

CHAPTER FOUR

CONCLUSION

According to Holmes “an utterance may express more than one function”, it can be seen from the data that I analyze. From seventeen texts there are fifteen texts that have more than one function. Based on my discussion, I find that the advertisements that have been analyzed in Chapter Three, apply various functions of speech, as a result, I conclude that one text can consist of more than one function.

Based on my discussion, I find that the referential function in the tagline of cosmetics is more important than the other functions. It is because information is the important element which people look for. From seventeen taglines that I have analyzed, all of the texts have referential function. Therefore, I conclude that the use of referential function in cosmetics advertisements is effective because by giving information people will know about the superiority and the advantages of the product.

Besides, information is important for people to choose which cosmetics are suitable for them. A person who wants to use cosmetics can not take all what she wants to get a maximal result. However, we have to know if it is suitable for our skin or not. Besides, we have to be sure if it is safe for our skin type or not. So

for choosing cosmetics, people have to know the information of the product to get a good and safety result. There are two taglines which have only a referential function; however, it is successful in promoting the product, because people need to have informative taglines.

Following referential function, poetic function can also be seen in the data. There are nine poetic functions used in the text that I have analyzed. The poetic function is used to draw the consumers' attention so that they can remember the tagline as well as the product easily. Therefore, taglines with the poetic function are used to make ear-catching to the consumers.

The poetic function which I find mostly is repetition. From nine poetic taglines, I found five texts using repetition; for example, in data 1. Alliteration is also found in the poetic function; for example, in data 1. Besides, data 1 contains of assonance.

The number of syllables used in a clause makes the tagline sounds rhythmical; for example, in data 9. Each clause has 3 syllables which have the same intonation. In addition, I find a new word which make the tagline become interesting to see; for instance, in data 4. The text uses a new word and it makes people interested to see the tagline. Accordingly, I conclude that the poetic function can be used in the cosmetics products because it is effective in attracting people.

Besides referential and poetic, directive function is also important to be used in the taglines of cosmetics. All the companies which advertise their product are intended to order people through the tagline to buy their product. Yet, in my analysis I find a directive function in the tagline which has an imperative word. It

can be seen from the tagline data 5. I conclude that the text has an imperative form as directive function.

All the taglines give information to the people in order to attract them to buy the products. In my analysis, I find eight taglines which use directive function. The directive function in the tagline attempts people to make do something with the imperative word, for example, the word *Be, Stay, Dare, Lead, See and feel*. Mostly, the purpose of directive is to make people experience the good result of the product. While, in data 2 and data 6 the taglines have referential function, which implicitly contain directive function. Therefore, I conclude that a tagline using referential function is not only meant to inform, also to have a directive function, which implicitly order people to do something.

Another function which I find is expressive. There are three taglines containing expressive function. Therefore, I conclude that expressive function is not as important as referential or directive and poetic for cosmetics products. In my data, the expressive function shows that the speakers feel satisfied with the product. Besides, it is to influence people to love the product as what the speakers feel. A positive expressive function also creates satisfying effects for the consumers. As a result, the speakers feeling satisfied with the product will create a believable product for the consumers.

The company's wish is to make people try their product so they create the taglines as attracted as they can in order to make people interested in the products. But in my data, I found three taglines which can be said not so successful in promoting the products. This happens because the tagline does not give an informative text for the people. Although there are other functions used in the

tagline, it can not make people interested to try the product. In addition, people want to have information as much as they wish to know that the product is suitable for them. Once again, it is proven that referential function is so important.

In my data, I can not find Phatic and Metalinguistic functions. Based on the theory, the metalinguistic function is served to give comments on language itself, while phatic function is served to show solidarity, so it is not effective to utter any information. Therefore, I conclude that these functions are not suitable to be used in the cosmetics advertisements.

To end my entire conclusion, I am of the opinion that referential function is the most dominant function to use in creating the taglines. Besides, it is the most effective way for the company to promote their product. The reason is because each product tries to give information about its quality, function, and advantages. It makes the readers know the superiority of each product. It is true because women always want to have a maximal result for their look, so they have to recognize each function of each product. Therefore, informative taglines are effective in promoting cosmetics products and can attract consumers to buy and try the products.