

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusion

After analyzing the use of modality of the transcription of shampoo advertisement chosen, conclusions are drawn as the followings:

1. In this research, the reserarcher found that the advertisement used two types of modality that usually used int these advertisement, namely: modalization and modulation. The advertisement use probability, usuality, obligation, and inclination in giving the information. Obligation is the most dominant use in these advertisement with 39,2%. Then followed by inclination with 28,1%. But usuality and probability was only found in the shampoo advertisement only 1 utterances with 0.34% of each modality.
2. In realizing the use of modality in the shampoo advertisement the advertiser used modulation-obligation. Having the obligation in medium value in this research indicates that the advertiser try to obligate or advice or persuade the consumer in giving the information. The use of certain information in the advertisement information is strengthened by the using of subjective implicit orientation of modality as the most dominant orientation of modality used in the advertisement that shows the promise point of view of the advertiser. Although it seems it is lots of the certainty in the opinion, the advertiser provides the opinion with objectivity. It means that the opinion sometimes construed as an unquestionable fact they said. By having modality objective explicit as the second orientation that dominantly used in

the advertisement, the advertiser still have a chance to convince the consumer the fact they said. The used of this orientation might persuade people that the advertiser's idea is correct and thus consumer might agree with their idea or point of view more quickly.

3. Having probability as the dominant indicates the advertiser of shampoo advertisement has certainty in giving information through the advertisement. The use of modality is related to the context of situation and context of culture. In term of value. The closeness between medium and high indicate the expression both closer to the positive and negative polar. The findings shows that the use of modality is increased when the advertiser conveyed the information to the consumer when they are trying to indicate to the consumer to what extent they align themselves with the evidence they are informing in their opinion since one of the purpose of the advertisement is to persuade the consumer.

5.2 Suggestion

In relation to the conclusions above, the suggestion are stated as the following.

- 1) It is advisable that teacher or lecturers should develop the whole categories or types of modality to their students and introduce the advantage of comprehending the modality in different phenomena to find out the functions and effect it made.

- 2) It is advisable that the students and readers should learn English for specific purpose so they know some language varieties and find specific term. It is advisable that the students or readers who are interested in English should learn and analyze the use of modality in shampoo advertisement.
- 3) It is suggested to the students or others researcher to do further research of modality theory in other advertisement because different advertisers conveying advertisement or being different context of advertisement will have different used of modality and also to enable us to see the contrast or comparison or the similarities of the using modality among the spoken language.