

## CHAPTER 5

### CONCLUSION AND SUGGESTION

#### 5.1. Conclusion

After analyzing the data, the data analyzed by the four procedures of data analysis made by the writer can be summarized as follows:

No	Name Of Brand	Slogan	Speech Function			
			S	Q	O	C
1	Clear men	<i>Tak ada lagi ketombe</i>	v			
2	Sunsilk Anti Dandruff	<i>Hidup Bebas Tanpa Ketombe</i>	v			
3	Lifebouy Shampoo	<i>Rambut sehat siap aksi</i>	v			
4	Head & Shoulders	<i>Untuk Rambut Lebih Kuat</i>	v			
5	Pantene	<i>Berkilaulah Pantene</i>	v			
6	Rejoice family	<i>Hanya Rp.300</i>	v			
7	ClearActive Care	<i>Mencegah Ketombe Datang Kembali</i>	v			
8	Lifebouy shampoo Anti dandruff	<i>Lifebouy Shampoo Anti Ketombe</i>	v			
9	Emeron	<i>Naturally different</i>	v			
10	Dove	<i>Selembut sutera</i>	v			
11	Zink	<i>Ahlinya Masalah Ketombe</i>	v			
	Total		11			

In conclusion, based on the table above, the findings of the research are:

1. The speech function of all slogan of shampoo product statement. It can observed from the analysis of each shampoo products below:

1. Clear men : *Tak ada lagi ketombe* (Statement)
2. Sunsik anti Dandruff : *Hidup bebas tanpa ketombe*  
( Statement )
3. Zink : *Ahlinya masalah ketombe*  
( Statement )
4. Head & Shoulders : *Untuk rambut lebih kuat* ( Statement )
5. Pantene : *Berkilaulah Pantene* ( Statement )
6. Rejoice Family : *Hanya Rp. 300* ( Statement )
7. Clear Active Care : *Mencegah ketombe datang kembali*  
( Statement )
8. Lifebouy Shampoo Anti Dandruff: *Lifebouy Shampoo anti ketombe*  
( Statement )
9. Emeron : *Naturally different* ( Statement )
10. Dove : *Selembut sutera* ( Statement )
11. Lifebouy Shampoo : *Rambut sehat siap aksi*

2. The dominant type of speech function used in slogan of shampoo product is statement.

3. The possible cause of the dominant speech function used ( statement ) are :
1. The speech function which used to give information to others is statement
  2. The function of slogan which sums up the theme for a product's benefits to deliver an easily remembered message in a few words
  3. The weakness of the two elements of advertisements, namely headline and subheadline due to the length of the copy
  4. The struggle of the advertisers in confronting the avoidance of the television viewers to watch commercial break so that that need to construct advertisement in short, clear, attractive form but still do their function that is as a source of information to the consumers of the product they advertised. This condition directs them to create a short, clear, attractive and informative slogan of advertisement as shown in the slogan of shampoo product stated above.

## 5.2. Suggestions

After concluding the findings, the suggestion of this research are made as the following.

1. It is suggested that the product advertised especially the slogan of the product should use the speech function; statement when they want to be an effective source of information of the product they advertised.

2. It is suggested to the all advertising agency to use the speech function; statement in delivering their message of the product to the consumers.
3. It is suggested to the consumers to be careful in purchasing the product of their choices if they are much influenced by slogan. They must be aware of misleading slogan ( slogans which do not deliver any information or any message from the product they advertised )
4. It is suggested to other studies related to use speech function as the researcher has done