

CHAPTER V CONCLUSIONS AND SUGGESTIONS

A. Conclusions

After analyzing the data, conclusions are drawn as the following

- (1.) The three types of ellipsis namely; Ellipsis and Substitution in the clause, Ellipsis and Substitution in the verbal group, Ellipsis and Substitution in the nominal group are realized in the selected advertisements of Youtube advertisements, and Ellipsis and Substitution in the clause was found as the most dominant, and it was frequently used to avoid the repetition of noun which had been stated before.
- (2.) Ellipsis and Substitution in the clause is the dominant type of ellipsis used in the dialogues (76,2 %). It means people in talking or giving information, people want to be as effective as possible since the most complex grammatical unit is a clause.
- (3.) The types of ellipsis used in the advertisements in order to make an effective sentence which can be avoid the repetition of words by omitting unnecessary words which can be predicted from the context. It also can make the sentence in the script more interesting.

B. Suggestions

In relation to the conclusions, suggestions are staged as the following

- (1.) Studies can be conducted towards the ellipsis and substitution in other field to gain more information about ellipsis and substitution.

- (2.) The writer of the advertisements script apply the using of ellipsis and substitution in limited space, to make it efficient yet detailed and understandable for readers, so the ideas or the message of her/his words can be easily understood by the audience or the listener.
- (3.) The readers, lecturers, and students should apply ellipsis appropriately in their daily conversation in order to avoid misunderstanding in the conversation since ellipsis and substitution appears mostly in the informal context and daily conversation.