

CHAPTER FOUR

CONCLUSION

After analyzing the data, I arrive at the conclusion that language play in advertisements is really important. Language play helps the advertisers to attract people's attention so the potential consumers will turn towards the advertisements. Language play also helps the advertisers to build the consumers' brand recall through its use in slogans and brand names. Language play in advertisements will make the potential consumers can directly remember the slogan or the brand names as they are unique.

The processes of language play which are included in the advertisements show that the advertiser always tries to show the superiority of the products either in the slogans or in the brand names. From the twenty eight data above, I find twenty two data of language play used in brand names and six data of language play in slogans.

In the brand names there are eighteen morphological processes. There are sixteen brand names which use compounding and there are two brand names using blending. Besides, there is one phonological process, such as three brand names using alliteration and there is one syntactical process that is repetitive syntax. From those processes in the brand names, I think that compounding is the most effective way in attracting people's attention. By making a compound, the brand name becomes unique for two common

words are combined together to make a new word with a special meaning. In this case, compounding process helps the advertiser to show the benefit, the association and ingredients of the product through the brand names.

The benefit of the product helps the advertiser to show the advantage after using this product. For example, Inchloss. This product show the benefit of the product that an inch of your body means your fat will be loss if their put this cream to their body.

The association of the product helps the advertiser to show that this product is connected with other thing. For example, colerevolution, developing in giving color. In addition, this compounding helps the advertiser to show the ingredients of the product, so the consumer can know the source in making the beauty products.

The distinctiveness of the product helps the advertiser to show that this product is use a simple word that is completely unrelated to the product.

In the other case, I assume that blending also has the ability to attract consumers. The words that have been through the blending process will create a new word. The consumers will find it unique when they read the brand names, as the words are new, yet they look and sound familiar. The brand names which use blending usually show the ingredients of the product and that makes us as consumers want to know more about the ingredients of the product.

Furthermore, I believe that the phonological processes can raise people's awareness in their own way. I conclude that brand names which use alliteration can be more memorable in the consumers mind for they have the same sound. Brand names with alliteration are also ear-catching, which is an advantage in building brand recall.

On the other hand, slogans in advertisements have their own processes. I find that there is one slogan using a phonological process, which is alliteration and four data use a syntactic process, which is repetitive syntax. I find that advertisers also try to

attract the consumer with their slogans. From those processes in the slogans, I think that repetitive syntax is the most effective in attracting people's attention. By using repetitive syntax in the slogans, the advertiser can show the benefit of the product by repeating the same words. Besides, repetitive syntax makes the slogans more ear-catching to the consumers for the slogans have the same sounds and the repetition in the slogans can help the advertiser in convincing the consumers to buy the product. While, alliteration in the slogans helps the consumers to easily remember the slogans.

I also find out that language play is used in the brand names and slogans not only to attract the consumer, but also to meet the main characteristics of a good brand name which is benefit, association, distinctiveness, and simplicity. However, most of the brand names and slogans convey the benefit of the product.

I conclude that the advertiser's use of language play in the beauty products which is mostly for women is useful to attract women's attention because they can see something in details and something new, as Allan and Barbara Pease said that women are equipped with far more finely tuned sensory skills than man. Women's intuition has the ability to see and notice small changes and small details. (Pease, 2001:21-23). I conclude that since women can see something in details and something new, they can notice the language play in the brand names and slogans. Thus, this is an advantage for the advertisers of women's beauty products for the first task in advertising is to get the consumer's noticed. I consider that women can notice the language play in the brand names and slogans and they can read between the lines what the brand names and slogans say to find out about the characteristics of the brand names and slogans. Women can understand the meaning behind the word that they see or hear. For example, women will be able to understand the benefit of a product named Youngblood. This is fully supported by Allan and Barbara Pease that female hearing advantage contributes

significantly to what is called ‘women’s intuition’ and is one of the reasons why a woman can read between the lines of what people say. (Pease, 2001:30-31).

In my own opinion, I think that language play is very useful to attract people’s attention for it is ear catching. I suggest that in making a brand name and slogan, the advertiser should deal more with language play. Brand names and slogans are related to each other. The slogans should support the brand names to build brand recall and to make the consumers feel that they really need the product. On the other hand, the brand names should possess good characteristics to attract the consumers, to make them have the desire to buy the products.