CHAPTER FOUR

CONCLUSION

After analyzing the data, I find that it is clear that the use of weasel words is the most dominant tool used in the advertisements. All of the advertisements use weasel words. Moreover, there are mainly three to six weasel words that are used in one Pond's advertisement. The weasel word tampak is the most often used word. The word tampak is used in six data out of nine that are analysed. The second top weasel word is the word membantu. Moreover, the unfinished word is the kind of doublespeak that is commonly combined with weasel words in the data. There are seven out of nine data that combine weasel word and unfinished words. Most of the advertisements consisting unfinished words use the word lebih. There are only two out of twelve unfinished words in the data that do not use the word lebih. They use the word makin. Consequently, I can conclude that weasel words and unfinished words are two kinds of doublespeak that are dominant in Pond's advertisement. However, the parity claim and Up to Claim are not found in the advertisement data.

From my findings, it is clear that the use of weasel words is a dominant part that people should be aware of to avoid being misled by the advertisements of Pond's. Understanding what an advertisement is actually saying is crucial. Of course, every word in an advertisement cannot be missed as each word in an

advertisement is carefully selected to create certain effects. Basically, to avoid being misled, it is important to really understand the literal meaning of every word, and we have to look closer to check what the advertisement promises. If we compare the advertisement with an egg, we must examine the egg closely whether the egg is hollow or not.

The story of the advertisement is a tool that can divert the advertisement reader's attention of the weasel words used. Generally, the pattern of the stories will present a success story that is begun with a problem. The stories deal with some human's needs. A romantic relationship is a dominant theme in the data like in data 3, 4, 5, 6, 7, and 8. The rest emphasize on the problem women face concerning their skin. The themes are close to a woman's life so that the themes can divert the prospective buyer's attention from the weasel words the advertisements use.

There are four data that are packed in romantic love stories. They are data 3, data 5, data 6, and data 7. This kind of story line is important as most women tend to use their feelings to decide something. The romantic stories are more interesting than the words for the prospective buyers, most of whom are women. That is why this kind of story can be a strong tool to divert advertisement readers' attention from the weasel words.

People should look at what the words really mean, and not what they think or assume the advertisement says or what the advertiser wants them to think. This can lead people to be misled and believe something which is not said. And this is actually the purpose of the use of Doublespeak in an advertisement. It means that it may cause disappointment as they do not get what they think they will get. The advertiser cannot be blamed if people do not get what they think they will get. The story in an advertisement is not essential but the information

about the favorability is the most important thing that people should really understand.

The uses of unfinished words are also a significant part that can potentially mislead people in interpreting Pond's television advertisement. An unfinished word is basically an incomplete comparison. Mainly, it will be a comparison between the condition before using the product and the condition after using the product. The condition before using the product is normally the missing part of the incomplete comparison. The advertisement readers are to complete the incomplete information and determine how the condition after using the product is.

People will be misled if they do not realize that the comparison in an advertisement is incomplete. They will automatically complete the incomplete part. It is needed to be suspicious about the advertisements of Pond's if there is words lebih and makin used. The advertisement may contain an unfinished word, especially when there is the word lebih.

All of the data provide ideal models that experience a success of using the product and that is a source of suggestion for the advertisement readers to complete the unfinished comparison. The models chosen to promote the product are always fair-skinned. This may be to lead people's mind to a thought that bright skin is better and more beautiful than dark skin. This will make people, especially women as the prospective buyers of the products, believe that all people need skin-lightening products. This will help to increase the selling of Pond's products, especially the skin-brightening products.

Even though the theory of Doublespeak is not postulated by an Indonesian linguist, I still find that the theory is quite applicable for analyzing the data which are advertisements, specifically TV commercials. I believe it may be

interesting and challenging to analyze any other kind of Indonesian data to see whether in the Indonesian language there is a special kind of doublespeak.

I find that it is a little bit hard to spot the doublespeak as the theory is not postulated by an Indonesian linguist while the data is taken from Indonesian advertisements. The language difference seems to be a barrier. However, I find it challenging. Yet, I believe, it will be easier to make an analysis if the theory concerns the same language as in the language of the data taken.

(965 words)