

CHAPTER V

CONCLUSION AND SUGGESTION

After the researcher analyzes and interprets the data from previous studies, in this chapter conclusions are made and suggestions are made for further research or other research. The conclusions that exist are taken from the explanation of the research problem and the results, while the suggestions are intended to provide information for further researchers who want to do similar research.

A. Conclusion

The researcher uses qualitative case studies as a method to find the unique and most dominant diction in digital brochures, as well as see visitor responses about the hotel. In addition, after conducting the research, the researcher would like to conclude several points to answer the research problem. They are as follows:

1. The researcher found that the digital brochure used 6 (six) types of diction according to Keraf (2009), there were common word, popular word, concrete word, special word, denotative meaning and connotative meaning.
2. The dominant type of the diction according to Keraf (2009) was concrete word 45,2% and the least type of the diction was connotative meaning 4,4%.
3. In order for the digital brochure from Adimulia Hotel Medan to be attractive, the realization of the diction for each word chosen refers to something concrete. That way every word that is there is not monotonous and makes it easier for readers or guests to understand its contents.

B. Suggestion

The researchers hope this study that has been done can be a useful source for understanding literary works in general. This study is recommended by researchers for people who are interested in learning more about diction. Students who are interested in the types of diction in depth are expected to improve and broaden their understanding of diction. And it would be better if they also looked for other sources of diction explanation. Other academics are also encouraged to delve deeper into diction to find out the types and figurative meanings of each word contained in the brochures in circulation. According to the researcher, the types of diction are interesting to study because the more we understand what each word means, the more we know why the reader is interested in the choice of words.

