

CHAPTER V

CONCLUSION AND SUGGESTION

Based on her research on how it is to make every word in the headline of a brochure effective and attract the customer's interest, the present writer draws the conclusion of how to make every word in the headline of a brochure effective and attract the customer's interest in the following.

The writer must choose the language in writing the brochures carefully, as it represents certain companies' products or services. Moreover, the language used in advertisements is carefully chosen to have special effects. Brochure WORLD POS uses the most stimulating words, like *unique*, *powerful*, *benefit*, and *solution*. Most of the respondents feel that those words can attract the customers' interest. Consequently, the present writer thinks that among other brochures of Kreasi Sistem Utama, WORLD POS is the most effective as it uses stimulating words in order to attract the customers' interest. Thus, the present writer suggests that Kreasi Sistem Utama should employ effective words in the other headlines of its brochures as they do not use any stimulating words, which can persuade the readers to buy the product.

Pictures and colours are important features in a brochure. They can make a brochure more interesting and eye-catching. Therefore, the company should use words which are colourful, vital, and strong to make the headline more interesting

and eye-catching. Most readers at first will only read headlines, subheads, and captions. As the result, the headline, subheads, and captions should use typed large, wide, bold, and easy to read. In brochure OASIS POS Software, the headline is too small and not colourful, so the reader cannot immediately find the headline. The headline in brochure OASIS POS Software should be larger and colourful, so it can make the headline more eye-catching. The headline in WORLD POS is large enough but it will be better if the headline makes use of bright colour.