# CHAPTER V

# CONCLUSION AND SUGGESTIONS

## 5.1. Conclusion

Advertisement is the easy way for companies to promote their product to customers. Advertisers may have various forms and strategies to stimulate the sale of products, but language plays the most important role because it is the communication tool for delivering messages to customers. Therefore, it is important to study and analyze the language characteristics of English advertisement to fulfill the goals of language to create successful advertisements.

The language characteristics of English advertisements and their goals have been discussed in the previous chapter. From the data analysis, it can be concluded that the characteristics used in these cosmetics and skincare products advertisements are unorthodoxies of syntax including neologism, minor sentence and block language, semantic oddities such as metaphor, pun, and personification, simple, personal, colloquial style, phonological devices of rhyme and alliteration, an interactive addressing of the audience and a conversational mode including the use of second personal pronoun and interrogative sentence, abundant use, superlatives, hyperboles, imperatives.

Based on the characteristics used, these cosmetics and skincare products advertisements can fulfill some or all goals of attention value, readability, memorability and selling power. From the data analysis of 11 advertisements, there are 2 advertisements which fulfill the four goals, 6 advertisements which

fulfill the three goals, and 3 advertisements which fulfill the two goals. The language characteristic mostly used in these advertisements is simple.

## 5.2. Suggestions

There are many ways to make a successful print advertisement including language, colors, typography, layout, background and image. This *skripsi* just focuses on the language of advertisement. For further research, it is suggested to researcher to analyze not only language in advertisement but also colors, typography, layout, background and image. For English students who are interested in advertisement, it is suggested to prepare themselves with fundamental knowledge about the language characteristics of English advertisement that is useful to create successful advertisement in English.