CHAPTER FOUR

CONCLUSION

In this chapter, I would like to draw some concluding points. The conclusion will be done based on my findings which are presented in Chapter Three. In addition, I would also include my personal opinion of the use of the rhetorical figures in the car advertisement slogans.

Based on McQuarrie and Mick's theory, there are four rhetorical operations, namely repetition, reversal, substitution, and destabilization. Nevertheless, not all of the rhetorical operation types can be found in the analysis. There are only two kinds of operations that I find in this thesis, which are repetition and reversal. The other two types of operations, which are substitution and destabilization, are not found in the analysis.

In my opinion, this can be related to the level of difficulty in making the rhetorical operations. Among the four types of operations, substitution and destabilization are the most complex, while repetition and reversal are the simplest. Thus, it is more likely that the advertisers prefer to use the repetition

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and reversal operations in their slogans so as to make sure that the consumers can recognize the rhetorical figures and appreciate them.

In the findings, there are nine slogans using the repetition operation, while there are only two slogans using the reversal operation. Hence, it can be clearly seen that in these car advertisements, the rhetorical operation that is most commonly used is repetition. In my opinion, this is an effective strategy since the repetitive forms highlight the important features and the sensation that the product brings to the prospective buyers. When the prospective buyers read the slogans that contain repetition, the slogans will most probably resonate in their minds because of the same sounds or words or structures which are repeated. In addition, repetition is the easiest way to make the things that we say stay in our mind.

In terms of repetition, the car advertisement slogans use several types of rhetorical figures. Parallelism appears six times, epistrophe four times, anaphora two times, and consonance once. By using various types of rhetorical figures, namely the repeated sounds, words, and structures, I am of the opinion that the advertisement slogans become more attractive and not monotonous. These repetitive forms make the slogans different from other slogans that do not use any rhetorical figures. As a result, the products will be easier to remember by the prospective buyers. This hopefully will positively affect their choice of the products that they will buy.

Reversal operation is the other type that is used in the slogans of car advertisements. In terms of reversal operation, there are several types of rhetorical figures; nevertheless, in the analysis, I only find one type of reversal operation,

which is an antithesis. Although there are only two data of antithesis found in the analysis, I find this rhetorical figure the most interesting. The use of antithesis in the car advertisements is quite significant in order to make the advertisement interesting. For instance, it can be seen from the use of antithesis in the first data analysis in Chapter Three. When reading the line in the slogan that contains opposite words, the prospective buyers will instantly be triggered to find out more what the two opposite words refer to and how they are related to the key features of the product. Then they will hopefully notice the message that the company wants to convey.

In doing this analysis, I also find that several brands of the car advertisements frequently use more than one kind of rhetorical figures in the same slogan. For instance, in the slogan "*ordinary is out, amazing is in*" in data one presented in Chapter Three, there are two kinds of rhetorical figures that appear in the same slogan, namely parallelism and antithesis. I believe the more rhetorical figures the advertiser uses in the same slogan, the better the slogan is in making the advertisement attractive in the reader's view. Besides, the effect of the slogan itself will be more magnificent when the readers see it.

In addition, I personally think that advertisers should realize the important role of the rhetorical figures in advertisement slogans. Advertisement has the basic purpose to introduce and promote a product as well as to persuade people to buy the product. In this context, these days there are so many new cars from various brands that are launched on the market. Therefore, in order to lead the market, the manufacturer of a company has to find a good strategy. One of the effective strategies for the company is making a slogan as memorable and

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pleasurable as possible. By using a rhetorical figure in a slogan, the company can reach their purpose in the market. As a result, I believe that the company can impress the prospective buyers in choosing their product because I think the prospective buyers will choose the product that they are more familiar with.

Finally, I would like to share some suggestions with those who are interested in and want to conduct a research on rhetorical figures in advertisements. First, future researchers should fully understand the whole theories about rhetorical figures. The next step is that it is important that they should choose suitable data. I personally suggest that future researchers analyse the use of rhetorical figures in other car brands. Yet, if they want to analyse different types of advertisements, they should make sure the advertisement slogans are beautifully made, linguistically speaking. Most importantly there must be enough data for the analysis. Lastly, in doing the analysis, they should broaden the theories that can be used, especially about the types of rhetorical figures since there are actually a lot of types of rhetorical figures.

Considering that rhetorical figures can be found not only in advertisement slogans, but also in other text types, it is also possible for future researchers to take those texts as their data sources. The other text types that may contain rhetorical figures are newspaper headlines, song lyrics, poems, or speeches.

(990 words)

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