

CHAPTER FIVE

CONCLUSION AND SUGGESTIONS

Based on the result which is mentioned in the previous chapter, I know that television is an important media for promoting new products or reminding customers about existing products. Nevertheless, the producers who want to put their advertisement on television should consider the content of the advertisement itself and language usage in it because language usage can influence customers to have certain brand image of a product.

From *Wafer Tango's* result, we can see that English usage in the advertisement can influence the customers to have better brand image about the product. As we know, English as an international language can make the customers think that *Wafer Tango's* advertisement is an international product and usually international products have a good quality. We can see that choosing appropriate language usage, in this case English, in the advertisement can create good brand image of the product.

Besides, there are some factors that make a good advertisement which can create a strong brand image in customers' mind. The advertisement should be memorable, unique, and having high frequency of repetition. From *Wafer Tango's* case, we can learn that the advertisement changes both in language and story make the customers have better brand image of *Wafer Tango*. In addition, *Wafer*

Tango also repeats the advertisement in high frequency and the advertisement is usually shown in premium time so that the customers are reminded about *Wafer Tango*.

Therefore, producers should be careful in making advertisement to promote their products because advertisement can create customers' brand image about the products. If the producers want to have good brand image in their customers' mind, they should include factors like being memorable, being unique, involve their slogan or jingle, symbol exposure, use appropriate words or language, choose the attractive endorser, and high frequency of repetition in their advertisement.