

CHAPTER FOUR

CONCLUSION

In this chapter, I would like to draw some concluding points based on my findings from the analysis that has been done in the previous chapter. Furthermore, I would like to present my personal opinion regarding to the use of rhetorical figures in *Maybelline* advertisements.

From the sixteen selected *Maybelline* advertisements that I have analyzed, there are twenty-four data identified as schemes and eighteen data identified as tropes. I find twenty-one data of repetition operation, three data of reversal operation, twelve data of substitution operation, and six data of destabilization operation.

Based on my findings, it can be concluded that in *Maybelline* advertisements, the mostly used rhetorical operation is repetition. I personally think that *Maybelline* uses so many rhetorical figures of the repetition operation in their slogans because it is easier to be remembered and understood by the consumers. When something is repeated, our mind will remember it

subconsciously. Thus, the use of repetition in *Maybelline* advertisements can be an effective way to promote their products.

The mostly used repetition type is the repetition of sounds, which is identified in twelve data. This is followed by the word repetition found in five data, and the structure repetition in four data. The repetition of sounds seems very effective because when the consumers read the slogan, it will automatically resonate in their mind. I think by remembering the advertisement slogans, the consumers will be familiar with the advertisements. As consumers, people will most unlikely buy something unfamiliar; thus, if the products are familiar, it can obviously trigger the consumers' willingness to buy the products.

From the four types of rhetorical operations, reversal is the most rarely used in my findings. In terms of reversal, *Maybelline* only uses antithesis and anagram. Reversal is considered to be quite easily understood by the consumers since the advertisements contain opposite words or words in a reverse order that can easily grab the consumers' attention. However, I think in the schematic type, *Maybelline* focuses more on repetition. That is why the use of reversal is not dominant in *Maybelline* advertisements.

Maybelline also uses eight hyperboles and six metaphors in their advertisements. This makes hyperbole and metaphor the most often used rhetorical figures. As we know, the consumers need a higher level of language competence in order to understand the message of advertisements which use metaphors and hyperboles. For example, in a metaphor, the consumers have to fully understand what things are actually being compared. If the consumers fail to understand the comparison, they will not understand the message. Moreover,

Maybelline deliberately uses hyperboles because they want their products to be seen as something grand and powerful, which is a smart thing to do in advertising a product.

From all of the rhetorical figures, I am personally interested in how *Maybelline* uses catachresis. Although in my analysis I only find one form of catachresis, I think the use of catachresis is interesting. In my opinion, when an advertiser wants to use catachresis, they should consider several things. They have to estimate the knowledge level of the potential target consumers and make sure they will understand the catachresis. In addition, the advertiser has to choose an appropriate catachresis to make sure the consumers understand the message they want to deliver in their advertisements. The use of catachresis takes a higher risk, but when the advertiser successfully uses the catachresis, it will make the advertisements more interesting.

In doing this analysis, I find that *Maybelline* often uses several kinds of rhetorical figures in one slogan. The use of different rhetorical figures in the same slogan can make the advertisements more attractive to the consumers and will help the consumers recognize the product easily. *Maybelline* tries to make their advertisements as interesting and memorable as possible by using multiple rhetorical figures. Moreover, the rhetorical figures in *Maybelline* advertisements are easy to find. Therefore, I believe the consumers will find all the rhetorical figures used and appreciate them.

The use of schemes and tropes in my analysis is quite balanced, which means that *Maybelline* uses all kinds of rhetorical figures in their advertisements equally. However, in terms of complexity, schematic figures are less complicated

than tropic ones so that schematic needs less knowledge and competence as well. *Maybelline* is not only targeting a certain class of consumers; on the contrary, *Maybelline's* consumers are from low to high class people.

In my opinion, the use of rhetorical figures in advertisements is indeed very important. As the purpose of an advertisement is to promote a product or brand, an advertiser has to find the right strategies to grab their consumers' attention, especially since there are so many similar products on the market. In order to win the market, *Maybelline* should make their advertisements interesting so that the consumers will be persuaded to buy their products.

An advertiser expects that when consumers remember the product, they will most probably choose the advertised product rather than the others. I believe that the use of rhetorical figures can effectively affect the consumers' behavior in choosing the product as the consumers are more likely to choose the product they are familiar with.

I believe that analyzing the use of rhetorical figures in advertisements is interesting. However, rhetorical figures are used not only in advertisement slogans, but also in speeches, poems, or newspaper headlines. These are potential data sources that can be analyzed further.

Finally, I would like to share some suggestions for future researchers who are interested in doing an analysis of a similar topic or type of data. First, I suggest that future researchers should fully understand all the theories that are going to be used. In analyzing rhetorical figures, they 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. Besides, they should be able to choose the right

data that are suitable and outstanding enough for the topic. Furthermore, they should make sure that they will have enough data to be analyzed.

By all means, the future researchers might also analyze the use of rhetorical figures in other cosmetic brands. If they 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 theirs for it helps to add information to their topic.

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