

CHAPTER V

CONCLUSION AND SUGGESTIONS

5.1. Conclusions

After analyzing the data, the findings of this research are concluded as the following

1. The dominant type of process used in Internet advertisements is Material Process There are III Clauses
2. The dominant type of Circumstance used in Internet advertisements is Location, which is 41.18% of all Circumstances, Specially the Location Circumstance are constituted by 25.21 % spatial and 15,97% temporal elements.
3. There are three possible explanations for the dominant elements of experiential functions. The first explanations is that by using material process, the product advertisers can describe the way their product work and how the products benefit for the customers. The second explanation is that by using material process, the advertisers may describe the practicality of the products. The third explanation is that by using material process, the producers can describe their former achievement in the use of the products.

5.2. Suggestions

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

1. It is suggested that the advertisers should use clearly describe how their products are beneficial to the consumers by applying material processes. In this way they offer satisfaction to the potential consumers and their products gain more purchases
2. The advertisers are also suggested to specify in what circumstance their products satisfy the consumers. In this way they are expected to use appropriate circumstances of location. This is potential to gain more customers.
3. It is suggested that to the potential consumer and their products gain more purchases.