CHAPTER V

CONCLUSION AND SUGGESTION

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

A. Conclusion

This research analyzes beauty product advertisements by using micro level and meso level of Critical Discourse Analysis (CDA) theory based. The researcher found many kinds of examples that contain in the theory. There are textual analysis (micro level) and discursive practice analysis (meso level). In the textual analysis (micro level), the use of second-person personal and possessive pronoun 'you' and 'your' was most frequently used because it pointed out the women directly. There are many kinds of linguistic features such as second-person personal and possessive pronoun, imperative, question form, disjunctive syntax, vocabulary, compound words, modality, conjunctive adjunct, technical word, scientific evidence, slogan, and number.

In the discursive practice analysis (meso level), the researcher found many kinds of the examples that point out the production and consumption. There strategy of manufacturing consent through implication, invoking inadequacies, irrealis representation, strategy of positive self-representation, celebrity endorsement, and strategy of emotive words.

B. Suggestion

From the discussion in the preceding chapter, the researcher gives some suggestions. These suggestions are expected to help the writers and the readers understand the information. The suggestion of this research is for writer and reader who are interested in beauty product advertisements.

1. The writer of advertisement

   a. Make some advertisements more interesting by using emotive languages that can attract the readers or the consumers.

   b. Make the sentences of the advertisements that related to the public relation in order the readers can understand the languages.

2. The readers

   a. Should be able to understand the message or the language of the advertisement deeply in order to avoid misunderstanding.

   b. Should be good and smart consumers and can choose good products. Do not attract the products that can be dangerous for body, so the readers should be careful.