CHAPTER IV

CONCLUSIONS AND SUGGESTIONS

4.1 Conclusions

This paper entitled "Analyzing the Use of Tenses in Advertising Educational Posters in Facebook" represents how to use present tenses in advertising educational posters appropriately. Most of the data in advertising use only several present tenses, such as, simple present tense, present continuous, and present perfect. They state and give the new information about the products which have been advertised. The writer found that present perfect continuous is rarely used in advertising.

Each of present tenses gives each function in advertising. First, simple present tense indicates to say something true in the past, is true in the present, and will be true in the future. It also expresses general statements of fact and timeless truth of the products. Second, present continuous indicates the progress at the moment of speaking and is also used to talk about activities happening in the near future, especially for planned future events. The last, present perfect indicates the exact time in ordering is not really important in advertising.

4.2 Suggestions

For faculty, it is suggested to provide the field of entrepreneurship become common for the students.

For department, it is suggested that the course ‘entrepreneurship’ is given earlier to contribute student’s experience who takes the entrepreneurship as the job training.

For students who will conduct entrepreneurship as job training, it is suggested to use not only the present tenses in advertising English posters but also in any field of products such as, comic, toys or any others which support in learning English.