

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter provide the conclusion in order to answer the research question referring the data analysis which already finished in the previous chapter. Regarding to it, writer also give suggestion for readers, further researcher and STBA JIA. All description will be explained below.

A. Conclusion

This research is finish after finally found the kind of icon, index and symbol that use by Mc Donald's advertisement. Writer also draws conclusions to answer the question of the research. The common icon that used in Mc Donald's advertisement are the picture of hamburgers since the Big Mac burger is come as the signature menu from Mc Donalds. Beside Big Mac, French fries and drinks also find to use as the icon.

Moreover, the common index that uses in Mc Donald's advertisement are the logo of Mc Donalds itself. Since the letter M with yellow color is very recognizable as identity of Mc Donalds. In the other side, the common symbol that use is text which describe the product with the interpretation through arbitrary proses in order to get comprehend the meaning of the text description.

The writer also interprets the meaning of icon, index and symbol through the analysis. Icon that use is commonly become reference of the product to give the impression and interpretation about the product. In another side, index which use is Mc Donalds logo to emphasize interpretation about Mc Donalds

brand. Moreover, the symbol that use is to support the description of the product in order to explain the icon that use in the poster.

B. Suggestion

After this research finished, the writer would give suggestion to reader, further researcher and STBA JIA. First suggestion, readers should learn the semiotic in general and specific in order to more comprehensive in semiotic theory. Moreover, readers also have to understand the sign more specific in icon, index and symbol to interpret the sign or the advertising poster since every poster contain several signs to gain the interpretation.

Afterwards, the second suggestion for the further researcher should learn the methodology in general to support the research. The researcher also has to understand which methodologies that could use and have correlation to the research. Moreover, researcher also need to comprehensive the verbal and non-verbal communication to describe the theory.

Furthermore, third suggestion for STBA JIA as the educational institutions need to put semiotic as one of the subjects, since the semiotic can train the student to develop perspectives on a sign. STBA JIA also need to support students by providing books that can increase understanding of semiotics theory. And for the last, STBA JIA need to held seminar with semiotic as the topic to socialize the subject.

That is all suggestion that writer can give in order to supporting the readers, further researcher and STBA JIA as the educational institution.