

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter deals with the conclusion and suggestions based on the research. Here present the conclusion and suggestion based on the analysis of hyperbole expression in beauty product advertisements.

A. CONCLUSION

Hyperbole is one of the figure of speech used in advertisement in delivering the message to the customers, especially in beauty product advertisement.

In this study most of the advertisement use single word hyperbole form to explain the actual words to the readers. 29% advertisements contains single word hyperbole form. 14,3% contains phrasal hyperbole form, 7% advertisement contains clausal hyperbole form, 21,4% of the advertisements contains numerical hyperbole form, superlative and comparison hyperbole form occurs in 14,3% advertisements each. In addition, one example can be grouped into one or two hyperbole forms. This is due that in one example contains more than two hyperbole expression, and one hyperbole expression can be categorized into more than one hyperbole form.

In conclusion, the advertisements mostly contain single word hyperbole form because single word is more economic than the other forms and single word hyperbole expression can briefly deliver the intended message of the advertisement, than using favorable adjective to assure the reader. The function of hyperbole in this advertisements are, to show the quality's product,

assure reader, friendliness. The using of hyperbole expression is purposed to attract more attention from the readers, because an advertisement must be persuasive, noticeable and eye catching. The advertisement without hyperbolic expression will be less persuasive and not easily noticeable. The customer have to stay selective in choosing beauty products. Because many advertisements using hyperbole expressions.

B. SUGGESTION

In this research certainly not perfect yet, for the next research maybe wants to continue this research or do another topic in advertisement language such as research other figure of speech as simile or metaphor. Moreover try to analyse grammatical error in advertisement made by the advertiser. There are also many other unique advertisement language which is in English language were not researched yet. We are as the researcher to be more critical in crucial language problems which are become trending topic in public.

For the students, they can study hard about how they could use and create advertisement with various and unique advertisement language. It can be an additional competency for the students beside their ability in teaching language.

For the advertiser, the advertisement has unique language which can be improved by the advertiser to make the customer more persuasive with the product.. Moreover, when the advertiser fully using foreign language, the advertisers have to take care of the words which they used. Do not make customer feel confused when read the advertisement.