

5. CONCLUSION

The writer acknowledges that promotional video advertisements consist of visual and verbal expressions. In the sense of visual and verbal expression go hand in hand to create meaning for it is easier for the audience to perceive. To uncover meaning, the use of process of signification is the best method. Next the writer formulates the research question to be answered. The questions are how meaning is created through Verbal and visual expression and the second one is how myth operates within the advertisement. To answer the research question the writer uses a descriptive qualitative method to uncover meanings within the advertisement, therefore the writer himself is the instrument of the research. The data used are LEGO Sean Evans Interviews Queen Watevra Wa'Nabi | Hot Ones taken from Hot Ones youtube channel as a collaboration of Hot Ones and Lego company. In order to uncover the meaning behind the advertisement not only that the writer uses process of signification but also connotation, denotation and myth. With codes as a supporting theory. The writer finds the relationship throughout the advertisement.

In the findings, the writer found a meaning behind the expression uttered by the two characters within the advertisement. From Sean Evans, the writer notices his traits are the same as Hot Ones as a web series. As well as Queen Watevra Wa'nabi as that represents Lego Movie 2.

In verbal expression the utterances are intertwined with the visual because the connection that it creates is in depth meaning far more than the advertisement suggests.

The Myth that the writer found was that the Lego company creates its own myth by emptying its index of being a toymaker company to becoming a cultural icon of creative toys. The company has established their own perceivable meaning towards the brand by the

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branching. The branching has created pop culture icons using films with the vehicle of using Lego Blocks as the visual media.

In conclusion, the analysis of the data “*LEGO Sean Evans Interviews Queen Watevra Wa'Nabi / Hot Ones*” is the visual and verbal product of the characters within the advertisement. The meaning was obtained from directly connecting to a series of meanings uttered by the characters and connecting the shows represented to the accordance of the characters mentioned. In which it was naturalizing the index given by the meaning grasped. Understanding how meaning is created in advertisements will surely help in creating a powerful and precise advertisement.