CHAPTER V
CONCLUSION AND SUGGESTION

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

A. Conclusion

This research analyses food advertisement in internet media by using speech act theory because the advertisement has meaningful message and persuade the reader. Therefore, the food advertisement is 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 describe illocutionary act of the adverisement deeply. In the food advertisement, the researcher finds many kind of illocutionary acts which have meaningful message. There are 6 directives, 2 commisives, 1 representative, 1 declarative. The illocutions are in the form of declarative form, imperative form and interrogative form. Based on social function of illocutionary acts found 3 askings, 3 commands, 1 offering, 1 assume, 1 threat, 1 declaration, 1 request. Asking, command and request are kind of directive which most found. Means the advertiser use many utterances to persuade the reader and

express by his utterance directly. So, the consumers must be careful to choose the food advertisement and try to know means of the utterance deeply.

According to Searle's theory, Felicity condition must meet in the illocution. In this research found 4 felicity condition for promise, 4 for requests, 1 to order, and 1 to command. Means that the advertiser many use promise and request to persuade the reader. Based on IFIDs, the word order of his utterance use statement, request, command question, and imperative sentence. According to Walter A. Grew theory of advertisement found all the advertiser's utterance is as a tool of selling. Then as an aducation found 1 utterance "how do you like your coffe? with cream? with conversation? or with muffins?", as a molder of ideology found 1 advertisement " Fortune deli cafe" and as goodwill found 3 utterances "chocolate 50% extra", "the hottest fast food in town", and "enjoy them anywhere".

B. Suggestion

After the researcher presents the result of the research. Then she presents some suggestions that will help the copy writer to make their advertisement better than before, also for the readers to not always be persuaded by advertiser. So this suggestion is for the copy writer and readers:

1. For the copy writers

    a. Selected the words in advertisement first, than choose the appropriate word to present the product. So, the readers do not only persuaded but also get information about that.

b. Used better sentence but still interesting, so the readers never confused with the meaning that occured. The word that used in advertising should easy. So, the readers still can catch the meaning although used simple sentence.

c. Give more interesting advertising and new information to the readers if its function still change the reader mind.

d. Doing evaluation when the component is complete and will be launched. So, both components; the text and the image are still related and the organization of the text should there to make clarify when the readers get wrong argumentation or perception.

2. For the readers

a. The readers should be able to understand the message or utterance of advertisement deeply. So, it is not sticking them on misunderstanding and unconscious readers.

b. The readers should be active, means that 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.

c. Choose the best advertisement when they want to consume and do not be blind follower than follow anything in the advertisement act, such: the mode or the action when it is not appropriate or bad habit. Choose the good one that can bring them into real life.

3. For Student

   Student can improve knowledge about speech act theory, especially illocutionary act and know how the way to analyze it. Student also can take benefits from the content or meaning of the utterance to take consideration to contribute success in choose appropriate food.

4. For lecture

   By knowing this research, the lecture can use another advertisement in analyzing speech act theory to teach linguistic, especially discourse analysis.

5. For next researcher

   next researcher can use this research as a reference for furthur study in the same subject.