

## CHAPTER FOUR

### CONCLUSION

In this chapter, I would like to draw some conclusions based on my findings after discussing the functions of speech used in some advertisements intended for women.

I find out that the functions of speech mostly used in advertisement is Referential. There are fifteen Referential functions found in the seventeen advertisements that I have analyzed. I assume that this Referential function is very effective and important in advertising a product because an advertisement should give information about the product so that the reader will know the product better before they decide to buy it.

Referential function does not always give the information explicitly but also implicitly. For example in the utterance *Discover the beauty of internal skincare*, the utterance does not only urge us to do something. Behind that function, there is information which is given to us implicitly that the product can maintain our beauty from the inside.

Besides Referential function which becomes the majority function of speech in the advertisements that I have analyzed, I find out that Directive function is found quite often. Out of twenty advertisements, I find out that ten

advertisements have Directive function. It is discovered that Directive function is needed to make people curious to try the product. The following utterance *Lick your lip color* urges us to do to it. Women readers feel challenged to try it because they will be curious as to find out if it is really true that the product (lip balm) has a flavor.

Directive function is very useful not only to increase our initiative to buy the product but also to resurrect our interest because giving information is not enough; sometimes we have to be directed first to try something that we have not tried before.

After analyzing this Directive function, I conclude that Directive function used in the ten advertisements are considered to have imperative form. The reason is because they stated the point that the utterances urge us to do something without giving interrogative form or declarative form which are more polite than those of imperative ones. I assume that interrogative or declarative forms are seldom used in advertisement in magazine. In my opinion, imperative form is more convincing and distinct than interrogative and declarative.

The theory which states that women receive less direct form than men does not prove true in some advertisements intended for women that I have analyzed. All of the directive functions in ten advertisements are stated in direct forms. I assume that it may happen because the advertisements have to be dissolved and understood by the readers. They state it in a straightforward way in order to make the advertisement clearer, more convincing and not confusing.

In my analysis, I find that there are nine Poetic functions. This function makes the advertisements interesting and ear-catching. This function is necessary because it creates a beautiful image, furthermore it is pleasant to the ear and easy to remember.

After I analyzed Poetic function, I notice that most of the advertisements which have Poetic function in the utterances also have a Referential function. The advertisers are very clever that they put the information about the product in a poetic utterance so it is easier for the reader to remember the function and the superiority of the product, such as in the utterance *Strongnail with nylon for long strong beautiful nail*. The utterance is considered to have a Poetic function because it is very ear-catching and interesting. On the top of that, it gives us information about the product.

After analyzing the functions of speech in some advertisements, I do not find any Metalinguistic and Phatic function, because Metalinguistic function only comments on language itself. In my opinion Metalinguistics function is an explanation about something, which we usually find in dictionary.

I also cannot find any Expressive functions in the heading of the advertisement. In some advertisements that I read, Expressive function only exist in a small font and not in the heading or slogan.

After analyzing the language in some advertisements, I assume that an advertisement should give a clear language which is easy to understand so that the readers will understand what the advertisement is trying to say.

Furthermore, the readers' interest in the product started from the language which is easy to understand. If the language in an advertisement is difficult to understand, the readers will ignore it because they do not understand what the advertisement means. It also proves that good and attractive language achieves the desired effect if the readers can understand the meaning. Moreover, if the language is interesting and clear, it will increase the readers' interest to buy and try the product.

I also find out that some utterances may have more than one function, such as in the utterance *Go from wet to set in 2 minutes flat*. The utterance not only has a Poetic function, but also a Referential function.

In the end, I conclude that the advertisements have to tempt people buying the product. The functions of speech used in the advertisement whether it is Referential which gives information about the product or Directive which attempts people to do something, and Poetic which makes the advertisement interesting and ear-catching have similar purpose; they want to attract the readers to buy the product and to make the advertisement well-known.

In my opinion, the advertisement will be more attractive and convincing if there is information in presenting the advertisement. Information is needed to make the advertisement easy to understand.

Furthermore, the picture is also needed to advertise a product to support the message that the advertisement wants to convey, but still the choose of language in the advertisement in the magazine is the most important aspect in advertising world.