

CHAPTER FIVE

CONCLUSION

In this chapter, I would like to make some conclusions based on my findings from the analysis in the previous chapter. Furthermore, I would like to give my opinion about the rhetorical figures found in Hershey's advertisements.

In my analysis, I find nine Hershey's advertisements which use eight different types of rhetorical figures. In repetition operation, there are six taglines which use anaphora, parallelism, rhyme, assonance, and consonance. In the reversal operation, there are two taglines which use antimetabole and antithesis. In the substitution operation, there is one tagline which uses hyperbole. There is no tagline that I find which uses destabilization operation.

Based on my findings, the rhetorical figure which is mostly used in Hershey's advertisements is repetition. The result of this analysis shows that six out of nine data use repetition. In my opinion, Hershey's uses repetition in order to make the tagline more appealing and memorable to the readers or consumers.

The repetition is used in the Hershey's advertisements since repetition is catchy and can attract people's attention to buy the product that Hershey's offers.

The repetition is also easy to be remembered and understood by the consumers. Thus, the consumers will always remember the product that Hershey's offers.

The emphasis of different aspects of Hershey's product such as both the product and its quality can be seen in the use of reversal in the Hershey's tagline. Reversal can make the tagline more interesting and appealing to the consumers. Thus, the consumers will be familiar with the product and attracted to buy it.

Hershey's can compete with other brands because Hershey's can show that their product is better than others by using the substitution. The substitution is used to make the advertisements have an amusing effect to get the readers or consumers' attention. However, the use of substitution in the tagline should be clear enough in order to be able to deliver the message to the consumers. If the message is not clear enough, the consumers will not get the point that Hershey's tries to emphasize.

In the repetition operation, there is anaphora in Hershey's advertisements. The pureness of Hershey's product is emphasized in order to make the consumers believe that the product which Hershey's offers is a good quality product. For example, in my data "Pure Hershey's. Pure Happiness.", anaphora is used to emphasize that Hershey's chocolate is made from pure ingredients. Therefore, the consumers can assume that Hershey's chocolate is not contaminated by other materials. By consuming Hershey's chocolate, the consumers can also get the pleasure.

There is also parallelism in the Hershey's advertisements. In my data "Simple ingredients. Delicious taste.", parallelism is used to make the tagline more interesting to the readers and consumers. Thus, the parallelism used in the

tagline can make the consumers get the information about Hershey's product so that the consumers will be interested to buy the product.

The pleasing effect in the tagline that Hershey's uses can be remembered and attract the consumers to buy their product. Rhyme is found in the Hershey's advertisements – in the data “Build a Sweeter Easter Basket.” Rhyme is used in Hershey's advertisements since it can make Hershey's product remembered by the consumers especially in certain events such as Easter in my data. Thus, rhyme is used in the tagline since it can be memorable for the consumers. It can also remind the consumers about some events and attract them to buy Hershey's product that they can give to others in the events.

Assonance that I find in Hershey's advertisements is used to make the tagline sound good to the readers or consumers since it gives a certain sound effect. The data “Bring the bling this Thanksgiving” uses assonance in order to emphasize the repeated consonant sounds that can make the consumers focus on the words. By using assonance in the tagline, Hershey's wants to introduce the product to the consumers so that the consumers will get some information about the product and attracted to buy it.

Hershey's can make their tagline sound good and more memorable to the consumers by using consonance. As in my data analysis, consonance is also found in the Hershey's advertisements. In tagline “Thrill Trick-or-Treaters with a Halloween Favorite” Hershey's uses consonance in order to make the tagline appealing to the consumers.

The emphasis of the two aspects at the same time about the product that Hershey's offers to the consumers is found in Hershey's tagline. Antimetabole is

included in the reversal operation. In data “Two Great Tastes That Tastes Great Together”, antimetabole is used to emphasize the meaning of the words which are repeated in the reverse order. The antimetabole in the tagline make the readers or consumers focus on the words which are emphasized. Thus, the antimetabole can attract the consumers’ attention and convince them to buy the product.

Antithesis raises the consumers’ curiosity about the product which Hershey’s offers and makes the consumers want to know more or even buy the product. In the tagline “Spooky Outside, Sweet Inside”, Hershey’s uses antithesis to repeat two opposite ideas in a sentence to achieve a contrasting effect. Antithesis is used to make the consumers get the effect and the meaning of the two opposite ideas which are repeated.

Hershey’s can convince the consumers to buy the product they offer since they claim that their product is better than other brands by using hyperbole in Hershey’s tagline. Hyperbole is included in the substitution operation. Hershey’s uses hyperbole in the tagline “Superior Chocolate Delight from Quality Ingredients” since hyperbole can amuse the readers or consumers. Hyperbole can also make the consumers believe that Hershey’s has better product than other brands.

Based on the result of the analysis, I would like to provide some suggestions for further researchers who are interested in conducting an analysis which is similar to my study. I suggest that the researchers find other products or brands which have many advertisements and taglines. The researchers should also make sure that the taglines are interesting enough to be analysed and contain many types of rhetorical figure. Furthermore, further researchers who are

interested in analysing advertisements can also analyse the same data using other theories such as doublespeak in Pragmatics.

(1030 words)

