

## CHAPTER FOUR

### CONCLUSION

In this chapter, I would like to draw some conclusion based on my findings from the analysis that has been done in the previous chapter. Moreover, I would like to give my opinion concerning the rhetorical figures found in *ASUS* laptop advertisements.

From the nineteen selected *ASUS* laptop advertisements that I have analyzed, I find eleven different types of rhetorical figures. In the repetition operation, I find fourteen taglines which apply rhyme, alliteration, assonance, anaphora, epistrophe, epanalepsis and parallelism. In the reversal operation, I find two tagline which uses antithesis and three taglines which use asyndeton. In the substitution operation, there are seven taglines which involve hyperbole. I do not find any taglines which use destabilization operation.

Based on my findings, repetition is the rhetorical figures mostly used in *ASUS* Laptop advertisements. The result of this analysis shows 14 data out of 19 data or 74% use repetition. In my opinion, *ASUS* uses repetition to make the readers easier to remember their taglines because repetition is also easy to understand.

Moreover, by using repetition, *ASUS* can give an emphatic effect which makes it interesting to read and also in order to emphasize the meaning or the key words of the taglines to the readers or consumer. Hence, the use of repetition in *ASUS* laptop advertisements can be a good idea to promote their products or their highlighted aspects.

My findings shows that among different types of repetition operations, the most used by *ASUS* in its advertisements are sound and word repetition. Sound repetition is found in 8 data of the total data, including rhyme, alliteration, and assonance; while word repetition is found in 5 data, including anaphora, epistrophe, and epanalepsis. I also find some repetition of phrase structure, but the number is not in as significant as the other two types of repetition operation. In my opinion, sound repetition can make a pleasant sound, so it has a powerful effect in attracting the reader's attention if they read the *ASUS* tagline. The repetition of sounds can also make people understand more easily about what the advertisements are trying to convey. In addition, it is also effective to make people easy to remember the contents of an advertisement and make them familiar to the product; therefore, if they are already familiar to the products, they will be more interested in buying it. Besides sound repetition, word repetition is also important in making an advertisement tagline. Most of *ASUS* laptop advertisements were made in print and also in video format. Thus, it is more effective for *ASUS* since the ads use the advertisements that contain sound and word repetition.

The other operations rarely used in *ASUS* laptop advertisement are the reversal operation and substitution operation. Antithesis and asyndeton in the reversal operation and hyperbole in the substitution operation. From 19 data, only two data found that uses antithesis, three data that uses asyndeton and seven data that use hyperbole. These figures are rarely used because in my opinion, the reversal and substitution operation can make double meaning in one sentence and it is more difficult to deliver the important message to the reader. For example, hyperbole needs reader's background knowledge because it is a little bit difficult if the readers do not have good background knowledge to get the meaning or the message contained in the advertisement. That is why *ASUS* laptop rarely uses these figures in their advertisements.

From the four types of operation, only destabilization operation is not found in *ASUS* Laptop advertisements. In my opinion, *ASUS* does not use destabilization operation in their advertisements because sometimes destabilization needs a higher level of language knowledge from the readers in order to understand the meaning. For example, if *ASUS* uses a metaphor in their advertisements, the customers must be able to understand what is being compared. If they do not understand the intention of the comparison, they cannot get the message. This would make the advertisement unattractive and *ASUS* would fail to convey the message of the advertisement to the customers.

In *ASUS* laptop advertisements, all of the data have at least one information of the product. The informations are using in order to emphasize the good things that *ASUS* offers in their product and also to persuade them to buying

their product. According to this research, it can be found that rhetorical figures can be used to improve the clarity of the product and also persuasiveness of the advertisements. This will help the potential customer to be more interested in the product.

After doing an analysis of the nineteen advertisements by *ASUS* Laptop, in my opinion, the use of rhetorical figures in advertisement is significant. The purpose of an advertisement is definitely to promote the products that they offer; however, because there are many competitors, an advertisement must have a strategy to catch their target customers' attention. Moreover, there are many laptop products on the store and in order to win, *ASUS* should make their advertisements more attractive than other brands to make the customers persuaded to buy their products. *ASUS* tries to make the taglines easy to remember because if the customers remember the product; therefore, it will be more possible for them to choose *ASUS* rather than the other laptop brands. This can happen because the costumers will buy the product that they already know.

Finally, I would like to propose some suggestions for the future researchers who are interested in doing analysis of the similar types of data that I have done. I suggest that before choosing the data, the researchers should understand the theories that are going to be used. After that, it is better to find data source that is interesting to analyze and contains many types of rhetorical figures in it. The researchers should also make sure that the data that they select will be sufficient for the analysis. Lastly, it is very useful for future researchers to read

articles about research that has the same topic to help add their knowledge and information to their topic.

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