CHAPTER V
CONCLUSION AND SUGGESTION

A. Conclusion

After analyzing the data in the Vogue’s advertisements, conclusions are
drawn as the following:

1. There are only five types of figures of speech were found in Vogue’s
   advertisements, they are Metaphor, Simile, Personification, Allegory
   and Hyperbole. It consists of 5 Metaphor, 8 Simile, 15 Personification,
   3 Allegory and 28 Hyperbole.

2. The percentage of each type of Vogue’s advertisements is Metaphor
   8%, Simile 14%, Personification 25%, Allegory 5% and Hyperbole
   47%.

3. The hyperbole is the most dominant type (47%) because the
   exaggerating meaning usually leaves something in the customer’s
   mind so the customer would easily remember the advertisement and
   they would believe and eventually buy the product.

B. Suggestion

Related to the conclusions above, it is well suggested that:

1. The reader should study figures of speech because by learning the
   figures of speech, they will able to differentiate the each type of
   figure of speech.

2. And by knowing the difference of each type of figures of speech
   then the reader will be able to find the real meaning in cosmetic
advertisement of a magazine, so they wouldn’t easily be fooled by
the words of advertisers.

3. The readers should take this thesis as a reference when they decide
to discuss about figures of speech for their thesis.