

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

Having analyzed the data, it is concluded that

- a. Material process is the dominant type used in verbal mode of WWF advertisements. It expresses the notion that some entities 'do' something which may be done 'to' some other entities. Theoretically the intention of the verbal mode of the WWF advertisements was to attract public's attention, make them do an action wildlife and environment reservation. Meanwhile, in non-verbal mode of WWF advertisements, relational process is the dominant one and followed by existential process. It expresses the notion whether they are being used to identify something or assign a quality to something. On the other words, the intention of the verbal mode of the WWF advertisements was to portray and identify the quality of the existence of wildlife and environment.
- b. Location circumstance is dominantly used both in verbal and non-verbal mode of the advertisements. Location circumstance indicates time and place in which the process occurs. On the other word, the non-verbal mode of WWF advertisements was to portray the existence of the wildlife and environment.
- c. The use of process and circumstance in such a way both in verbal and non-mode of WWF advertisement because the advertisements can work effectively and attractively if the two modes combined. And they will create a new logical thinking. Moreover the WWF advertisements can

work wonders and successful if they delivered with the appropriate and effective words, simple clause, easy to be understood and attractive as well as creative picture. As the result audience can take action for a better world.

5.2 Suggestions

With reference to the conclusions, suggestions are staged as the followings

- a. It is suggested that the advertisers should clearly use exact verbal and non-verbal modes to describe how their advertisements are beneficial to the consumers by applying material process in verbal mode and location and existential circumstance in non-verbal mode. In this way, they offer satisfaction to the potential consumers and their products gain more purchases.
- b. The advertisers are also suggested to specify in what circumstance their products satisfy the consumers. In this way they are expected to use appropriate circumstances of location and existential. This is potential to gain more attention for customers.
- c. It is suggested that the potential consumers should consider the products they want to purchases by which they gain satisfactorily – purchased goods or services.