CHAPTER V
CONCLUSION AND SUGGESTION

A. Conclusion

After analyzing the data in the Vogue's advertisements, conclusions are drawn as the following:

1. There are only five types of figures of speech were found in Vogue's advertisements, they are Metaphor, Simile, Personification, Allegory and Hyperbole. It consists of 5 Metaphor, 8 Simile, 15 Personification, 3 Allegory and 28 Hyperbole.
2. The percentage of each type of Vogue's advertisements is Metaphor 8%, Simile 14%, Personification 25%, Allegory 5% and Hyperbole 47%.
3. The hyperbole is the most dominant type (47%) because the exaggerating meaning usually leaves something in the customer's mind so the customer would easily remember the advertisement and they would believe and eventually buy the product.

B. Suggestion

Related to the conclusions above, it is well suggested that:

1. The reader should study figures of speech because by learning the figures of speech, they will able to differentiate the each type of figure of speech.
2. And by knowing the difference of each type of figures of speech then the reader will be able to find the real meaning in cosmetic

advertisement of a magazine, so they wouldn't easily be fooled by the words of advertisers.

3. The readers should take this thesis as a reference when they decide to discuss about figures of speech for their thesis.