

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusion

Some conclusions from the analysis of the experiential metafunction in *@Sonu_Paii*'s paid promotional TikTok videos such as.

- 1) There are found 5 types of experiential metafunction analysis as gender representation in *@sonu_paii* paid promotional videos such as material, mental, relational, verbal, and existential. It is found that the dominant process is relational.
- 2) The realization experiential metafunction analysis as gender representation in *@sonu_paii* paid promotional videos found that processes, participants, and circumstances.
- 3) Gender representation *@Sonu_Paii* Promotional Videos refer to gender roles, characters, and identities displayed in an interactional and transactional communication function.

5.2 Suggestions

Based on the research, there are some suggestion, namely:

- 1) Promotional video creators are advised to pay more attention to balanced gender representation, not only showcasing masculine, feminine, and hybrid stereotypes, but also presenting a variety of social roles, activities, and characters that reflect a more inclusive and diverse reality, so as not to reinforce biases or narrow gender constructions.
- 2) Use experiential elements (process, participants, circumstances) not only to showcase the user experience, but also to build deeper meaning related to the

product's identity, the values it offers, and the emotional connection between the brand and the audience, so that the promotional message becomes more persuasive and meaningful.