

CHAPTER FOUR

CONCLUSION

According to the theory of Shimp, advertising slogans are the most effective means of drawing consumers' attention about particular products. Therefore, an interesting slogan is very important in advertising. From my discussion, I find out that the theory from Holmes about Function of Speech is really applicable in the slogans of 15 car advertisements that have been analyzed in Chapter Three.

Based on my discussion, I also find out that the referential function is the most preferable one from the six functions. The referential function is applied in all of the data in my discussion. Therefore, I conclude that the use of the referential function in the slogans of the car advertisements is effective and efficient because by giving information, the consumers will know about the car including its superiority and quality. Besides giving information, it helps the consumers to make a decision to buy which brand and type of cars that are suitable for them. As a matter of fact, there are so many brands of cars from different manufactures with the same purpose. This makes the consumers hesitate in buying the cars. As we know, buying a car is not the same as buying clothes.

The reason is buying cars needs much more money. Therefore, making a decision to buy a car is important for the consumers.

Referential function can sometimes give information indirectly or implicitly. It can be seen in this example *FEEL THE POWER, EXPERIENCE THE DIFFERENCE*. The slogan is in the imperative form, which is usually considered to have a directive function. However, it not only is used to direct the consumers to do something, but also gives information indirectly about the car to the consumers. In my discussion, there are four out of the fifteen data that use the referential function implicitly as well as directive function. Therefore, I conclude that a slogan using directive function is not only meant to direct, but it can also have a referential function which gives implicit information.

Besides the referential function, which is the most dominant used function, the directive function is also found to be the often used function after referential. In my discussion, I find seven of my data of slogan using the directive function. The directive function in the slogan is used to attempt the consumers to do something. And mostly the purpose of directive is to challenge the consumers to make them try the car. The example of directive function is *STOP ADMIRING, START DRIVING THE NEW 206!*.

The directive function does not always direct the consumer explicitly but implicitly, for example *It's time to expect more from a car*. Besides informing, the slogan uses directive function to direct or urge the consumers implicitly. I find two of my data that use the directive function implicitly as well as referential function. As a result, I assume that the implicit directive function can also be found in the slogan using referential function. However, after analyzing the data, I

find out that the directive function used in the seven slogans is mostly expressed in the imperative form. The use of interrogative and declarative form is suitable to be applied in our daily conversation because it is more polite than imperative. While in printed advertisements, particularly in advertising slogans, the use of the interrogative and declarative form is not suitable. The reason is advertising slogans need a directive form to challenge, convince, encourage and direct the consumers so that they will try the products.

Besides referential and directive functions, the poetic function is quite often used in the slogans. The poetic function is used to draw the consumers' attention so that they can remember the slogan easily as well as the product. Therefore, slogans with the poetic function are used to make them ear catching, pleasant to hear and easily remembered. The use of repetition is really needed. Sometimes the slogan that uses simile as figure of speech is also considered to have the poetic function. One example from my data that uses poetic function is *PLAY. REWIND. PLAY. REWIND. PLAY. REWIND*. The slogan uses repetition to make it poetic. I also conclude that the poetic function is quite often used. In fact, I find four of my data use this function.

I also find out that more than one function is applied in one slogan for example *FEEL THE POWER, EXPERIENCE THE DIFFERENCE*. The slogan contains three functions of speech. They are the referential function, which gives information; the directive function, which directs and challenges the consumers and the poetic function, which is used to make the slogan sound ear catching and easily remembered. Therefore, I agree with Holmes that an utterance can express more than one function.

From the 15 data that I have collected and analyzed, I only find one slogan that uses the expressive function. The expressive function that is applied in the slogan uses the consumers' point of view. The only example is from the slogan of Toyota, *I love what you do for me*. The slogan uses the consumers' point of view to influence the prospective consumers.

I discover that the expressive function is not often used in slogans of car advertisements. Based on the theory, an expressive function is served to express feeling. Therefore, this function is not really suitable for slogans of cars.

After analyzing the functions of speech, I cannot find any slogans in the car advertisements that use metalinguistic or phatic function. Based on the theory, the metalinguistic function is served to give comments on language itself while phatic function is served to show solidarity. Therefore, these two functions are not suitable to use in slogans of car advertisements.

After analyzing the 15 slogans of car advertisements, I discover that the slogans of car are divided into two kinds. They are the slogan for the brand and the slogan for the product. The slogan for brand can be seen in the slogan of Honda which is known as Honda's general slogan in my discussion while the slogan for product, e.g. Honda All New Accord. The slogan for the product gives specific information about the product itself. While the general slogan gives general information about the products of particular brand including its superiority and quality; moreover, it creates the image for the brand in order to let the consumers know that the products from the particular brand are having good quality.

Thus, I have an opinion that referential function is the most important and dominant function to use in making slogans, especially for cars. The reason is because the slogans give information about the brand and their car's superiority and quality. Giving information through slogans will make the advertisements attractive as the consumers can know information through these few memorable words.