

CHAPTER FOUR

CONCLUSION

In this chapter, I would like to draw some conclusions based on my findings after discussing the speech act in women's advertisements. I find out that the type of John Searle's speech acts that is mostly used in women's advertisement is the Representative. There are ten representative functions found in the sixteen data that I have analyzed. I assume that Representative is often used because it is quite difficult to make the consumers believe the slogan because women think rationally. Therefore, if the slogan adds a fact that the product proves to have a good quality, it will be easier for the advertisement to convince the consumers to buy the product. For example, we can see it from the slogan Refine, my beauty secret for fairer, firmer, radiant skin. It's really effective! It gives the fact about the product. This is done in order to make the consumers believe that it can refine fairer, firmer and radiant skin.

Besides the representative, I also find nine commissive functions in my analysis. By using a Commissive function, I find that the advertisers try to make promises to consumers because women like something promising; as a result, it will be easier for the consumers to remember the product. By making a promise, it will be easier for the advertisement to attract the consumer's attention. It is known

that, people like products that give the result through the user's experience. The product gives the consumers a guarantee that if it does not work, they will return the money. We can see it from the slogan Great looks are here to stay. The advertisement makes a promise to the consumers if they use the product they will have great looks.

Aside from the Representative and Commissive functions that become the most commonly-found types of speech act in the advertisements that I analyze, I find out that there are seven Expressive functions. I assume that if this function is applied it will make the advertisement more interesting. Besides, the advertiser uses Expressive function in the slogan in order to attract women's attention because women tend to be more expressive and they are more concerned with the experience. The advertiser has to use this type because it is necessary to make the consumers believe in the product. The expressive function creates consumer's feeling who have tried the product; for example, In the slogan NOW MY SKIN IS FRESH, PURE, MATTE the user expresses her feeling that her skin is fresh, pure and matte after using the product.

I also find five Directive functions in sixteen advertisements that I have analyzed. The directive function is very useful not only to increase the consumer's initiative to buy the product but also to arouse consumer's interest. By using Directive function the advertisement tries to attract and persuade the consumers to buy the product because every woman wants to look beautiful because it is important for them to gain self-confidence. For example, we can see from the slogan Taste a new collection by Jessica Simpson. The slogan tries to persuade the

consumers to follow and taste a new collection worn by a well-known artist and singer from the United States Jessica Simpson.

From my analysis above, I am not find any declarative function in the slogan advertisement because declaration function is used by someone who has the authority to declare something; therefore, if the advertisement uses this function it means that they have the authority to declare something.

I also notice that at one advertisement slogan, the advertiser often uses more than one type of speech act. I conclude that the advertiser tries to use their best effort to attract and convince the consumers to buy the product. By using more than one type of speech act, the advertiser hopes that the consumers will be attracted to buy the product because as we all know today that it is very difficult to sell products so the advertiser has to be smart and know about the strategy to make the product well-sold.

After analyzing the language in some advertisements, I assume that an advertisement slogan should give a precise language which is easy to understand so that the consumers will understand what exactly the advertisement tries to say immediately and by gives a promise, the consumers will be attracted to the advertisement.

In my opinion, there are many aspects that the advertiser needs to advertise their advertisement to make the consumer interested in the product, such as: the choice of language, the picture to support the message that the advertisement wants to convey, and the color of the product, etc. However, the most important aspect is the choice of language because without precise language, advertisements will not be interesting. Furthermore, consumer's interest in a product is aroused

from the language which is understandable. If the language in an advertisement is difficult to understand, the consumers will ignore it because they do not get the message. It also proves that good and attractive language will achieve the desired effect if the consumers can understand the meaning. Moreover, if the language is interesting and clear, it will increase the consumer's interest to buy and try the product.

In the end, after analyzing those data above, I find that the Representative function is most often used because women think rationally and they will be attracted to the slogan that is based on fact. Commisive function is used because women like something promising, while Expressive function is used because women tend to be more expressive. Directive function is used to persuade the woman consumers to buy the product because every woman wants to look beautiful. Finally, Declaration function is not found in the slogan because it takes someone who has a special authority to make something declarative. This kind of authority is not found that in women's advertisement slogans.