

CHAPTER FOUR

CONCLUSION

According to the theory of St. John, advertising is a media of communication about a product, service or idea. In addition, advertising slogans are the most effective means of drawing the consumers' attention. A lot of advertisers use eye-catching slogans in their advertisements. I draw a conclusion that the basic purpose of slogans in advertising is to reduce an advertising message to a brief and memorable statement.

In the advertising business, the language used in the slogan plays an important role. The language used in the slogans of advertisements is very carefully chosen to have special effects. The words will create certain images as well as convey information; often there will be more than one meaning to some expressions. From my analysis, I found out that the language in the slogans of children's product advertisements is generally used to emphasize the superior quality of the product advertised. Moreover, language use is specially used to persuade the consumers that the product is worth buying.

Based on my analysis, I find out that the theory from Janet Holmes about functions of speech can be used to analyze the advertising messages in the slogans of children's product advertisements. Although there are six categorizes of functions of speech, I only analyze three functions, because, on average, children's product advertisements only contain directive, referential and poetic functions.

After analyzing the fifteen slogans of children's product advertisements in Chapter Three, I also find out that the referential function occurs more frequently compared to all other functions used in the slogans of children's product advertisements. There are fifteen slogans, all of which use referential function. As a result, I conclude that the use of the referential function in the slogans of the children's product advertisements is useful and profitable; by giving information about the product advertised, the consumers will know about the good quality and even the superiority of the product advertised.

Besides giving information, the use of the referential function in the advertisements helps the consumers to make a decision to buy the products that are suitable for their children, owing to the fact that there are so many brands of children's products from different manufactures. This can make the consumers confused in buying children's products. Buying a product for our children is not the same as buying candy. The reason is that buying a product for a baby needs much more carefulness. Thus, making a decision to buy a suitable product is important for the consumers. An example of referential function is *complete nutrition from Nestle*. The advertiser wants to give information to the consumers that the product advertised has complete nutrition and the product is produced by Nestle.

Besides the referential function, which is the most dominant function used in the children's product advertisements, the poetic function is found to be the next most frequently used function. I find six slogans from the fifteen data using the poetic function. The poetic function in the slogan is used to make the slogan sound attractive and ear-catching so that the consumers can remember the slogans easily, as well as the products advertised. The use of repetition is really needed to make the slogan ear-catching, pleasant to hear and easily remembered. In addition, certain beats applied to the syllables in the slogans make the slogans sound rhythmical. The example of poetic function is *you can make it, if you dream it*. The slogan uses repetition of the word *it* to make the slogan poetic.

Besides referential and poetic functions, the directive function is used in the slogans of children's product advertisements. I find only two slogans from fifteen data using directive function. The directive function in the slogan is used to attempt to get the consumers to do something. On top of that, the purpose of directive function is to urge and challenge the consumers to buy and use the product advertised. An example of directive function is *get the purple protection under the sun*. The use of the imperative is suitable in advertising slogans because advertising slogans need a directive form to challenge and encourage the consumers to buy and try the products advertised.

After analyzing the functions of speech, I cannot find any slogans in the children's product advertisements that use expressive, metalinguistic and phatic function. I discover that expressive, metalinguistic and phatic function are not suitable for use in the slogans of the children's product advertisements. Based on the

theory of Holmes, an expressive function is used to express the speaker's feeling towards something. Metalinguistic function is rarely used in children's product advertisements, because it is used to give comments on language itself. Phatic function is also rarely used because this function reflects solidarity and conveys an affective or social message rather than a referential one.

From the fifteen data that I have collected and analyzed, I find that seven slogans of children's product advertisements have more than one function. It can be seen from the example, *best for you, best for baby*. The slogan contains two functions of speech. They are the referential function, which gives information about the product advertised, and poetic function, which is used to make the slogan sound ear-catching and easily remembered.

After analyzing the functions of speech in several slogans of the children's product advertisements, I find that the referential function is the most important and dominant function used in the slogans of children's product advertisements. The reason is that each of the slogans tries to give information about the children's product's superiority and quality. In my opinion, giving information through the slogans enables the consumers to gain important information through these few memorable words.

I conclude that the functions of speech are the main part of advertisements. Just like many linguists, the advertisers also usually make use of these utterances in their advertisements. Without functions of speech, the advertisers would not be able to effectively communicate their messages about the product advertised to the target audiences. In addition, the use of functions of speech in the slogans of children's

product advertisements helps the consumers to see or identify the advertisements, memorize them, as well as have an image of the product. They can also shape the perceptions of the consumers. As a result, the ignorance of the consumers will be changed to knowledge, which could persuade them to buy the products advertised.