CHAPTER V

CONCLUSIONS AND SUGESTIONS

5.1 Conclusions

Finally, the writer finds out that the features meaning of the slogans appeared as the magic word (term of advertisement) or main words of each slogans which can describe the characteristic of the brand image and the positioning of the cigarettes products. The features of meaning that build the characteristic of the cigarette advertisement slogans are connotative and denotative. The denotative meaning of slogans absolutely talk about the messages delivered directly to attract consumers' attention. The connotative meaning will be largely explained by using the figurative of speech namely metonymy, hyperbole, synecdoche, metaphor, and euphemism. Those all are used in the cigarette advertisement slogans to create good slogan.

Looking at the variety of features meaning reflected in the cigarette advertisement slogans, the writer also finds out the effects are made through slogan language by examining the structures of slogan. The differences structure of slogans influence the purposes of the message delivered. The advertisers choose the creative and interesting words to be the language of their slogans. The language of slogan represents the particular product. In the analysis, the writer

takes results that the cigarette advertisement slogans have some types of structure which can grab the consumers about the product offered. There are three types, namely: declarative type of the slogan means typically purposes to reveal the benefit of product, Imperative type is used to tell the consumers that they should do the activity as the slogan recommends, and the Interrogative types is used to get more attention or impression about the product to the consumers.

5.2 Suggestions

The writer suggests to the next researcher if they are interested in cigarette advertisement slogans, they should analyze the correlation between types of meaning with the effects are made through slogan language. This research actually does cover all the things in terms of scope analysis, and then there are still any spaces for others who want to try to conduct cigarette advertisement slogans research. Because the advertisement is unique and multidimensional study, the writer also hopes the next researcher will have opportunity to enhance this research by searching other analysis; such as analyzing cigarette advertisement slogans by discourse analysis or semiotics. Besides that, the writer gives some suggestions for the people who are interested in the advertisement field or people who want to be a good copywriter/advertiser should have knowledge background in the slogan language, because this research is one of the linguistic phenomena.