

CHAPTER V

CONCLUSION AND SUGGESTION

After analyzing and interpreting the data, the researcher presents conclusions and suggestion in this chapter. The researcher represents the answer of this research problem. The researcher also gives for the next researcher who is interested in this topic.

5.1 Conclusion

This study is about an analysis of language function used in cosmetic advertisements. The cosmetic products that were applied are *Make Over* and *Maybelline*. The researcher takes 20 videos as the data. 10 videos are from *Make Over* then 10 videos from *Maybelline*. The researcher wants to know the type of language function that use in *Make Over* and *Maybelline* advertisement, the context and the differences. In this chapter, the researcher would like to draw some conclusion of what have been written in the previous chapter. From the result of the analysis of language function used in *Make Over* and *Maybelline* advertisements, there were several types of language function used in *Make Over* and *Maybelline* advertisements.

The researcher found five language functions it could be known from the researcher's findings in *Make Over* advertisement, those are referential function, emotive function, conative function, phatic function, and metalingual function. **While**

for Maybelline, the researcher also found five language function, those are referential function, emotive function, conative function, phatic function, and poetic function.

The researcher used Roman Jakobson's theory in classifying the types of language function that used. There are six types of language function; those are referential, emotive, conative, phatic, metalingual and poetic function. For Make Over there were only 5 types, referential (40%), Emotive (10%), conative (20%), Phatic (10%), metalingual (20%). Also for Maybelline 5 types, referential (10%), conative (10%), Poetic (30%), Phatic (30%), metalingual (20%).

5.2 Suggestion

The researcher realized that this research is far from perfect, because this research still has many things that must be corrected. The researcher suggest to the next researcher to choose another object, such as daily conversation, lyric of song, and so on. The researcher also suggest to the another researcher of English Department especially in linguistics who are interested in analyzing of language function to apply another theories from different expert and analyze it with different method. The researcher expected that may this research could be as references to conduct another research especially in language function.