

CHAPTER FOUR

CONCLUSION

In this chapter I would like to put all the findings in the chapter of analysis as the conclusion. This conclusion is arranged based on doublespeak theory by William Lutz applied into Nescafé advertisements. The advertisements are made in order to promote the coffee drink product from Nescafé. Nescafé is known as one of the famous coffee products all over the world. In the advertisements that I put in Chapter Three, I find the use of doublespeak in the taglines and utterances.

In my analysis, the type of doublespeak which is commonly found is weasel words. It can be inferred that weasel words are used mostly in the advertisement because it is easy to use weasel words in the advertisement since weasel words appear very convincing for the advertisement readers. It looks like weasel words have no boundaries and objective standards to interpret so that the readers will think that the claim of the taglines or utterances is as true as it appears or sounds. When the readers see the tagline which has weasel words in it, their focus will be mostly on the words which tend to give promises and they tend to believe them automatically.

On the other hand, if the customers pay more attention on the weasel words which are used to make the claim and examine it, they will find that actually the claim of the weasel words does not really give the results or effects of the products as it is said.

Furthermore, it can also be inferred that the use of the weasel words appears when the manufacturers tend to show the quality of the product. It looks like the manufacturer of Nescafé wants to give things which other competitors do not have in their product. In these advertisements of Nescafé, I see the tendency of the advertiser to show that the good quality of the coffee drink belongs to Nescafé. Here, it is expected by the advertisers that the customers will believe the claim made by the advertiser.

One of the weasel words which appears more than once in the taglines is the word *new*. The other weasel word is *fresh*. These two weasel words are used to build a trust of good taste and quality from Nescafé products.

Then, there are other types of doublespeak which are less frequently found in the advertisements such as parity claim, unfinished words and up to-claim. In my opinion, the parity claim is used when the advertiser wants to show the elegance and exclusiveness of the product to the customers. Besides, the advertiser does not use a lot of parity claim because in parity claim, the Nescafé manufacturer is required to give a promise or a claim which shows that Nescafé is the only coffee drink which is at the top position in every category of quality and quantity among any other coffee drink and no other coffee drink can achieve such quality that Nescafé has. It means Nescafé manufacturer must be convincing, and in my opinion it is harder for Nescafé to do it by putting parity claim in the

advertisement since there are so many coffee drink products such as Kapal Api, Indocafé, Starbucks and many others. I believe that the other coffee manufacturers want to be the top of all. It is also not as easy as using the weasel words because parity claim has to sound or seem true. The parity claims used in the advertisement are *the finest* and *only*.

Next, the second least frequently used doublespeak is the unfinished words. In my opinion, the unfinished words are used by the advertisers when they tend to compare their product with others and show that their product has more value (the goodness of the coffee) than other products. It is also used in order to raise the readers' curiosity on the product by putting the unfinished comparison word, which I think is not easy. Unless the advertisement is supported by an attractive image, I think it is still not as easy as using the weasel words to attract the customers. Besides, it still depends on the customers to finish the comparison if they realize the doublespeak and examine it. The unfinished word used in the advertisement is the word *tastier*.

The other kind of doublespeak in the advertisement is up to claim. In my opinion, the advertiser uses up to claim when they want to show more quantity or a better deal by buying their products. Furthermore, the utterance which uses up to claim in one of the advertisement is "Save *up to* 25 cent a pound over ground coffee. . ." In selling the product it is certain that they want to gain profit. However, by using up to claim, it means that they have to give a more interesting offer, which, if given too often, will not be good for the company/manufacturer because they may have to reduce the price or increase the amount of the coffee

product in the package. That is why the use of up to claim is less frequently found in the advertisements of Nescafé.

Furthermore, the doublespeak mostly found in the advertisement, which are weasel words, usually refers to taste or smell or form. It makes the readers or customers think that Nescafé can satisfy the customers' appetite of drinking coffee. It stimulates the customers or readers to try to buy and drink it.

What is more, I think the use of doublespeak can also be applied to other coffee drink products such as Indocafé, Good Day, Top Coffee, Kapal Api or Torabika to find out the analysis of the advertisement would be more or less the same or whether the kind of the doublespeak would also be the same. Finally, I also hope that this analysis can help other students in examining and doing analysis of the same field.

Word count: 975 words