

CHAPTER V

CONCLUSION

After having done the analysis, this chapter presents the last part that are (5.1) conclusion and (5.2) suggestion.

5.1 Conclusion

From the finding and analysis, we found that most of advertiser use words or phrase that can make the readers interested to their product. As in analysis advertisement 2 the sentence meaning of the expression '*Lashes look longer, fuller, and healthier in just two weeks*' is an eyelash look more beautiful, lush, and appear younger than ever at least in couple weeks. All of the advertisements use different duration for the result of the products. It because of different product should have different duration too. According to Cruse, sentence meaning is the meaning a sentence has by virtue of the words it contains and their grammatical arrangement, and which is not dependent on context (Cruse, 2006: 164). It is now clear that related to cruse that context are not include to find out the sentence meaning but it only uses the word and the grammar arrangement as the example above.

All of the advertisements consist the intended meaning. According to Griffiths (2006: 153) states that pragmatics is about the use of utterances in context, about how we manage to convey more than is literally encoded by the semantics of sentences. It is parallel with Cruse that context are used to know the intended meaning. The intended meanings of all advertisements are the

advertisers' states that their product is the best of all. Every advertiser use interesting words for their advertisements. They know what cosmetic product desired by women. Most of women want their skin looks beautiful and white. For instance, in advertisement 1 the advertiser using the word '*whitening*'. So, it can make the readers interest in their product and buy it.

Moreover, this research also includes questionnaires in order to know the effect of those advertisements to the readers. Based on the result of the questionnaires, the researcher concluded that the respondents state that those expressions are interesting. But, those expressions can't convince the readers' mind to buy the products. Because, most of them states that those expressions do not give them valid information. The respondents states that the language of those expressions in those advertisements are exaggerated but the style of language communicative and easy to figure out.

Finally, the researcher concludes that usually the sentence meaning of language advertisement is different from its intended meaning. Because sentence meaning out of context as in dictionary. Otherwise, intended meaning is depending on context. The language of advertisements are exaggerated can't convince the readers' mind to buy the products.

5.2 Suggestion

By studying and understanding the speech acts, people or the readers can be attracted to learn English through reading advertisements and get the messages from the advertisements itself. It is interesting to figure out what the advertisement is all about. Hopefully, this research will give useful

contribution in understanding kinds of meaning in advertisements. People can differ the sentence meaning and intended meaning in advertisements because it is totally different.

In the process of learning, advertisements can be used as media of learning. Advertisement can improve writing quality of the learning process of persuasion. When study writing, teacher can ask student to make advertisement. It can create their creativity. Choose the theme of advertisements closer to the world so that students are more enthusiastic in writing persuasion. Advertisements can also use in study speaking. Practice their confidence to promote the product in front of class. In study reading comprehension, they can identify the use of advertisements.