CHAPTER V
CONCLUSION AND SUGGESTION

1.1. Conclusion

Based on the findings, some conclusion can be drawn as follow as:

1. There are 3 types intertextual realized by umroh travel, namely: explicit formal intertextuality, non-explicit hidden intertextuality and implicit intertextuality. The most dominan intertextual type realized by umroh travel is non-explicit hidden intertextuality intertextual embodied in paraphrased plagiarism.

2. The discursive practice of printed advertisements realized by Umrah travel printed in their advertisements, namely in the text production can be done well by advertisers because the words created in the advert are words that are to the point and based on the reality that exists and meets the needs society. In text consumption, text can be interpreted well by advertisement readers or consumers, they can be interested and in conveying message by advertisers is also able to convey well, so that in the consumption of text, advertisement can become one of the forces that can influence people to use products or services provided by travel Umrah

3. Intertextuality texts are realized in their ways, namely to attention, to interest, to desire, to action. If the elements are in the advertisment, the advertisement be a good and perfect advertisement to be disseminated to the public.

4.1 Suggestion

Based on the conclusion, some suggestion can be shared as follow as:

1. Intertextual which is realized specifically in Umrah travel can be developed with the intertextuality theory of other experts in a long time and with the development of an in-depth investigation is not enough to the extent and types of intertextual.

2. Research on the analysis of discursive practices can be developed by analyzing other aspects of discourse analysis not only focusing on the Fairclough theory which looks at the side of text production and text consumption, but can be extended to social practice.

3. Research on intertextual reason can be realized by analyzing aspects of intertextual, not only in terms of good advertising criteria, but can be seen and developed with other theories related to intertextuality reason.

4. It can be provided and proposed based on the need of data and data analysis on any materials on any subjects.

4.2 The Limitation of Study

1. The ability of researchers in terms of time, energy and fund.

2. Big population but the narrow area of observation for each subject, because it involves a lot of funds, the freedom of permission and the disclosure of consumer data by travel.

3. Large risks borne by researchers in conducting research because the data taken is confidential