

## **CHAPTER FOUR**

### **CONCLUSION**

In this chapter, I would like to make a conclusion based on my findings from the analysis that has been done in the previous chapter. On top of that, I would like to show my personal opinion about the use of rhetorical figures in chocolate advertisement.

In this thesis, I chose nine different products of chocolate advertisement to be analyzed. The chocolate advertisements that I chose are from various brands. The purpose of my study is to know the types of rhetorical figure that are found in chocolate advertisement and to know how the rhetorical figures of chocolate advertisement taglines support the persuasive function.

Based on my findings, scheme is the mostly used category in chocolate advertisement taglines. Scheme is found in 90% of the whole data and it consists of 60% repetition and 30% reversal. It can be concluded that in chocolate advertisements, the mostly used rhetorical operation is repetition, specifically repetition of sound and the rhetorical figure that is often used is alliteration. Chocolate advertisement used repetition especially repetition as in the rhetorical figure of alliteration so as to make the customers easier to understand, therefore the products that they have advertised might attract them.

Based on my findings, it can be seen that among different types of repetition operation, the repetition operation of sound is used the most in chocolate advertisement, especially the rhetorical figure of alliteration and I have found three alliterations in each of the three data out of six. The repetition of sound can produce a satisfying sound because it is pleasing to hear and also enjoyable when pronounced. Moreover, the use of rhetorical figure of alliteration matches perfectly in the advertisement because the meaning does not change and it is catchy, strong, effective, and also the consumers will recognize what letter is being repeated as the advertisers want to highlight a certain meaning or they want to highlight the superiority of the products. In a way, it makes the consumers remember the advertisement easily and they will recognize the product itself. Thus, when people have already recognized the product, they will be interested in buying it. As a result, the use of the repetition of sound in chocolate advertisement is often to be found and can be successful to promote their products.

Besides the repetition of sound that is mostly found in my findings, there is also the repetition of words that appears as often as alliteration. It is the rhetorical figure of anaphora. By repeating the same word at the beginning of a phrases, it is obviously will stick to the consumers' mind.

In my opinion, the repetition of word is also as successful as the repetition of sound that I have mentioned before. The use repetition of word and sound in the advertisement have the same effect which makes the consumers remember the taglines more easily. Besides, the impact of using repetition of word in the advertisement is to strengthen a certain meaning, as the more repetitive words are

used in the advertisement, the more powerful it becomes and the consumers will have the sense of trust to the product itself. Again, the effect of repetition creates a rhythm to help in remembering the product or the brand. As a result, it is more powerful and successful for the chocolate advertisements' tagline that contains the repetition of sound and word.

The least used category that can be found in my analysis is trope which is 10%. In the category of trope, it can be divided into two operations such as substitution 9% and destabilization 1%. Thus, the rarely used operation that I have found is destabilization which I have only found one rhetorical figure in only one data out of eight and that is metaphor. Metaphor is a rhetorical figure that compares two things which are not related and it is not based on a literal meaning; hence, it is hard to understand for some people.

In my opinion, destabilization is quite hard to understand because it is not based on a literal meaning; besides, it may have a double meaning. Specifically in the rhetorical figure of metaphor, I think it is the most difficult rhetorical figure to understand because in metaphor, it should compare two things which are not related; thus, people will come up with a lot of different implications. Therefore, it is considered to be the most least used operation in chocolate advertisement because the audience needs a wide knowledge in order to understand the actual meaning; on top of that, if they do not understand the actual meaning of the tagline, they will find it unattractive; therefore, it would fail them in buying the product.

There are some limitations that I have found in my thesis. Since I have a limited time, I have to narrow down the data that I used for my thesis so that, the

number of the data that I have analyzed is limited. As a result, I only analyzed nine chocolate advertisement taglines taken from six various brands of chocolate. Thus, I assume it restricts the generalization of my analysis while there are plenty of taglines that can be analyzed from another brands. There is also another reason that limits my analysis which in fact, I only use Robert A. Harris (2010) book and McQuarrie and Mick's (1996) journal article as my theories that I concentrated on analyzing its taglines. Therefore, I suppose that would affect on the final conclusion.

All in all, I would like to suggest for future researchers who are interested in doing an analysis of the same topic or types of data that I have done. First, I would like to recommend future researchers understand enough the theories that are going to be used. I would like to recommend future researchers find data that have many types of rhetorical figures in them and that researchers can have enough data to be analyzed in order to have a precise conclusion about the use of rhetorical figures in its tagline. Then, I would like to suggest future researchers find interesting and appealing taglines to be analyzed further.

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