CHAPTER V

CONCLUSIONAND SUGGESTION

5.1 Conclusion

In this chapter, after completing the analysis and summarizing the research finding, the researcher would like to write a conclusion. The characters in "Axis" mobile cellular provider advertisements use speech acts in their own utterances. Therefore in the conversation, the kinds of speech acts can be distinguished by utterance produced and the way how speech acts are showed can also be understood and known by their usage.

There are 5 (five) advertisements, then the researcher find 16 (sixteen) speech act from versions of "Axis" mobile cellular provider advertisements. They are 16 (sixteen)locutionary act, 16 (sixteen) illocutionary act, and 16 (sixteen) perlocutionary act. And after analyzing 16 (sixteen) speech acts, the researcher specifics that there are only 3 (three) kinds of illocutionary acts used by the characters in the Axis mobile cellular provider advertisements. They are representatives, directives, and expressive. There are 8 (eight) in representatives, 13 (thirteen) in directives and the most dominant kinds of illocutionary that are used. And the last, there are 2 (two) in expressive.

Afterwards, there are various ways of using speech acts used by the characters. The researcher summarizes that there are 4 (four) types of sentences. They are declarative, imperative, interrogative, and exclamatory. There are 7 (seven) in declarative, and 7 (seven) also in imperative, 2 (two) in interrogative, 6 (six) in exclamatory, and 0 in conditional.

5.2 Suggestion

Hopefully this research can add and improve knowledge and concept the reader about discourse analysis for their learning in the future. Moreover, on the teaching can give picture and inspiration to do their studying for finding out a speech act in advertisement.