

CHAPTER V

CONCLUSION AND SUGGESTIONS

This chapter is divided into two categories: conclusion and suggestions. The conclusion consists of the summary of the discussion on the research problem while the suggestion is devoted to both readers' job vacancy advertisements in Java Post and advertiser.

5.1 Conclusion

Advertising is communication that provides generally useful, relevant and pertinent information upon which the consumer either act immediately or stores for later reference, application and use. Based on the title, the writer presents about job vacancy advertisement. Job vacancy advertisement is multidimensional. It can be viewed in form of communication, as a component of an economic system, as a means of financing the mass media. As a form of communication, job vacancy advertisements are used to look for employees for their companies, to influence public opinions, to advance a particular cause, or to elicit some other responses desired by advertisement.

In job vacancy advertisement, there are messages that must attract the audience's attention. Beside that, the readers understand the message in the job vacancy advertisements clearly and easily. So the readers will be interested to send the application as soon as possible. The messages consists of three elements as dogmatic approach, reason why approach and emotional approach.

Dogmatic approach used to promote the object or source uses direct propositions. It means that the advertiser promote the company directly. The

company hopes to be able to attract reader's attention, so the readers want to send the application as soon as possible. Reason why approach used to promote the product shows the reason of offering a position offered by the company. So the readers can clear and understood easily after reading the advertisements. And then the readers will know suitable position for them. Emotional approach used by producer to appeal and sense of fear. It means that the advertiser employs the approach to attract the readers' attention and persuade them to send the application as soon as possible. In job vacancy advertisements need good words that are able to attract the readers' attention. So the readers want to send the application as soon as possible for example, "salary package: about 3 million (salary, accommodation and flights) and please send

5.2 Suggestions

After finishing the analysis data, the research propose some suggestions both for advertiser and for further study on the same respect. Those suggestions are as follow:

5.2.1 Suggestions for the advertiser

- a. The advertiser should use clear and understandable words, so the readers can clearly and easily understand after reading it.
- b. The messages in job vacancy advertisements must attract the reader's attention as the way the advertiser to promote the company directly.

5.2.2 Suggestions for Further Study

- a. The writer expects that this thesis can stimulate other students who are interested in similar topics to get better knowledge about it.

- b. The research can analyze this study in other media for example Television, radio, etc. so they can compare the uses of this advertisement in other media effectively and give information correctly about creative approach of language.
- c. The job advertisement can be used teaching material in social linguistics. Learning job vacancy advertisements is the same as learning as learning social linguistics.