

## CHAPTER FOUR

### CONCLUSION

In this chapter, I would like to draw some conclusions about my findings. After analyzing the data, in total there are eleven data, consisting of nineteen words that can be analyzed using doublespeak in Olay's advertisements. I find that the use of weasel words is the most dominant tool used in the advertisements. Moreover, there are mainly four to eleven specific weasel words that are used in one Olay's advertisement. The more words the advertiser uses in an advertisement, the more doublespeak can be found. **Weasel words** are used more often than the other types of doublespeak because what is said is not really what it is. The second type which is often used in Olay's advertisement is **the rule of parity**. There are two words that belong to the rule of parity in two of the advertisements. The use of the rule parity type in the advertisements indicates the advertiser claims Olay's product is superior to other products. Actually, there is no result that states which product is the best. It means all parity products are equal.

From my findings, it is clear that the use of weasel words is the most important part that people should be aware of to avoid being misled by the

advertisements of Olay's. Understanding the message of advertisements is crucial. Each word in an advertisement has meaning. The advertiser competes to make his/her advertisement look attractive. The most important factor is how the advertiser tries to communicate with the consumers through the advertisement. Thus, he/she uses particular words in order to sell the product. That is why doublespeak is often found. Of course, every word in an advertisement needs to be scrutinized as each word in an advertisement is carefully selected to create certain effects. Basically, to avoid being misled, it is important for consumers to really understand the literal meaning of every word, and we have to look closer to check what the advertisement promises. If we see it clearly, the data is focused on the skin problems that women face. Thus, the advertiser intends to give a solution the skin problems by introducing his/her product. Cosmetics products are close to a woman's life, so the advertiser can divert the prospective buyer's attention from the weasel words that are used in the advertisements. As a result, many women trust Olay's product as the best product to solve their face problem.

There are many brands of cosmetics. Each brand has various products. We often found the word *new* in advertising. The word *new* is the most frequently used in **weasel word**. Basically, people believe that a new product is a product that does not exist before. However, the advertiser uses the word *new* to inform to the customers about the change of a previously existing product with a new one. However, the products are not made to be better than the previous ones. There is nothing to prove the difference of the products. Even though the colour of the product has changed, the basic formula does not improve. By using the word *new*, it is easy for the advertisers to introduce their new products. The advertisers might make everything seem new. One of the examples is by

changing the name or making the package of the product more attractive so that they can claim their product is a new product. Thus people often see the word *new* on the market. By using the word *new*, the advertisers hope it will grab the consumers' interest, for the benefit of the advertiser or company.

An advertisement is a tool that can divert the reader's attention from the meaning of the doublespeak used. Consumers should look at what the words really mean, and not what they think or assume the advertisement says or what the advertiser wants them to think. This can lead a consumer to be misled and believe something which is not said. On top of that, this is actually the purpose of the use of doublespeak in an advertisement. It means that it may cause disappointment as they do not get what they think they will get. The advertiser cannot be blamed if people do not get what they think they will get. The story in an advertisement is not essential but the information about what benefit they will get after using the product is the most important thing that people should really understand.

The use of **unfinished words** is also a part that can potentially mislead people in interpreting Olay's advertisements. An unfinished word is basically an incomplete comparison. Mainly, it will be a comparison between the condition before using the product and the condition after using the product. The condition before using the product is normally the missing part of the incomplete comparison. The advertisement readers are to complete the incomplete information and determine the condition after using the product is.

The consumers will be misled if they do not realize that the comparison in an advertisement is incomplete. They will automatically complete the incomplete part. They need to be suspicious of the advertisements of Olay's if the word *more*

is used. The advertisement may contain an unfinished word, especially when there is the word *more*. In this case, people are led to think that the advertiser offers more to them. The last type is **up to claim**. The use of up to claim will mislead the consumers if they think the amount that is stated in the advertisement will be counted as much as it is stated. The advertisement may contain an up to claim, especially when there is the word *up to* then followed by numbers. This type is usually used to attract the consumers' attention.

Creating of a product, especially a cosmetics product, starts from a knowledge of some problems. The producer will do a research of problems that women face. After that, he/she creates a product that will help women to solve their problems. Through an advertisement, he/she only emphasizes the good things about the product. Thus, many examples of doublespeak are used in advertisements. On top of that, if we observe carefully, all the data provide ideal models that have fair-skinned. This is done in order to promote the product. If consumers use the product, they will imagine that the product truly gives them fair-skin, like the model in the advertisement. This may lead the consumer to a thought that bright skin is better and more beautiful than dark skin. This will make people, especially women as the prospective buyers of the products, believe that all people need skin-lightening products. This will help to increase the selling of Olay's products, especially for whitening skin products.

Even though the theory of Doublespeak is not found by an Indonesian linguist, I still find that the theory is quite applicable for analyzing the data which are found in Indonesia advertisements. I believe it may be interesting and challenging to analyze any other kinds of cosmetics products that have many consumers in Indonesia. Then, from the data, we can see how the advertiser

offers the product by selecting some particular words that containing doublespeak. Recognizing that the data that I have taken is in English, I find that it there is a difficulty for Indonesian consumers to understand the meaning. Not all Indonesian people are educated well in English language, especially in the middle until low class. Thus, this analysis will help us to understand the intention of an advertiser to promote his/her product through an advertisement.

Words: 1250