

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

This study identified three types of sensory representation systems in consumers' responses on the Instagram account @buttonscarvesbeauty. The most common type of sensory representation system found was kinaesthetic. This suggests that consumers are primarily influenced by emotional and experiential aspects conveyed by the celebrity, Nagita Slavina, which elicits curiosity and interest in the product. Consumers with visual preferences tend to be more interested in the visual aspects of Nagita Slavina as a celebrity, such as Nagita's physical appearance and dressing style. Consumers with auditory preferences are more responsive to audio elements, such as Nagita's tone of voice and the way she speaks in advertisements. Consumers with kinesthetic preferences show a better response to the emotional and experiential aspects conveyed by Nagita, which makes many consumers curious about the product.

Sensory representation system of NLP as one of Innovative Communication Approach makes an important contribution in understanding consumer characteristics that influence the effectiveness of advertising to be promoted. By tailoring marketing communications to align with the dominant sensory preferences of consumers, advertisers can enhance the impact and reception of their promotional messages. Apart from that, the role of celebrities is also very

important in an endorsement, so marketers can choose celebrities with high popularity in order to influence the success of the endorsement.

5.2 Suggestion

Based on the conclusion above, the researcher suggested:

1. For the English literature students who want to analyze sensory representation systems, it can be used as a reference with different research objects.
2. For the readers, it can add knowledge about the types of sensory representation systems found in consumers' responses to celebrity endorsement.
3. For further research, it is recommended to explore how sensory systems can be used to increase endorsement effectiveness. In addition, further studies could also investigate differences in sensory representation systems found in consumers' responses based on more specific demographics, such as age, gender and cultural background.