

## CHAPTER FOUR

### CONCLUSION

In this chapter, I would like to draw a conclusion based on my findings from the analysis that has been done in the previous chapter. Furthermore, I would like to present my opinion related to the use of rhetorical figures in *CoverGirl* advertisements.

From the fourteen selected *CoverGirl* advertisement that I have analyzed, I find eighteen different types of rhetorical figures. The rhetorical figures are divided into four types of operations. They are repetition, reversal, substitution and destabilization. In the repetition operation, I find thirty-eight lines which employ parallelism, rhyme, assonance, consonance, alliteration, anaphora, epistrophe, and anadiplosis. In the reversal operation, I find three lines which use antithesis. In the substitution operation, there are nine lines which involve hyperbole, hypopora, rhetorical question, portmentau, and solecism. Regarding, last operation, destabilization, I find five lines, in which metaphor, simile, catachresis and allusion are used.

Based on my findings, it can be concluded that in *CoverGirl* advertisements, the mostly used rhetorical figure is repetition. *CoverGirl* usually uses repetition to show the feature of the product. When the consumers read the line that has repetition, it is easier for them to remember the line. The line will automatically resonate in their mind. Moreover, repetition is also easy to be understood.

Reversal is the most rarely used in the fourteen *CoverGirl* advertisements that I used as my data. In terms of reversal, *CoverGirl* only uses antithesis.

The uses of antithesis in the *CoverGirl* advertisements is quite significant in order to make the advertisement interesting. The use of antithesis helps *CoverGirl* emphasizes the feature of the product. By reading the line that contains opposite words, the consumers will instantly notice the feature.

The next operation is substitution. In the terms of substitution, *CoverGirl* more often uses hypophora than the others. By using hypophora, *CoverGirl* and the consumers have an interactive dialogue. It reduces the distance between *CoverGirl* and consumers. As a result, consumers will be more interested in the product, because they will feel that they are involved.

The last operation of rhetorical figure is destabilization. Destabilization is rarely used in this *CoverGirl* advertisement. In my opinion, why *CoverGirl* rarely uses destabilization is because sometimes destabilization needs a higher level of language competence from the consumer to understand the meaning shift. For instance, when *CoverGirl* uses simile or metaphor, the consumers must fully understand what things are actually being compared. If the consumers fail to

understand the comparison, they would not cannot grasp the message. As a consequence, the line will not be attractive and *CoverGirl* would fail to deliver the message of the line to the consumers.

In terms of destabilization operation, I am interested in how *CoverGirl* uses allusion. Although in my analysis I only find one allusion, I think the use of allusion is interesting. In my opinion, when an advertiser wants to use allusion, they should consider several things. They have to estimate the knowledge of the potential target consumers and make sure they will understand the allusion. In addition, the advertiser has to choose the appropriate allusion to make sure the readers understand the message they want to deliver in their advertisements. The use of allusion takes a higher risk, but when the advertiser successfully uses the allusion, it will make the advertisement more interesting and easy to remember.

In doing this analysis, I find that *CoverGirl* often uses several kinds of rhetorical figures in the same line. The use of different rhetorical figures in the same line can make the advertisement more attractive to the consumers. Furthermore, some of the product names also contain rhetorical figures. This, of course, will help the consumers recognize the product easily.

This brings me to the conclusion that the uses of rhetorical figure in *CoverGirl* advertisement is significant. *CoverGirl* tries to make their advertisement interesting and memorable by using rhetorical figures. Moreover, rhetorical figures in *CoverGirl* advertisement are easy to be found.

After doing an analysis of the fourteen advertisements by *CoverGirl*, in my opinion, the use of rhetorical figures in advertisements is important. As the purpose

of an advertisement is to promote a product or brand, the producer must find the strategies to grab their target consumers' attention, especially since there are so many cosmetic product on the market. In order to win the market, *CoverGirl* should make their advertisements interesting in order to make the consumer persuaded to buy their products.

The producer hopes that when consumers remember the product, it will be more likely for them to choose the advertised product rather than the others. I believe that the use of rhetorical figures can affect to the consumers behavior in choosing the product as the consumers are more likely to choose the product that something they are familiar into.

I believe that analyzing stylistics in advertisements is interesting. There are still many linguistic areas that can be analyzed in advertisements. Now, I would like to share some suggestions for the future researchers who are interested in doing an analysis on a similar topic or types of data that I have done.

First, I suggest that the future researchers should fully understand all the theories that are going to be used. In analyzing rhetorical figures, the future researchers should not rely on only one source of information. They should be open-minded to any possible theories that could be used in their analysis. Secondly, future researchers should be able to choose the right data that are suitable for the topic. Furthermore, the researchers should make sure that they will have enough data to be analyzed.

By all means, the future researchers might also analyze the use of the rhetorical figures in other cosmetic brands. If the future researchers want to analyze

the rhetorical figures in advertisements which are outside the field of cosmetics, I suggest that they should choose a brand that has many competitors. Lastly, it is best for future researchers to read journal articles that analyze the same topic as them. It helps to add information to their topic.

(1003 words)

