

CHAPTER V

CONCLUSION

Nowadays, advertisement has an important role in economic growth, which is usually used by producers in delivering message or information to the audiences or readers for one reason or another, in order to influence and persuade them to believe or get interested in what is being advertised or offered. The most essential part of verbal presentations of an advertisement is slogan. Hence, in order to accomplish the purpose, the language of the slogan should be stylish, short, simple, memorable, easy to repeat and most important, helpful in differentiating the product or the company from its competitors. As a matter of fact, the language used in slogan is very condensed of styles, which can be seen from its promotional appeals through figure of speech applied in the slogans. Thus, this phenomenon leads to conduct a study about figure of speech used in Coca Cola slogans.

The objectives of the analysis are to find out the possible full sentences for the ellipted Coca cola slogans, the types of figures of speech used in the Coca Cola slogans and the intended meaning of the figures of speech occurred in Coca Cola slogans. Those objectives are mainly analyzed by using Goddard's theory for the ellipsis, Perrine's theory for the figures of speech and by Yule for the intended meaning.

5.1 The Possible Full Sentences for the Ellipted Coca Cola Slogans

After analyzing the data, Ellipsis in Coca cola slogans is quite many to be used most likely because of several reasons. They are the economical reasons, avoiding drawing attention to features of the message which does not serve the advertiser's interest, creating a sense of informality, and intimacy. It also captures the point of the slogan itself. It is the fact that the slogan should be short and memorable.

The fact that ellipsis is mostly used in Coca Cola slogans could also be one of the key to Coca cola successful branding campaign that strengthen the position of the company.

5.2 The Types of Figures of Speech Used in the Coca Cola Slogans

After analyzing the data, the types of figure of speech occurred in the Coca cola slogans are metaphor, personification, hyperbole, verbal irony and synecdoche. Moreover, among those types of figure of speech appeared in Coca cola slogans, the one mostly occurred is Metaphor.

Metaphor is highly selected by the advertiser because metaphor is a type of figure of speech that allows the readers to use their imaginations. It encourages many positive associations with the product. It attracts reader's curiosity, persuade, and influence them to be interested in what is being advertised in very smooth and stylistics way without pushing them with a direct kind of way. Therefore, Metaphor is used in Coca Cola slogans to catch the attention and show the fun side of Coca Cola.

The fact that figure of speech metaphor is mostly used in Coca Cola slogans could also be one of the key to Coca cola successful branding campaign that strengthen the position of the company to such an extent that Coca cola has reached much of interest of the audience and the desire to stay with consumers in their everyday lives. Hence, studying the slogans of a big company like Coca cola will gives an entertainment and a paradigm of a successful business that one may want to achieve

Finally, hopefully this study can be a good contribution and reference for the reader who wants to do further research on the topic of figure of speech since it is now clear that figure of speech is not only limited to the field of literature but also can be used as a main theory in linguistics research.

5.3 The Intended Meaning of Coca Cola Slogans

After analyzing the data, Coca cola slogans have almost similar possible intended meanings. They are about the message that Coca cola want to deliver to

the consumers or reader of the slogans that is Coca cola has fun, good and delicious taste that can refresh and cheer up the people who drink it. This fun and good taste of Coca cola makes it becomes very famous in the world, especially in America where this slogans were published.