

## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

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This chapter consists of two parts: conclusion of the study and suggestions.

#### 5.1. Conclusion

The study under report analyzed the register of the Indonesian advertisements. Register, according to Lim Kiat Boey (1975:115), is varieties of a language distinguished by their uses. Everyone can speak different register in relation to use in various situations. While Goshgarian (1992:166) states that advertising language is a special language that combines words cleverly and methodically for one purpose: separating people from their money. Thus, the register of advertisements is varieties of a language use in order to separate people from their money.

This study was carried out to find out the lexical features and the syntactic features used as the characteristics of the register of the Indonesian advertisements, specifically teenage facial wash ads as being advertised in teenage Indonesian magazine "*Gadis*" issued from the 23<sup>rd</sup> of April up to the 02<sup>nd</sup> of May 2002. The writer analyzed the data, which were of facial wash products: Sweet Seventeen, Biore Anti Acne, and Pond's Anti Bacterial Facial Scrub, under the theories of language and language variation, register, and advertising.

To collect the data, the writer first chose "Gadis," Indonesian famous teenage magazine, as the source of the data to be analyzed. Then, she chose teenage facial wash ads as the data to be analyzed and noted the three ads on a paper as the data collection. To analyze the lexical features of the advertisements, she used William Lutz theory in "*With These Words I Can Sell You Anything*" as stated in Goshgarian book. And to analyze the syntactic features of the advertisements, she used Janet Holmes theory in "*An Introduction to Sociolinguistics.*" So far, the writer found that:

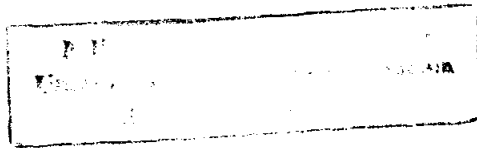
1. The lexical features found in the study are weasel words, unfinished words, and scientific doublespeak.
2. The syntactic features found in the study are syntactic reduction, syntactic inversion, and heavy noun modification.
3. The lexical features and the syntactic features used as the characteristics of the register of the advertisements show that advertising language is a special language in separating people from their money.

## **5.2. Suggestions**

The writer made her research by analyzing the lexical features and syntactic features used as the characteristics of the register of the Indonesian advertisements. From this point of view, the writer would like to suggest that:

1. Consumers should be very careful with advertising language. The consumers have to look at what words really mean, not what the advertiser wants the consumers to think they mean. Lutz in Goshgarian (1992:179-180) says that the ad is trying to get you to buy a product, so it will put the product in the best possible light, using any device, trick, or means legally allowed. The only defense against advertising is to develop and use a strong critical reading, listening, and looking ability. Always ask yourself what the ad is really saying.
2. Other researchers may analyze the registers in real life or everyday situations, such as register of teachers at classroom, of family or personal relationship, and of neighborly chat.

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