

CHAPTER IV

CONCLUSION

Based on the theory, advertisement is used to give information to people about the product, whether to introduce a product or give details about the product. Sometimes the information can influence readers to try the products. This will depend on the readers' needs, whether the products is really something that they are looking for. After analyzing 18 printed advertisements I can conclude that in one advertisement there are combinations of function of speech applied. The common combination is referential, expressive and directive function of speech. However, the most dominant function used in food and beverage advertisements is referential function. For example, from my data I can find one advertisement where the referential function of speech applied. The example is *Splenda* advertisement, which has referential function in the text of the printed advertisement. The advertiser of *Splenda* gives information to the readers about sugar, which is one of our daily needs. This referential function is applied because we drink coffee with sugar, we cook with sugar, almost everything we use sugar. Thus, the referential function of speech is used by the advertisers to

serve the intention of giving information to the readers as their prospective customers.

According to Holmes one sentence can apply more than one functions of speech and I agree with this. This is shown from my data. From the *Smucker's* advertisement I can find that one sentence can have two speech functions, for example *Try our wide variety of delicious reduced-calorie flavors*, which is a good example of a combination of two functions. They are directive function and referential function of speech. The directive function can be seen from the word *try*. The function of speech is used to serve the intention of telling the readers to try this variety of delicious reduced-calorie flavored product. The referential function is applied because the sentence gives information about the new variety of flavors

The phatic function is used to serve the intention of the advertisers can empathize to the situations of the readers. In other words, the advertisers may know and experience the similar feeling as the readers do. Some examples are from sentences in the *Nestle* advertisement *It's often difficult to get all the things you need when juggling a busy lifestyle* The advertiser shows that they really can feel the busy situation faced by the readers. As a result the advertisers can make the readers feel that the product really fits to their situations. Furthermore, according to Holmes's theory, the phatic function is equally important to complement other function of speech owing to the fact that it can build or secure social relationship between the advertisers and the readers.

The poetic function is one function that is used to serve the intention of making the advertisement easy to be remembered. Yet, in the advertisement

Dubonnet for example *the crisp taste that teases all it touch* this poetic function is to support the expressive function. The meaning of this poetic function to express that the good taste of the wine. The expressive function is important here because it is used to show the advertisers' intention to attract the readers' attention by giving good judgments on the product. This shows the subjective side of the advertisers in showing their feelings of the product.

After looking to the target market and the diction of words that are used in the advertisement world, I agree to Holmes's theory that Sociolinguistics is the study of relationship between language and society. This means that when the advertisers want to influence the readers, the advertisers are demanded to know the target market. Knowing the target market includes knowing their social background and their needs. There is one advertisement which really shows the difference in the use of language caused by different culture of the target market. The advertisement is *Nando's*, which uses words with implications to sexual life. For instance, the advertisers use the word *quickest*, *seductive*, *g-spot*, *naughty*. The diction is not commonly used in food advertisement, compared to the advertisements for adult products. Moreover, people who live in Eastern cultural background may be shocked to read the advertisement. However, in different cultural background, Western people or specifically Americans have more freedom in their sexual life, which think the issue not as sensitive as Indonesian would think. Accordingly, Americans will be interested in trying the food to get the pleasure that the advertisement offers.

The function of speech used is adjusted to the socio cultural background of the readers as the target market. From the printed advertisements I have analyzed,

the target market of the food advertisement is educated people. Educated people need information about the ingredient and the calories in the food. Almost all of the information in the food advertisements mentions about *fat free* or *low sugar*. Accordingly, the target market is the people who care about their health, which also aimed at the people with obesity, and the people on a diet. In fact, many people in the world have over weight problems. Moreover, in contrast to the junk food available around them, people are expected to choose the food with better nutrition.

Besides that, the target markets are active people or those who have a busy life style. They do not want to be troubled by cooking in a conventional way, but they just want to have healthy food which is quickly-served. Considering the background, American people are very busy with their job. They have a lot of appointments and also believe 'time is money'. This is also reflected by the housewives, who have to handle everything at home and prepare meal in a short time.

From the random advertisements that I chose from the magazines, the function of speech, which are very rare to be found are phatic and poetic function. However, I think that phatic and poetic functions can be found in advertisements of other kinds of products. Both poetic and phatic functions are helpful in advertising the product. However, I did not find any metalinguistic function in my data. According to the definition, metalinguistic function is the function to serve intention to comment on the language itself. This explains why this function is not suitable to be used for advertising purposes. I can conclude that the possibility for the advertisements to use metalinguistic function will be impossible to find. I can

also conclude that the use of combination between referential, expressive and directive serve well to the concept of advertisement. Using these functions, readers are informed about the product, influenced by the impression and finally directed to try o buy the product. This means that in the advertisement there are a certain preference of using these three functions of speech. Moreover, after being added knowledge on the target market, their social backgrounds, and their cultural background, better understanding can be gained to make more interesting advertisement.