CHAPTER V

CONCLUSION & SUGGESTION

5.1 Conclusion

After analyzing the data deliberately, the conclusions are drawn as follows:

o Advertisements should be represented as a continuum of text functions which is fluctuating between "informing" and "manipulating". There are two forms of manipulation that produced from the linguistic aspects and visual semiotic aspects in the image of the advertisements. Linguistically, commercial advertisements tend to make use of declarative sentences and adjectives in manipulating potential buyers by describing and informing them about the product quality and the advantages or other promising claims of the advertised products through the creative choice of words that are aimed to manipulate and influence the minds of people.

o Through the help of the agent of advertisers who have skill in editing or manipulating image of an advertisement, the product companies use artificial visualization effects such as symbolic representation, color saturation, illumination and other visual aspects to suggest something about their products without directly claiming it to be true in people's mind.

o From the manipulation in advertisements through both the use of language and image/picture can even reflect the different values in a society even though the ideological concept is manipulated in order to make the potential purchasers are psychologically influenced or think in a different perspective about some advertised products. It can be inferred from the analysis that in advertising or promoting some

products, the companies decide to manipulate the consumers to align the interests of the consumers with their interests and goals.

5.2   Suggestion

After the conclusions of the study are already taken, then, some useful suggestions can be produced as follow:

- It is suggested for anyone who read this research and could be potential buyers to be more mature & aware in realizing which argument of an advertisement is real and which is bad and, if advertisers use fallacies, it's expected that the consumers know better.

- It is suggested for other researchers to study about the language and image manipulation used in advertisements or any other discourse through the analytical framework of Critical Discourse Analysis.

- It is suggested for other researchers who want to conduct a research by applying Critical Discourse Analysis in other research fields, such as politics, teaching and learning and so on.

- It is suggested for the students who want to study about Critical Discourse Analysis to apply in other fields, such as in speech, entertainment and so on.