

CHAPTER V

CONCLUSION AND SUGGESTION

In this chapter the present writer presents his conclusion based on the result that he finds. Besides, he also gives some suggestions which are needed to make the best advertisement especially car parts advertisement.

Generally, the advertisements in the magazine are good. The advertisements give information clearly, and many respondents like the pictures on the advertisements. According to what the respondents say, the present writer wants to suggest that the advertisements must have persuasive and competitive language and can be read clearly. This will make the reader see the information inside the advertisement clearly.

The respondents in Indonesia are disturbed by the English words, because many of them do not understand English well. Therefore, apart from **Hot4s** being a foreign magazine, if an advertiser wants to advertise the products in Indonesia, avoid using English. It will not achieve maximum result.

Waking people's imagination is good as people will imagine that the product is the product they need to buy. Stating the effect after installing the parts to the car

will absolutely make a good imagination, because people will imagine that their car will be as great as the advertisement says.