CHAPTER V

CONCLUSION AND SUGGESTIONS

5.1 Conclusions

This study focused on language styles used in online cosmetic advertisement on Instagram. It was aimed to find out the language styles used in online cosmetic advertisements; to elaborate how the messages of cosmetic advertisements are conveyed on Instagram; to explain the reason why the language styles are used in the advertisement on Instagram. After analyzing the data, conclusions are drawn as follow.

1. It was found that there were 5 language styles used from three local cosmetic brands namely Wardah, Pixy and La Tulipe. However there were some styles came together such as hard sell with soft sell style, hard sell with demonstration style, hard sell with the problem solution style. In addition, totally there were eight language styles used from those three brands. Wardah used hard sell, straightforward, the problem solution and hard sell with soft sell style. Pixy used hard sell, soft sell, demonstration, the problem solution and hard sell with soft sell style. While La Tulipe used hard sell, hard sell with demonstration style, hard sell with soft sell, hard sell with the problem solution style.

2. The findings showed that there were four language styles which referred to rational message; they were hard sell, straightforward, the demonstration and the problem solution. Totally, there were 22 advertisements from three

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cosmetic brands which used rational or informational way; eight advertisements from Wardah, five advertisements from Pixy and nine advertisements from La Tulipe. Further, there were four advertisements used emotional message which referred to soft sell. This message was only used by Pixy cosmetic. In addition, it was found that hard sell and soft sell style can be come together in advertisements, not only for influencing customers rationally but also emotionally. Totally, there were four advertisements which used both rational and emotional way; Wardah was two advertisements while Pixy and La Tulipe represented one advertisement

3. It was found that Wardah mostly used hard sell style; it meant that Wardah would like to induce a rational thinking of customers and also to emphasize a sale orientation in selling its products. On the other hand, Pixy mostly used soft sell style and the problem solution style; it meant that Pixy would like to induce an affective reaction and also to emphasize a social scenario in selling its products to the customers. While La Tulipe mostly used hard sell style and demonstration style, it meant that La Tulipe would like to induce a rational thinking of customers, to emphasize a sale orientation and also to show the actual working of the product

5.2 Suggestions

In line with the conclusions mentioned above, this study offers some suggestions for the readers as provided in the following items.

1. To other researchers and students; it is suggested that this study could be further expanded in the use of language styles to support the next research deeply by exploring different perspective about language in online advertisements, such as the language use of online advertisements pragmatically.

2. To the lecturers who are teaching or concerning the field of study relates to language styles, language and communication; it is suggested to conduct, elaborate, and perform deep research in the study.

3. To all the readers; it is suggested to use this study as references for understanding the using of language styles in online advertisement.

4. To the advertisers; it is suggested that the language styles in online advertisement should be used both rational and emotional message in order to attract the consumers.