

## CHAPTER V

### CONCLUSIONS AND SUGGESTIONS

#### A. Conclusions

Based on the research problem and research findings of the data analysis, the conclusion can be seen as follows:

1. This research discusses finding out the types of language styles used in Tasya Farasya's YouTube videos, describing the language styles used in YouTube videos, and explaining the reasons why the language styles used by Tasya Farasya can have an influence on people who watch them. Data was collected from Tasya Farasya's language style in her YouTube videos. Then classify the data and group it based on each type. There are nine types of advertising language styles and all of these types were discovered by researchers, namely hard sell, soft sell, lecture and drama, straightforward, demonstration, problem and solution, slice of life, spoke person, and comparison.
2. The language style used varies depending on the context. The hard sell style shows promotional language, the soft sell style shows more subtle promotional language such as lots of stories, the lecture and drama language style shows the language of drama stories created by advertisers, the straightforward style shows honest language. The demonstration style shows that language influences the audience by promoting the product while using it. The problem and solution style shows language that shows the problem and then suggests a solution. The slice of life style shows language that

involves his personal life through the product being advertised. The spoke person style shows the advertising language often used by advertisers. Finally, the comparison style shows the language of comparing one product with another.

### **B. Suggestion**

1. Studying advertising language styles is believed to be a useful tool for students majoring in English, especially those studying English literature. Examining various language styles not only through direct interaction but also through direct interaction, especially on social media platforms such as YouTube, Instagram and Twitter.
2. The function of advertising language style itself can be used for good things for readers or other researchers. Advertising language styles can be a source of more information for readers or other researchers who want to conduct further advertising language style research.