

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter presents conclusion and the suggestion related to the researcher finding. The conclusion is taken based on formulated research problem and the finding, while suggestion is intended to give information to the related research.

A. Conclusion

This research analyses *U Mild* cigarette advertisements by using speech act theory, because the advertisement has meaningful message and persuade the reader. Therefore, the *U Mild* cigarette advertisements are analyzed by using speech act theory which shows the relationship between form and function, to understand the meaning of it more. In this research, the researcher describes illocutionary act of the advertisement deeply. In the *U Mild* cigarette advertisements, the researcher finds many kinds of illocutionary acts which have meaning message. There are 5 directives, 1 commissive, 1 declarative, and 1 assertive. The illocution acts are found in declarative form found 4 data and also found 4 data in imperative form. Based on social function of illocutionary acts found 3 commands, 1 declare, 1 assume, 1 request, 1 suggestion, and 1 commit. Command is the kind of social function in directive most found. It means that the advertiser uses many utterances to persuade the viewers or hearers and express by his utterance directly. So, the

he viewers or hearers must be clever to understand the meaning of the utterance deeply.

Felicity condition and IFIDs are the method to know deeply the illocutionary acts of advertisement utterance. It means the advertiser use them to know the condition between advertiser's utterance and addressers how the advertisement successfully is. So, the advertisement influences the hearers to join what speaker shows in his language utterance of advertisement. Based on felicity condition, in this utterance of research found 4 felicity conditions for command, 2 for promise, 1 for suggestion, and 1 for declaration. Based on IFIDs, the word order of this utterance use command, suggestion, statement, assumes, and commit sentence.

B. Suggestion

From discussion in the preceding chapter, the researcher presents some suggestions. These suggestions are expected to help the reader and the writer understand and convey the information. So, the suggestion of this research is for readers and writer of advertisement.

1. The Writer

- a. Should not show violence in the advertisement. Because it can be effect to the hearers.
- b. Make the some advertisement more interesting, and funny to interest some consumers.

- c. Don't make the utterance of advertisement just about love. But make the other utterance that related to public relation.

2. The Readers

- a. Should be able to understand the message or utterance of advertisement deeply. So, it is not sticking them on misunderstanding and unconscious readers.
- b. Should be clever consumers. Means that the readers don't just consume the product but they do what the message that include in the advertisement. If possible don't consume the product but just take the advantages of utterances.
- c. Should be careful to speak or make the status in social media. Means that the readers have to careful to use these utterance when they beside their couple.