CHAPTER V

CONCLUSION AND SUGGESTION

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This chapter consists of two sections. The first section is the conclusion, in which all of the main points that have been discussed in the previous chapter are summarized and the second section gives some suggestions that might be useful for people who are doing some researches on advertisement.

5.1 Conclusion

After analyzing the data, the writer found out that positioning is the important part in making advertisement. It must be planned with the target in mind as it helps producers to understand what motivates people to buy the products and the degree to which the product satisfied the target's needs.

The goal of commercial advertising is to cause customers to buy products or services. The advertisers might achieve this goal simply by causing the readers remember the name of the products or services. They might achieve this goal by causing readers come to adopt a positive feeling about the product via advertisements that have great dramatic force, humorous or that appeal to one's libido. Advertising also depends upon the strength of the writer's talent to write persuasively.

From the finding, the writer found that 9 advertisements: HSBC, Airbus, Martel, Allianz, International Advertising Associations, Mitsubishi, Patek Phillepe, Shell and Mild Seven are considered to be the poor persuasive advertisement as each only carries some tools such as; *Connotation Words,*

Metaphor, Overstatement, personification, Repetition, Categorical Statement, Logical Terms. Agilent Technologies was the most fair persuasive advertisement than the rest as it applies almost half of the persuasive language tools, namely : *Connotation words, Overstatement / hyperbole, Repetition. and Logical Term.*

The writer also concluded that *Connotation Words* is the most persuasive language tools used by the advertisers that is 34.78%, followed by *Repetition* which is 21.74 % . The third is Figurative Language which is 21.74% and the logical terms is 17.39%. In Figurative Language , the most language tools used personification which is 57% , the second is Overstatement/hyperbole which is 29% and the last is metaphor which is 14%.

Even though some ads are fairly or poorly persuasive, they are still affective. The writer think that they have some affective factors such as illustrations with printing technicalities concerning color reproduction and style outset which do not belong to the persuasive language tools, yet they are quite influential and effective to attract potential buyers.

5.2 Suggestion

In this section, the writer would like to give some suggestions that might be useful for the advertisers and the readers.

1. For the advertisers, it is the advertisers' task to look for unique product features to be advertised as every product has specific physical characteristics. It is better for them to know their product's positioning and their products market before making an advertisement. It means that the advertisers have to know their lack and their product quality against to the others. So that they could orientate their aims to sell their product and service .

2. For the readers. It is no wonder that ads have so much influence on consumers nowadays. They can be both cheated or made confused because of their inability in understanding the ads. It is better for the readers not just keep only one product in mind . They also must have better understanding and critical response to the ads, as the ads are bombarding people's everyday lives at present.

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