

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter contains the conclusions of this research and the suggestion of the researcher in this study. Then the researcher present some conclusion that will give a short description about this research and the result analysis in this study. The researcher also present some suggestion conducted to the significance of this research.

A. Conclusion.

In this research the researcher analyze the verbal expression in advertisement on the Jakarta Post date on May's edition, are two week. The researcher thinks that to explore the knowledge does not only in formal forum, but can other place or used the other way. So the researcher use the Newspaper is object. And finally the researcher fined the idea to try analyzing the verbal expression in advertisement in the newspaper. Language for advertisement is different from other usage. It has a purpose to persuade the reader or hearer to act as the copy writer's intention that occurred in advertisement. in fact, language for advertisement is different and unique.

It has a certain style in its expression of ideas, these ideas should be able to bring the copy writer explanations and persuade the hearer and readers to follow them. When the research analyze the verbal expression that is new experiment, cause the advertisement in the newspaper, which the people scare to read, is turn out saving many knowledge. One of is about the sentence or

verbal expression in advertisement. When the researcher analyze the verbal expression in advertisement on the Jakarta Post, the researcher get many knowledge about the kind of verbal expression, and the structure of advertisement and kind of advertisement in the newspaper. Depend on the analysis in the previous chapter I can concluded that advertisement in the Jakarta Post has many perspective. It is known from the text and the image of advertisement. And with the advertisement the researcher to know how to make a good advertisement, which make the reader understand and interest. To makes good advertisement the researcher analysis the verbal expression based on the Grice Cooperative Principle theory. So it can more explore the knowledge.

B. Suggestion

According to the result of the study, the researcher purposes some suggestions in order to make this research used. Then, the she presents some suggestion that will help the copy writer to make their advertisement better than before, and also for the reader. So, this suggestion is for the copy writer and readers:

1. For the copy writers

Selected the words in advertisement first, than choose the appropriate word to present to product. So, the readers do not only persuaded but can also get some information about it. Used a better expression but interesting also, so the readers never confused with the

meaning that occurred. The word that used in advertisement should easy. So, the reader still can catch the meaning although used simple sentence. Give more interesting advertisement and new information to the readers if its function is still change reader mind. Doing evaluation when the component is complete and will be launched. So, both components; the text and image are still related and the organization of the text should there make clarify when the readers get wrong argumentation o perception.

2. For the readers

The readers should be able to understand the message of advertisement deeply so, it is not sticking them on misunderstanding and unconscious readers. The readers should be active, means the readers should know what kind of advertisement that he or she read. They should analyze first the product and message of the advertisement in order to appropriate them before they follow and consume it. So they should select the advertisement. Choose the best advertisement when they want to consume and do not be blind follower than follow anything in advertisement act, such: the mode or action when it is not appropriate or bad habit. Choose the good one that can bring them into real life. And the last for reader if want to analyze the advertisement should use the theory to kick your statement or research to make good advertisement and can make the other reader interest.