukan, terdapat beberapa kesimpulan diantaranya :

Hasil penelitian menunjukkan jenis-jenis makna sebanyak 18 diidentifikasi hadir pada sepuluh iklan minuman ringan pertama dan terbaru dengan merek berbeda yaitu *Coca-Cola*, *Pepsi*, *Red Bull*, *Nescafe*, dan *Monster Energy*. Namun hanya lima jenis makna yaitu konseptual dengan empat kejadian, sembilan kejadian makna konotatif, makna sosial dan kolokatif hadir dengan dua kejadian, makna afektif dengan satu kejadian ditemukan dalam iklan. Sedangkan makna tematik dan reflektif tidak ditemukan pada data iklan. Hal tersebut memiliki arti bahwa keindahan gaya bahasa tidak cocok jika digunakan dalam bahasa periklanan. Selain itu juga, tidak semua bahasa iklan memiliki struktur kebahasaan yang dapat diidentifikasi melalui iklan berbentuk gambar atau foto.

Kemudian berdasarkan rumusan masalah kedua, perbandingan yang dilakukan terhadap dua kategori iklan dari waktu yang berbeda menghasilkan persamaan dan perbedaan. Makna-makna yang hadir antara iklan pertama terkadang memiliki kesamaan. Konsistensi penggunaan slogan iklan yang sama juga menjadi suatu persamaan dalam iklan pertama dan terbaru. Untuk bagian perbedaan terlihat lebih banyak ditemukan antara iklan-iklan minuman ringan pertama dan terbaru. Penggunaan deskripsi kalimat yang panjang dan rinci kebanyakan digunakan dalam iklan pertama, sedangkan pada iklan terbaru pengiklan lebih memilih menggunakan kalimat ringkas dan singkat. Bentuk visualisasi, ataupun jenis makna juga termasuk salah satu perbedaan yang terdapat pada iklan-iklan. Pengiklan dari lima merek minuman ringan berbeda selalu melakukan perubahan terhadap bentuk iklan, untuk menyesuaikan *trend* yang berkembang agar membuat audiens tertarik dengan produk yang ditawarkan.

Karena bahasa merupakan pondasi utama dalam dunia periklanan yang memiliki keberagaman, kehadiran *internet* dan media sosial saat ini yang memiliki basis teks didalamnya pada akhirnya membuat cara hidup audiens berubah. Alasan mengapa iklan dan bahasanya berubah ialah sebab pada masa lampau iklan dibatasi pada bentuk generik, yang mampu menjangkau luas audiens namun tidak bisa disampaikan kepada target konsumen yang spesifik. Oleh karena itu, unsur-unsur bahasa iklan berubah menjadi lebih halus dan hal tersebut terlihat pada iklan modern. Kemudian beralih pada unsur personalisasi iklan masa lampau dengan iklan modern yang tentunya berbeda. Iklan modern tidak memaparkan banyak informasi yang tidak relevan hanya untuk membuat audiens tertarik

membeli produk yang ditawarkan. Sedangkan penargetan pada setiap orang seperti yang dilakukan pada iklan-iklan masa lampau tidak lagi efektif. Karena iklan masa lampau lebih mementingkan kuantitas daripada kualitas. Dilain sisi berbagai komponen iklan seperti pesan dan bahasa yang digunakan, dapat dipengaruhi oleh kondisi lingkungan sekitar. Beberapa kondisi lingkungan tersebut meliputi pergerakan ekonomi, budaya dan sosial yang terdapat dalam suatu masyarakat. Dan hal ini mempengaruhi keefektifan strategi promosi produk dan memiliki pengaruh besar bagi audiens Walaupun penggunaan bahasa iklan di seluruh media telah berubah, namun seringkali iklan masa lampau jika dibandingkan dengan iklan modern masih memiliki suatu kesamaan gaya atau jenis bahasa.

Maka kesimpulan dari penelitian ini adalah pendekatan semantik teori jenis makna dan perbandingan iklan penting dilakukan karena dapat memberikan manfaat bagi pengiklan. Karena jika makna kalimat dan perbandingan pada iklan dengan mudah dipahami, sistem komunikasi yang terjalin antara pengiklan dan audiens akan mengalami kesuksesan. Hal tersebut membantu audiens agar mampu menginterpretasikan makna dalam iklan. Selain itu, penelitian ini juga dapat membantu para pengiklan untuk meningkatkan bentuk iklan yang dibuat pada masa mendatang dengan tujuan menciptakan iklan yang sesuai dengan realita.

5.2. Saran

Hasil dari penelitian yang penulis lakukan diharapkan dapat menjadi informasi berharga dan juga menjadi referensi berguna bagi orang-orang yang mempelajari mata kuliah akademik dengan topik yang serupa. Berkaitan dengan kesimpulan, pada bagian ini penulis merekomendasikan beberapa saran diantaranya sebagai berikut:

Pertama, penulis menyarankan kepada audiens untuk membaca teks secara keseluruhan agar memahami makna-makna yang hadir dalam iklan. Setelah audiens telah memahami makna yang terdapat dalam iklan, produk yang diiklankan dapat dipilih dan dicocokkan dengan kebutuhan audiens yang berbeda-beda sehingga kesalahan ketika memilih produk dapat di minimalisir oleh audiens.

Kedua, bagi pembuat iklan diharapkan dapat termotivasi dengan adanya penelitian ini agar menggunakan kata-kata dan bahasa periklanan yang lebih menarik atau bermakna dalam penyampaian informasi, agar audiens dapat dengan cepat menangkap pesan dan memahami maksud dari iklan. Sehingga nantinya audiens akan menerima informasi yang berguna dan pembuat iklan juga akan mendapatkan tanggapan baik dari audiens mengenai iklan tersebut.

Ketiga, rekomendasi saran bagi peneliti berikutnya yang tertarik untuk melakukan penelitian dengan menggunakan pendekatan yang sama yaitu semantik, disarankan agar memilih topik serta data yang berbeda seperti dialog dalam film atau tuturan yang terjadi sehari-hari. Penulis juga menyarankan bagi

yang tertarik melakukan analisis perbandingan jenis makna untuk menyelidiki variasi lain seperti makanan ringan atau makanan kaleng, sehingga dapat memberikan kontribusi baru yang menarik.

Keempat, rekomendasi mengenai studi lain di masa depan dapat dilakukan dengan menganalisis perbandingan bentuk iklan yang hadir pada berbagai platform selain *website* di internet, seperti Facebook, YouTube, atau TikTok. Selain itu juga peneliti berikutnya disarankan untuk sangat berhati-hati ketika melakukan pengamatan data dan mampu mengulas lebih jauh secara mendalam topik yang diteliti.

Research Summary

Advertising is a sales medium that is always changing. Sama shows how various media were once used as a medium for advertising. These media include newspapers, magazines, billboards, and internet (55). In addition to media used, the language used in advertisements has also changed. Ketelaar et al. in their research show how advertising always changes from time to time. This is influenced by several factors such as changes in the media and language used (3). In this case, language is always changing and developing according to the needs of its users. Johannessen et al. state that language used in advertisements are influence because the language in advertisements must be adapted to the audience. The language in advertising has a role in charge of building a product image (Widyahening).

Advertising industries play an important role in contexts and project consumption. Advertising is defined by Lotman and Uspensky as a “diecasting mechanism”, in the world of advertising, the term refer to the transformation of language from the ‘open’ world of reality to a ‘closed’ world (McCracken 3). Just as the language that always changing, advertising also changed rapidly over the years due to the emergence of new technologies. Furthermore, it is important to use appropriate vocabulary and visualization to build a product image that can be remembered by the audiences. Sama said that consumers have different expectations regarding the information obtained from various types of media. The characteristics of various media used in advertising certainly have different direct

and long-term effects on consumers (54). Therefore, the changes that occur in advertisements are not only limited to the media but also the language used in advertisements.

Semantics is a branch of linguistics that examines meaning. Related to meaning in advertising, semantics can be used to investigate how changes in meaning are shown in advertisements. Nafinuddin mentions the notion of semantics as a branch of linguistics that examines meaning or significance (4). Semantic analysis can be performed on various subjects, but in this study semantic analysis is applied to advertisements. The first soft drink advertisement and the newest soft drink advertisement were chosen in this study because the authors were interested in the use and meaning of the words and sentences in the advertisement.

Based on Brand Finance's annual report data on soft drink brands that have high value in the world in 2022, the top five most popular soft drink brands are Coca-Cola, Pepsi, Red Bull, Nescafe, and Monster Energy. Research on the meaning of words in ten most popular soft drink advertisements in 2022 are important to provide more in-depth information on the changes in meaning that occur in advertisements. Not only examining the meanings but this research is also limited to comparing the differences or similarities in the types of meaning in the first and newest soft drink advertisements.

The limitation of the problem in this study is regarding to ten most popular soft drink advertisements in the world in 2022 which are analyzed using

semantic theory, as well as comparing the meanings in the first advertisement with the newest advertisement. Two different advertising periods, namely the first-produced advertisement and the newest-produced advertisement in 2022 were selected in this study.

The formulation of the problem from the object of the world's most popular soft drink advertisements in 2022 includes the use of various types of sentences in advertisements that have meaning. And for next question is how the differences and similarities found in the first and newest advertisements. Through advertisements, the goal to be achieved in this study are the writer wants to know the types of meanings along with descriptions of the sentences in ten soft drink advertisements, also to find out the differences in sentences meanings used in advertisements.

The next section is a literature review, there are six previous studies that authors use as references to support this research, three of the research are related to semantics, and the other three related to advertising. Yelliza et al. analyze the description of affective meaning in tourism advertisements in West Sumatra region. There are results of the analysis in the form of several combinations of language functions that can create affective meaning, including expressive, directive, and aesthetic functions. The emotional affective meaning was not found in the 17 advertisements. And the purpose of using affective meaning is to attract attention and influence reader toward the object mentioned.

The next research was conducted by Handayani and Indah which examined the types of meaning in beauty product advertisements, especially the interpretation of lexical meanings. Research shows that two types of meaning, namely denotative meaning and connotative meaning, are commonly found in these advertisements. However, the denotative meaning is more dominant in all products when compared to the connotative meaning. Pratiwi and Paraswati investigated the use of figures of speech in slogans used in fast-food restaurants. This research shows the results that the scheme representing assonance and alliteration is the figure of speech that is most often present in slogans, but the antithesis figure of speech is never used in advertising data.

Previous studies on advertising also been carried out by several researchers. Purba and Herman conducted a study entitled Multimodal Analysis on Ertiga Car Print Advertisement to determine the structure of advertisements using multimodal analysis. The results of analysis show that verbal components such as Announcements, Enhancers, Emblems, Tags, and Call-and-visit information, while the visual components are Lead, Display, and Emblems contained in advertisements. The existence purpose of the components in these advertisements is to persuade consumers to buy product and the structure of advertisement can determine a product's quality.

Research belonging to Embong et al. examines the study of discourse on print advertisements with certain themes in Malaysia which are aimed for company's commercial needs. The results of the study show that soft-sell

advertisements use four styles of language which are combined to reflect the multiracial norms and values of society. Semiotic elements also found in the advertisement including symbols, national flags, landscapes, and historical buildings to represent the unity of the Malaysia population who have a multi-racial identity. A comparative analysis of print advertising based on different semiotic theory perspectives has been carried out by Cian. Through the two theories of Barthes and Greimas, analysis shows that the audience's mind can be persuaded to follow various directions and promotions offered in advertisements, so it has a large dynamic effect on the world of advertising.

Leech's semantic theory types of meaning was chosen by the writer to analyze soft drink advertisements. Leech divides the types of meaning into seven different parts, including conceptual meaning, connotative meaning, affective meaning, reflective meaning, collocative meaning, social meaning, and thematic meaning. Leech defines semantics as the study of meaning and the center study of human mind that is intricately bound up with how we classify and convey our experience of the world through language (1). In short, semantics is a study of the meaning involved in human thought processes so it is tied to the way of classifying and conveying an experience through language. Semantics is a field of linguistics that has similarities in researching the meaning, especially language research. Leech's semantic theory is used by the author to get the types of meaning, description, and differences found in soft drink advertisement sentences.

This type of qualitative descriptive research was used in this study. And main instrument method is the researcher himself, with the inductive nature of data analysis, and research results that are more dominated by meaning than generalization. The subjects in this study are related to the words and sentences in ten most popular soft drink advertisements in 2022 that contain meaning in the words and sentences, as well as comparing the meanings contained in the first soft drink advertisement with the newest soft drink advertisement. While the objects used in this study are advertisements from the five most popular soft drink brands in the world in 2022 which have been divided into two different categories, namely first-produced and newest-produced advertisements in 2022.

The five most popular soft drink advertising brands in 2022 based on a sales data survey conducted by Brand Finance sourced from the internet include (1) Coca-Cola (brand value increased 7% to US \$ 35.4 billion), next (2) Pepsi (brand value up 12% to US\$20.7 billion), and (3) Red Bull (brand value down 15% but still gains US\$6.9 billion), while (4) Nescafe (brand value up 7% to US\$6.4 billion), lastly (5) Monster Energy (brand value up 29% to US\$6.3 billion).

While the method used in the author's research is divided into four parts, first is an observation method that aims to collect advertising data. The next is documentation method refers to the type of research data in the form of images. And then content analysis method used to analyze ten soft drink advertising data.

Triangulation techniques were also used in this study to prove the validity of data studied.

After observing and analyzing the advertising data, several conclusions can be obtained regarding the types of meaning found in the first and newest soft drink advertisements. This study revealed 18 types of meanings used in the first and newest soft drink advertisements from different brands. Consists of five types of soft drink brands including Coca-Cola, Pepsi, Red Bull, Nescafe, and Monster Energy. The most dominant type is connotative meaning, because this meaning can easily found in advertisements with a total of nine occurrences. Then conceptual meaning in the second place with the number of three occurrences. Meanwhile, the third place is social meaning and collocative meaning which have two occurrences in common. And the least type of meaning that found is affective meaning with one occurrence.

Meanwhile, reflective and thematic meanings were not used in the ten soft drink advertisements. The results of the analysis show that the Coca-Cola soft drink advertisement has two types of meaning, namely conceptual meaning, and connotative meaning in the first advertisement, but two types of meaning are also show in the newest Coca-Cola advertisement in 2022, namely connotative meaning and social meaning. Then in Pepsi soft drink advertisement, the two types of meaning that are found in the first advertisement are conceptual meaning and connotative meaning, whereas in the newest Pepsi ad in 2022 there is only connotative meaning.

The next one is the Red Bull soft drink advertisement, connotative meaning, and social meaning are two types of meaning found in the first Red Bull advertisement. However, in its newest advertisement for 2022, Red Bull also comes with two types of meaning, namely conceptual meaning and connotative meaning. The next soft drink advertisement is Nescafe, four types of meaning are found in first Nescafe advertisement including conceptual meaning, connotative meaning, affective meaning, and collocative meaning. Meanwhile, Nescafe's newest advertisement in 2022 only has connotative meaning. In the Monster Energy advertisement, only one type of meaning, namely connotative meaning found in the first advertisement, and then in the newest advertisement in 2022 there is also found one type of meaning, namely collocative meaning.

The difference in the sentence forms show in soft drink advertisements is also one of the things that are clear in this study, the first soft drink advertisements made with long and detailed descriptions. While the newest advertisements prefer to use short sentences. This opinion can be supported by Permatasari's research and Yulia concluded that most advertisements always use simple sentences that can be easily understood by various types of layers in community. In addition, the use of short sentences or hyperbolic sentences in advertisements aims to make it easy for the audience to remember the characteristics of the product.

The conclusion contains data analysis and discussion results from the previous chapter. Based on research the types of meaning analysis and comparisons in first and newest soft drink advertisements that author has

conducted, the results show that 18 types of meaning are identified in the ten of first and newest soft drink advertisements with different brands, namely Coca-Cola, Pepsi, Red Bull, Nescafe, and Monster Energy. However, only five types of meaning such as conceptual meaning with three occurrences, nine occurrences of connotative meaning, social and collocative meaning show with two occurrences, and affective meaning found only one occurrence in advertisements. Meanwhile, thematic and reflective meanings were not found in the data. This means that the beauty of language style is not suitable when used in advertising language. In addition, not all advertising languages have linguistic structures that can be identified through advertisements in the form of pictures or photos.

Then based on the second problem formulation, comparisons made to the two categories of advertisements from different times produce similarities and differences. The meanings present between the first advertisements sometimes have similarities. The consistency of using the same advertising slogan is also an equation in the first and newest advertisements. For the difference section, it seems more to be found between the first and the newest soft drink advertisements. The use of long and detailed sentence descriptions is mostly used in the first advertisement, while in newest advertisements, the advertisers prefer to use concise sentences. The form of visualization and the type of meaning is also one of the differences found in advertisements. Advertisers from five different soft drink brands always make changes to the form of their advertisements to adjust to the trend to make the audience interested in the products offered.

Because language is the main foundation in the world of advertising which has diversity, the presence of the internet and social media today which has a text base in it ultimately changes the audience's way of life. The reason why advertising and its language have changed because in the past advertising was limited to generic forms, which could reach a broad audience but could not be delivered to specific target consumers. Therefore, elements of advertising language change to be more refined and this is seen in modern advertisements. Then move on to elements of past advertising personalization with modern advertisements which are different. Modern advertising does not present a lot of irrelevant information just to make the audience interested in buying the products offered. Meanwhile, targeting everyone as was done in past advertisements is no longer effective. Because past advertising are more concerned with quantity than quality.

On the other hand, various components of advertising, such as messages and language used, can be influenced by environmental conditions. Some of these environmental conditions include economic, cultural and social movements in a society. And this is affects the effectiveness of product promotion strategies and has a major influence on the audience. Although the use of advertising language in all media has changed, often past advertisements when compared to modern advertisements still have a similar style or type of language.

So the conclusion of this study is the semantic theory of types of meaning and advertising comparisons are important because they can provide benefits to

advertisers. Because if the meaning of sentences and comparisons in advertisements are easily understood, the communication system that exists between the advertiser and the audience will become a success. This helps the audience be able to interpretation the meaning of the advertisement. In addition, this research also can help advertisers to improve the form of advertisements made in the future to create advertisements that match to reality.