

## CHAPTER V

### CONCLUSIONS AND SUGGESTIONS

Nowadays, advertisements play an important role in running a business. To make good advertisements, the company must be concerned about the language and lay-out design. The language aspect represents the diction and phrases. This means, after the readers read the advertisement, they can catch the message from the authors. In other words, the advertisement is clear and understandable. The second aspect is lay-out design. The lay-out designs include fonts, pictures, and colour. If the lay-out design is eye-catching, it will attract the readers' attention.

The company of Indonesian Tuner magazine gains great benefit because it uses English in its advertisements. One of the great benefits is: great income for Indonesian Tuner magazine. It occurs because many auto-companies from local and foreign countries are willing to put their advertisements in Indonesian Tuner magazine. The second benefit of using English in their advertisements is to build a good image and trademark among the readers. This point of view arises because the auto-companies can use English in their advertisements in Indonesian Tuner magazine. Indonesian Tuner magazine also aims at publishing their magazine

worldwide. From this vision, it is clearly stated that the market will continue to increase.

As we have learned from this research, we can conclude that there are certain criteria to make a good advertisement, especially in English. To make an advertisement successful, we must consider and pay attention to particular elements as follows: language and lay-out designs. In the language aspects, we have to choose a persuasive, challenging, and strong phrase, and we must apply good diction in it. For the lay-out design, we have to make a good combination of pictures, font shape, colour, and size to attract the readers' attention. Furthermore, the products information, contact number or address, and URL must be clearly stated.

From the research, Indonesian Tuner has been successful in using English in their advertisement nowadays. I can say it because most of Indonesian Tuner's advertisements can catch my attention to read, because it is mostly written in understandable language. By using good English, readers can understand and get the promoted message easily.

My suggestions for Indonesian Tuner magazine are: firstly, Indonesian Tuner magazine must improve the use of English skill in diction and phrase, so the readers can understand the advertisement easily. Secondly, the Indonesian Tuner magazine must improve their quality of editing an English advertisement in order to minimize errors that may occur, for example: if there is no contact number or product information. The last is, Indonesian Tuner magazine must keep

on being more innovative in creating and designing the layout. It will really be helpful to the readers in reading the advertisement.