CHAPTER V
CONCLUSIONS AND SUGGESTIONS

A. Conclusions

1. The data of this study is derived from advertisement sentences of cigarette billboard by taken from street in Medan region that focuses on the advertisement sentence. The result shows that there are 20 utterances. The findings indicated that cigarette billboard applied three types of speech acts; commissive, expressive andrepresentative. The total calculation of speech act types are commisive 5 (25%), expressive 1 (5%) and representative 14 (70%), From the data analysis, the most dominant types of speech acts is representative (70%), where the cigarette billboard always states about something.

2. The representative type is most the most dominant in cigarette billboard text.

3. From the previous analysis, it can be seen that representative is generally used in cigarette advertisement. Representatives acts are uttered when the actor want to represent the world as he or she believes in it.

B. Suggestions

1. It is suggested to the reader of this thesis that it is important to know the types of speech act that used in several media especially in the billboard, because having references about speech act would be very helpful for her/him to understands how people understanding goal of the advertisement.

2. As the cigarette billboard is the mirror of life in society, it is important for the reader to know how the language of cigarette billboard is uttered by advertisement sentence. By knowing this, the reader will be very helpful to interact in the society.

3. For other researcher, it is suggested that this thesis would be place this thesis as the main references in order to make a further research that very significant to the problem of society by using speech act approach.