

CHAPTER V CONCLUSIONS AND SUGGESTIONS

A. Conclusions

After analyzing the lexical metaphor in *People Magazine's* advertisements, the conclusions were drawn as follows:

1. The five concept of lexical metaphor are found in the advertisements, namely noun –noun, noun – verb, noun – adjective, sound concepts, and social concepts. This study found 7 noun–noun concepts, 22 noun–verb concepts, 13 noun–adjective concepts, 6 sound concepts and 2 social concepts.

2. Noun–verb concept was dominantly used in the advertisements. Most of the tagline of the advertisement put the verb to compare with noun.

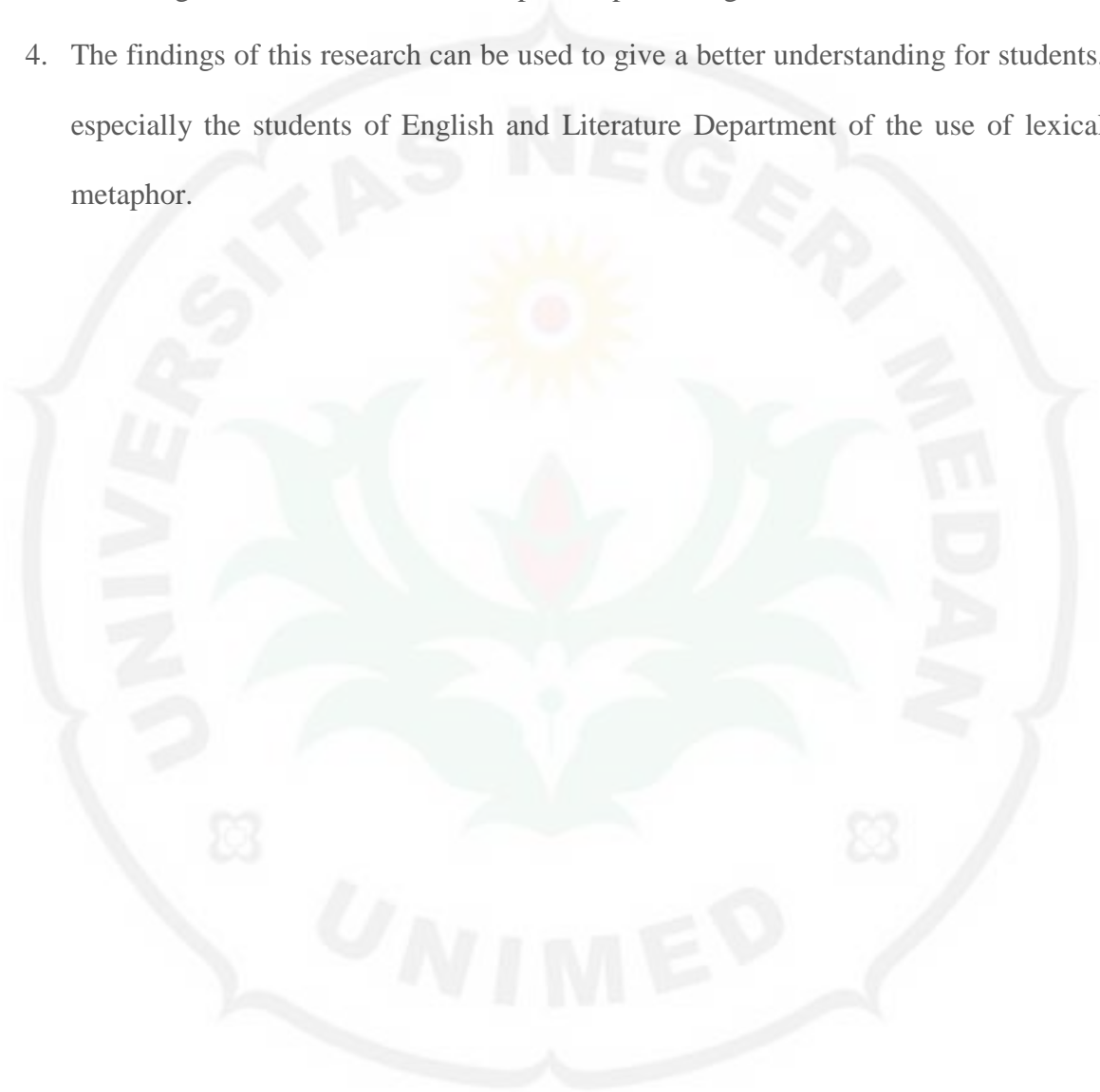
3. It shows that the use of noun-verb concept is likely to see things that happen as a certain process or alive. The point of using this concept is that the taglines of the advertisements are much more fun and creative, more like a puzzle for the customers to solve and it makes the advertisement more interesting. The customers are also tempted to buy the product.

B. Suggestions

With reference to the conclusions, suggestions are staged as the following.

1. It is suggested that other researchers should conduct further researches about the use of lexical metaphor in detailed analysis to enrich the information and knowledge about it and to help people with the research.
2. It is suggested that the copywriters of advertisement companies should design their advertisement as good as possible in order to make the readers understand the use of lexical metaphor in the advertisement so the customer will be attracted to buy the product.

3. It is suggested that not only the students but also everyone should have a good knowledge of the use of lexical metaphor in presenting their ideas.
4. The findings of this research can be used to give a better understanding for students, especially the students of English and Literature Department of the use of lexical metaphor.



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