

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 act mostly used in women's advertisement is Commisives. There are twelve commissive types found in the fourteen advertisements that I analyze. This type makes advertisements more attractive and interesting. By using Commisives, advertisements give more extra things from the product. As we all know, people like the products that can give an extra things of the products such as a promise of something and another advantages like bonus.

After I analyze Commisives, I find that the advertisers are very clever at giving a promise so it is easier for the consumers to remember the product. Usually people always remember a slogan that gives something extra like a bonus or an advantage of the product such as in the slogan With Oriflame you get both. This slogan is considered to suggest Commisives because the slogan gives a promise to the consumers that they can get both benefits by buying the Oriflame product. On the other hand, this slogan also gives information that the products have both of the advantages. Those are a good quality and a reasonable price.

I find out there are four Representatives found in fourteen advertisements that I have analyzed. I assume that Representatives is very often used because it is quite difficult to make the consumers believe with the slogan. On other hand, there is an advertisement that is successful with the slogan by using representative because the slogan uses the belief that has already become an issue in the world at present. For example: the slogan Some people love quality products. Some prefer affordable prices. This slogan is a popular issue right now.

Aside from Commisives that becomes the commonly-found type of speech act in the advertisements that I analyze, I find that Directive is quite often found. In those fourteen advertisements, I find eleven advertisements which have Directive types. Directive is needed to make people curious of the product. From the slogan here's a tip from Tampax ... , It urges us to make an action, that is, to try a tip from Tampax. From this slogan I also assume that Directives does not always give the message explicitly but also implicitly.

Directives are very useful not only to increase our initiative to buy the product but also to resurrect our interest because simply giving information is not enough. Sometimes we have to initially be directed to try something that we have not tried before. When we are introduced to a new product, which people are not familiar with the product, the advertisers try to attract people to initially try the product in order to know about the product itself.

After analyzing Directives, I conclude that Directives used in the nine advertisements are considered to have Imperative forms. The reason is that they state the point that the slogan urges us to do something without giving interrogative form or

declarative form which sounds more polite than imperative one. I assume that by using this form, people who read the advertisement will feel closer with the product. It is because the advertisement try to make slogans that can make the consumers feel comfortable in an informal way. Furthermore, the use of Directives states the advertisements in a straightforward way in order to make the advertisements clearer, more convincing and simple to understand.

I also find there is one Expressive. This type makes advertisements interesting. This type is necessary because it creates a feeling of the consumers who has tried the product. I notice that usually the advertisements that using this type are food products. It is because the advertisers try to introduce the taste of the product itself. By using Expressives, the consumers will know in an explicitly way about the taste of product.

I also notice that not only food products use Expressives, often the products has a taste like the slogan ... flavorful yum... the product is a lip balm product, but this product uses Expressives because the slogan tries to tell to the consumers that the product has a good taste.

After analyzing the types of speech act in some advertisements, I do not find any Declarative because it takes someone who has a special authority to make something declarative. This kind of authority is not found out that in women's advertisement slogans.

I also notice that at one advertisement slogan, the advertiser uses more than one type of speech acts. I conclude that the advertiser tries to use their best effort to attract people to buy the product. By using more than one type, the advertiser hopes that the consumers will be attract to buy the product.

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

In my opinion, the advertisement will be more attractive and convincing if there is new information in presenting the advertisement. New information is needed to make the advertisement easy to understand. By using a promise, the slogan can attract the consumers because a promise can make the consumers be interested to buy the products.

Furthermore, the picture is also needed to advertise the product to support the message that advertisement wants to convey such as in LOOK WHO WE'VE GOT OUR HANES ON NOW that use Jennifer Love Hewitt, but still the choice of language in the advertisement in the magazine is the most important aspect in the women's advertisement slogans.

In the end, I conclude the advertisements have to tempt people to buy the product. There are four types that help me to analyze the advertisement slogans such as Representatives, which state what the speaker believes to be the case or not, Directives, which direct people to do something, Commisives, which give a promise about the product, and Expressives, which give a feeling of the product that have the same purpose. They want to attract the consumers to buy the product and to make the products well-known.