

CHAPTER V CONCLUSIONS AND SUGGESTIONS

A. Conclusions

After analyzing the data, the conclusions can be drawn as the following:

- 1) There are three kinds of speech function that are used in the billboard of electing the regent of Deli Serdang regency year 2013-2018, namely offer, statement, and command. And there are two types of typical mood in the clause, namely declarative moods and imperative moods.
- 2) The most dominant type of speech function that is used in the billboard of electing the regent of Deli Serdang regency year 2013-2018 is statement. Meanwhile the most dominant type of typical mood in the clause is declarative moods.

B. Suggestions

The suggestions that are given by the writer relate to this topic namely:

- 1) It is suggested for the advertiser especially for the campaign billboard maker to learn more about speech functions and how to apply it in the context of situation relate to the billboard that he makes. The most important, the advertiser should determine the appropriate speech function that suitable with the characteristic of the good campaign billboard namely: 1) socialization and reminding of symbol, number and candidate, 2) the invitation to vote that party in general election

time. So, the advertiser can use the speech function in the clause correctly.

- 2) As this study deals with campaign billboard, other researcher are suggested to conduct further studies on the use of speech function in other billboard such as governmental billboard, commercial billboard, and others. So, the knowledge and references about this study will be better and more valid.