

## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

#### **A. CONCLUSION**

As has been mentioned in the chapter I, the purpose of the study is to find out the process and kind of word formation that used in the advertisement. The corpus data are 15 advertisements that used word formation term as the style in their promotion. Based upon the analysis process in the chapter IV, using the theory of word formation, as it has been explained in the chapter II, the writer comes up with the following conclusion.

Based on the findings, there are 12 terms that exist the process of blending, 2 terms that exist the process of compounding and 1 term that exist the process of abbreviation. Based on the research, the process of blending is the most common process that is found in printed and audio visual media.

#### **B. SUGGESTION**

Through 15 of advertisement that used word formation as the data to be analyzed in this research, the writer found that mostly to represents its event in order to catch every reader attention to their product, or promotion. The combination of base word makes the advertisement more

attractive and rich of meaning. The use of verbal in the advertisement really make people want to read it curiously, so the used of persuasive verbal like word formation is kind of creativity of advertiser to gain people or potential customers to stare the product, event or promotion offered.

The only suggestion from this research is, people need to learn more about the verbal communication especially in the advertisement that informed some event, promotion or product. Every advertisement has the uniquely side when their used some verbal communication to catch every potential costumer. So that people is expected not only read the ads simply, because each language that created has elements to find out what actually the deep meaning in an advertisement.