

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### 5.1 Conclusion

Based on the semiotic analysis of the advertisement *Frida Baby Presents Real Reviews: NoseFrida Edition* using Roland Barthes' theory of denotation, connotation, and myth, several key conclusions emerge. Firstly, the ad conveys a subtle yet powerful feminist message by challenging traditional gender roles in parenting. The mother is depicted as a pragmatic leader—firm, confident, and solution-oriented—while the father initially appears hesitant and unsure. However, as the narrative unfolds, his role becomes equally involved, signaling a shift toward shared parenting responsibilities and constructing a modern myth in which caregiving is no longer the sole domain of mothers, but a joint endeavor.

Secondly, the ad employs exaggerated visuals, such as thick green snot and exhausted facial expressions, to inject realism and honesty into its portrayal of motherhood. These raw depictions humorously reject the myth of “perfect” parenting, instead celebrating the messy, emotional, and often difficult reality of caregiving.

Furthermore, the NoseFrida product itself becomes a symbol of parental love and sacrifice. Despite its unpleasantness, its use signifies a parent's willingness to endure discomfort for their child's wellbeing. The father's journey from reluctance to full participation reinforces the idea that caregiving is an act of love that transcends gender.

Lastly, the strategic use of humor throughout the advertisement serves to normalize taboo aspects of parenting that are rarely shown in traditional media. By embracing and laughing at the less glamorous parts of child-rearing, the ad dismantles idealized portrayals and offers a more relatable, human view of family life. Collectively, these elements construct a new myth of parenting—one rooted in equality, imperfection, honesty, and love.

## **5.2 Suggestion**

To begin with, for advertisers, it is suggested that parenting product campaigns continue to embrace realistic portrayals of family life. By depicting shared parental responsibilities and challenging outdated gender roles, brands have the opportunity to emotionally connect with diverse and modern audiences who value authenticity and inclusivity in family dynamics.

Furthermore, for media and cultural researchers, this study opens up the potential to explore how advertisements like *Frida Baby Presents Real Reviews: NoseFrida Edition* contribute to reshaping cultural narratives surrounding gender and parenting. In this regard, semiotic analysis offers a valuable lens to uncover how media can communicate ideological shifts, including feminist messages within domestic spaces.

In addition, for parents and society at large, there is a growing need to recognize and support the practice of shared parenting, where both mothers and fathers take equal roles in caregiving. Notably, this advertisement serves as a reminder that open conversations, mutual support, and humor around the realities

of parenting can normalize emotional vulnerability and foster stronger family bonds.

Lastly, for students, this research illustrates how Roland Barthes' theory can be effectively applied to analyze modern visual texts, including advertisements. Therefore, students are encouraged to further investigate how contemporary media and digital storytelling can carry nuanced yet impactful social messages through signs and myths embedded in everyday content.

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