

CHAPTER FOUR

CONCLUSION

In this chapter, I would like to draw some conclusions from my findings. After analyzing the data, in total there are three data, consisting of twenty three words that can be analyzed by using the theory of doublespeak in *The Body Shop's* advertisements. After analyzing the data, I find *The Body Shop's* advertisements tend to use doublespeak, especially for skin care products. The most dominant used in those advertisements that I have analyzed is **weasel word**, there are sixteen of twenty three words from the whole data. Weasel word is used more than the other types of doublespeak, because what is said is not really true; besides, weasel word is the most effective way to promise something. Weasel word appears in all the advertisements that I analyzed.

Actually each word in the advertisements has a meaning and the advertiser uses some particular words that contain doublespeak in order to make their advertisement look attractive and make the consumers want to buy the product. To highlight the effectiveness of the product, weasel word is the most effective device to use, because the choice of words can mislead the consumers

easily; for example, from the first advertisement there is a word *new*, which has the potential to mislead the consumers. When they know that the product is *new*, they will buy the product because basically the consumers tend to be curious and have an expectation that the product is really new without thinking of the proof. The advertisers can use some words containing weasel word to promote their product. However, it is important to look carefully at what the advertisement says, because probably the consumers cannot get what they expect from the product.

The second mostly used is **unfinished word**. There are five words out of twenty three words. Unfinished word does not really stand out if we compare it with weasel word. An unfinished word means a claim with incomplete comparison, and usually it contains the words *more* or suffix *-er*. Unfinished word is an effective device to highlight the result after using the product. The consumers will have an imagination that the result will be like the advertisement says. There are some words that can potentially mislead the consumers; for example, the words *plumper* and *firmer* in the first advertisement. The result of having *plumper* and *firmer* skin could really happen if the consumers use the product. However, the consumers must be aware of it, because they may not be able to get what the advertisement says and the advertisers are not responsible for it.

Besides, I find one **the rule of parity** and one **up to claim** out of twenty three words. In *The Body Shop's* advertisements, the rule of parity and up to claim are not significant, because these types are not really eye-catching for the consumers; besides, up to claim is not really popular in *The Body Shop's* advertisement. The rule of parity appears in the first advertisement and up to claim in the second advertisement. It is totally different if compared with weasel word, which appears with 8 words only from one advertisement. To highlight the

quality of the product, the rule of parity is considered the most effective device to use because the choice of word *best* in the first advertisement indicates that the product is superior to other products although actually not. On the other hand, up to claim is the most effective device to highlight the durability of the product, because the words *up to 24 hours* in the second advertisement indicate the product can stand for 24 hours, although actually not. In my opinion, 24 hours in this context is closely related to a long time. However, even the rule of parity and up to claim are not so important in *The Body Shop's* advertisements but their existence is also necessary to support the advertisements.

I believe when a producer wants to create or make a product they do some researches or surveys to know what the consumers need to solve their problem. After the research, the producer makes an advertisement by using doublespeak with the hope the consumers will be attracted and want to buy the product. However, if we talk about the product we also talk about the quality of it. I think different products should use different types of doublespeak and the advertiser must convince the consumers that the quality of their product is good.

For foundation, moisturizer and powder products I think it is suitable to use weasel word and the rule of parity, because many consumers will easily believe that the product is really good and gives them a solution to their problem. They believe that after using the product they will get what the advertisement says. Therefore, they will be attracted and buy the product. For other products, like lipstick, eyeliner or mascara, it is better to use weasel word and up to claim, because basically women like to be good looking anywhere and anytime. Besides, women need long lasting products considering their activities. For example, for mascara product the advertiser says it will thicken up to 10 lashes or a lipstick product by moisturizing your lips up to 6 hours. From the claim,

consumers will believe that the product is really good just like what the advertisement says and they will buy the product.

In my opinion, weasel word is mostly used in the advertisements not only in cosmetic advertisements but also in other advertisements. In every advertisement, the advertiser use doublespeak and the consumers should be aware of this because each word has a meaning. As we see in the analysis, there are at least seven or eight words which contain doublespeak, which means that *The Body Shop* tends to use doublespeak to mislead the consumers. To avoid being misled, it is important for us to really understand the real meaning of every word; besides, we have to know for sure what the advertisement says, because the advertisers are not responsible of it.

Sometimes, *The Body Shop Indonesia* uses advertisements in English to promote their product; however, they also use Indonesian for some advertisements. I am also quite interested to analyze doublespeak advertisements in Indonesian; for example, food or beverages advertisements. Besides using doublespeak theory to analyse the data, I think it is also acceptable to analyze the data with Semiotics theory. I hope in the future there will be a theory of doublespeak in Indonesian which can make us easier to analyze the data, or probably in the future there is a new theory to analyze or to discuss data taken from the advertisements or other media. Hence, I hope that my analysis will help the readers to understand what the advertiser means with their product advertisements.

Word count: 1,127