

## **CHAPTER V**

### **CONCLUSIONS & SUGGESTIONS**

In this chapter the present writer presents the conclusion and her opinion about the result of the interview and observation. The present writer also gives suggestions which are needed for better improvement for the company.

Slogan is a message in advertisement that can make an image of the product. It is a symbol to make the product different from one another. It should make the consumers attracted to buy the product. Creating a slogan also must get the attention of the intended audience and influence that audience in the desired way. Therefore, in creating the words in a slogan the company should follow the following suggestions:

1. Use of rhymes
2. Use of short simple sentences.
3. Use of everyday sentences
4. Message may present rational or emotional appeals.
5. Humor attracts attention and creates a positive mood.

In creating a slogan, the company should show their power as their product is the best. Slogan can help to explain the product in advertisement. Furthermore,

company should know the consumers problems and can satisfy them with the product.

Promotion is a part of marketing program to make the product well known. Besides, successful marketing is proven when the product can make a profit for the company. There are lots of ways that a company can do to promote their product such as making a creative, unique advertisement. The good advertisement improves the profit of the company. It is believed that the advertisement should use famous actress, have good design, and music to attract audience, and can produce positive mood and attention to audience.

Moreover, the company should define the target market and predict its needs and expectations. Once the target market is set, is easier for the company to make a good and attractive advertisement by selecting select the media which is fit with the advertisement and the target market.

On the whole, Pepsi Cola Company has proven that it has great slogans which get the attention from its consumers. Moreover, it is also believed that the slogans are effectively by the use of great promotional tools proven by the raise of profit the company has in its appearance of new slogan.