

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Communication is an important thing to do as a form of interaction between humans. Communication itself can be done in various ways, one of which is by showing signs that contain a meaning. The sign itself can be in the form of images, sounds, and so on. Therefore, this study aims to determine the meaning of the signs in the Oriflame March 2020's catalog. These signs are intended to inform the products in the Oriflame catalog. In addition, the signs are analyzed using semiotic theory so that the signs can be divided according to their type and what elements make up the information.

As explained in chapter IV, these signs have been divided according to their type, such as icons, indexes, and symbols. Of the 18 signs that have been found, there is one photo, 11 icons, one index, and 6 symbols. The number becomes more because there is one sign that can be called the icon and index. Each of these signs has a meaning from the conclusion of the respondent's answer. The rest, each sign is analyzed more deeply based on the sign element, namely syntagmatic and paradigmatic. From syntagmatic, we become aware of any structure that builds a sign to have meaning. Then, from paradigmatic, we can find out what can support a sign in order to convey a meaning.

5.2 Suggestion

Based on the whole discussion of the study, there are suggestions offered by the researcher. The suggestions are addressed to English Letters Study Program, future researchers, and general readers.

a. For English Letters Study Program

Based on the difficulties the researcher experienced regarding the theoretical basis used, namely semiotics, the researcher hopes that the English Letters Study Program can provide facilities such as books, journals, and so on. Besides that, there would be nothing wrong if the English Letters Study Program lecturers, especially the head of the study program, academic supervisors, and thesis advisors monitor the progress of research carried out by their mentors. With this, hopefully we can anticipate things that are not desirable to happen.

b. For future researchers

Signs are things that are very often encountered in everyday life. With a sign, humans can communicate easily because a sign certainly has a meaning. Therefore, for future researchers who are interested in conducting research on the meaning of a sign, the theory that can be used is semiotics. With semiotics, people will be more sensitive and understand the meaning of a sign. The researcher can use objects that are around him or things he likes.

c. For general readers

This report is based on personal analysis and interpretation by the author with credible sources about semiotic theory. So of course this report is far from perfect. Therefore, the researcher advises the reader to be more open-minded in reading this research. Hopefully, with this research, readers can learn new things.

Last but not least, for readers who want to make signs, it is expected that the signified or the picture is in accordance with the signifier or the word so as not to confuse the reader. because, based on the signs from Oriflame, there are still many readers who interpret the signs with the wrong meaning.