

CHAPTER FOUR

CONCLUSION

In this chapter, I would like to present the conclusion of the thesis regarding the finding of my research. After analyzing the kinds of **doublespeak** found in Revlon's foundations advertisements, I conclude that all of the foundation advertisements contain doublespeak. The kinds of doublespeak found in my analysis are *weasel word*, *parity claim*, *jargon* and *up to claim*. However, the *unfinished word* is not used by the advertisers to promote their foundations.

Based on my analysis, the type of doublespeak mostly used in the foundation advertisements is *weasel word*. From the 36 words that contain doublespeak, 29 words belong to *weasel word*. The *weasel words* found in my analysis are *new* and *flawless* in data 2, 3, 4 and 5 and *help* in data 1 and 3. I have come to a conclusion that the use of *weasel word* in the advertisements is to highlight the effectiveness of the products. By using *weasel word*, the advertisers offer their product with so many promises to attract the consumers. For example, the words *new* and *flawless* are commonly used in the advertisements. In my point of view, when the advertisers claim their

foundations to be new products, they have to compare them with the previous products. Since those products are claimed to be good, they must be effective and not used by other products. Besides, the purpose of using the word *new* is to show there is a little change of the product that the consumers can get; for example, the change of the packaging, the color and the flavor that make the consumers think as if the products were new. The changes of the products make the consumers get a different impression about the products. Moreover, people seem to be more interested in something new, thus they will easily accept what the advertisements offer without thinking first about the result. Furthermore, the advertisers offer their foundations as flawless products. By using the word *flawless*, the advertisers indirectly claim that their products are perfect. As a result, the consumers will think that when something is categorized as perfect, it must be effective. Moreover, in my opinion, the use of *weasel word* by the advertisers is the simplest way to mislead the consumers.

The *parity claim* is the kind of doublespeak that also becomes a significant part to mislead consumers. The advertisers use *parity claim* in data 1, 2, 4 and 5. In my opinion, through the *parity claim*, the advertisers want to highlight the quality of the products. The advertisers mislead the consumers by claiming their product to be the best or really different from the other product. Hence, the consumers should be aware of the way the advertisers promote their product. For example, the quality that is promised in the advertisements is about the firm skin that can be obtained as a result of wearing the products. The words used as *parity claim* are *unique*, *first*, *only* and *ultimate*. From the word *unique*, for instance, the advertisers emphasize that their products are different from the others. Therefore,

the consumers will be curious about them and consequently they will buy the products. Besides, by using the word *first*, the advertisers offer new products. Therefore, the consumers will expect that when something is new, it must have new quality. Usually, the advertisers use *parity claim* to make a claim for their product by using superlative words. Nevertheless, in the data that I analyze, the advertisers do not use superlative words at all. They decide to choose words that have a meaning similar to superlative words to show that their products are really different.

Apart from *parity claim*, *jargon* is twice used in the advertisement as found in data 1, namely *botafirm* and *SPF 20* in data 1 and 3. In my opinion, the use of *jargon* in the advertisements is to highlight the products being superior. Through the word *botafirm* and *SPF 20*, the advertisers claim that the products are excellent, genuine and prestigious. Since, the consumers do not really understand the meaning of the two words, they will think that the products are exclusive and worth buying.

Up to claim is only used once by the advertisers that we can find in data 5. In my opinion, the use of *up to claim* in the advertisements is to highlight long-lasting effect of the products. Moreover, *up to claim* is used to support the idea that has mentioned in the other types, especially the idea in *parity claim*. Therefore, the use of *up to claim* in the advertisements is to emphasize the *parity claim*. The *unfinished word* is not used in the advertisements because in my opinion, it is not too significant since the advertisers only promote their products by emphasizing more on the qualities and effects after wearing the foundations.

Furthermore, the use *weasel word* and *parity claim* has been considered sufficient to mislead the consumers.

In my findings, the advertisers use the *parity claim* as an effective way to promote the quality of their product. Consequently, it can make the consumers more curious and wonder about what kind of results and effects they can get after wearing the products. Moreover, the advertisers use the *weasel word* as the simplest way to promote the product by offering so many promises to mislead the consumers. By using this type, the advertisers seem as if they were making promises.

The advertisers are consciously and carefully use doublespeak to promote their products for the purpose of misleading the consumers. The advertisers always use doublespeak to cover up the weak points of their products with the aim of raising the sale. Accordingly, that is what the consumers should be aware of, because when they are disappointed with the results after wearing the products, they cannot claim the advertisers because it is not their business anymore.

After analyzing the foundation advertisements, I hope there will be another theory about doublespeak in advertising, so as to make us easily discover the doublespeak used in the advertisements. Moreover, I expect that one day, there will be another theory of doublespeak in the Indonesian language. This can be very helpful for other students who want to analyze doublespeak by taking data from Indonesian advertisements for their thesis.

Discussing the doublespeak in advertising is very interesting as I have done in my thesis. Besides, the data that I analyze can be developed by using other

theories that are related to linguistics features. My data can also be analyzed by using Semiotics and Sociolinguistics theories.

All in all, I conclude that before buying the products offered in the advertisements, the consumers should be careful especially with the language used to promote the products. They not only need to observe why the advertisers use doublespeak but also be more critical to find out the literary meaning of every word used in the advertisements.

(1,140 words).