

CHAPTER VI

CONCLUSION & SUGGESTION

This chapter provide are the conclusion and the suggestion in the research of associative meaning used in education advertisement.

a) **A. Conclusion**

This research had analysed and investigated the associative meanings used in education language. it can be concluded that the researcher used five types of associative meanings.

The researcher found fifty advertisements containing the associative meaning. There were fourteen advertisements of connotative meaning, twenty-one advertisements of social meanings, eleven advertisements of affective meanings, one advertisement of reflective, and three advertisements of collocative meanings. It can be concluded that the mostly used meaning in education advertisement is social meaning. The overall objective of this research is related to types of associative meaning which had discussed in any chapter before and it can be concluded that the types of associative meaning mostly used in education advertisement is social meaning. Meanwhile, social meaning is dominant because it shows social meaning which from when the advertiser persuading users to use language style that is easily understood by the user, the advertisers convince users to join education advertisement through applications to know the language use, language style is used by advertisers. Advertisements must be easily accessible to users. language of advertisement should be easy to understand. The point for the users is to find out the level of language style directed by advertisers using language that it can be used in any situation for formal and informal situation.

Finally, the researcher summarised on fifty types of associative meanings used in education advertisement, each of which had its own categories.

1. Connotative meaning is not real meaning which is generally satire, and it is a denotative meaning that has been added.
2. Social meaning is words that have formal meanings commonly used by advertisers also, words have form informal.

3. The differences Printed advertisement and Audio-visual advertisement in Education advertisement is formal language used in printed advertisement and figurative language used in audio-visual advertisement. Both languages are used as a language of communication.

b) B. Theoretical and Practical Implication

- c) Language is important factor in communication. Language in advertising in the business world is a very determining factor for customers and consumers who are promoted to the public. Advertisement style cannot replace content. All components of the message are important. Ideas to attract the attention of customers or consumers are more important than a gift.
- d) The researcher finds the implications of the advertisement for meaning learning, especially in associative meaning learning. Overall, the explanations of this research can be used as an illustration and a reference for advertisers. The style of language and meaning used by the advertising company must be attractive to readers or consumers, the company or product owner can apply the results of this study in making advertisements. The selection of the right words in an advertisement will affect the reader or consumer so that consumers or readers are interested in education advertisement offered.
- e) The language used in advertising can complement the message and make a positive contribution, namely:
- f) a. A stylized message can get more attention. Basically, messages have an element of surprise and novelty is always an element of style. Stylized messages can attract and retain audience interest.
- g) b. A Stylized messages can enhance the understanding or understanding of the message. The use of metaphors or imagery can facilitate the understanding of the message. Complex ideas may be conveyed more clearly through figurative language.
- h) c. A Stylized messages can help improve a message. The use of various synthetic patterns or figurative words can help the audience remember the important elements of the message. Advertisers or advertisers use slogans and something new to make it easier to improve their messages.

i) d. Stylized messages can increase the persuasive appeal of a message. If the attention obtained by the audience understands and masters the message, it is likely that the idea will be accepted. Based on the statement above, it can be concluded that attention, understanding, recall, and motivation are important additions in incorporating the principles of style in advertising.

j) From the explanation above, the researcher can conclude that associative meaning studied in various objects, especially in education advertisement. Associative meaning it has contributed for English language. for example, the teacher wants to provide teaching materials about advertisement. Then, the teacher is providing some examples of advertisements and gives explanation the language used in advertisement.

k) Some of benefits for the students such as: The students used interactive language in advertisement. They made advertisement using correct sentences in English. In addition, they also create their own language. The teacher has a role to give feedback on students work.

l) C. Suggestion

m) This research is taking several opinions for this research as source:

1. For the Learners

In this research for the learners, namely this research can provide benefits from the knowledge that has been analysed based on the research. it is useful for the readers who want to study in associative meaning very depth on five types of associative meaning by Leech's theory.

2. For the Lectures

As for this research, the researcher hopes that the lecturer can use this research as a reference for studying associative meaning. If the lecture found something wrong in this research, the lecture is made by making new study and adding knowledge that has not been found in previous studies before.

3. For the further researchers

The researchers suggested to the further researchers to use different types of sources. For example: the researcher uses associative meaning on news articles,

entertainment, twitter, Instagram etc. The researchers is also suggested to the next researcher by limiting the focus of the study into one of five types of associative meaning. This research will make the next researcher more focused, and it will be easier for the readers to study and understand about the type of associative very depth.