

CHAPTER V

CONCLUSSIONS AND SUGGESTIONS

1.1 Conclusions

After analyzing the use of figures of speech used in beauty product on television advertisement, conclusions are drawn as te following ;

- (1) In this research, the researcher found that there are 8 kinds of figures of speech found in beauty product advertisemets. They are simile, personifications, synecdoche, metonymy, allegory, overstatement/hyperbole, understatement and verbal irony. There are 1 simile, 39 personification, 1 synecdoche, 10 metonymy, 1 allegory, 29 overstatement/hyperbole, 1 understatement and 1 verbal irony
- (2) In realizing the used figures of speech in beauty product on television advertisements the advertisers used Embedded clause and ellipsis. The use of Embedded clause are to modify and qualify of certain informations in the advertisement. While the use of ellipsis are to omit or delete some unimportant words or sentences in order to make utterances in advertisement more interesting.
- (3) The use of figures of speech is related to the context of situation.the findings showed that the use of figures of speech is increased when the advertisers conveyed the information to the consumer when they are trying to indicate to the consumer to what extent they align themselves with

evidence they are informing in their opinion since one of the purpose of the advertisement is to persuade the costumer.

(4) Suggestions

In relation to the conclusion, suggestions are staged as the following :

- (1) It is advisable that the teachers and lecturers to have more understanding and knowledge about the kinds of figure of speech in the beauty product advertisement and its analysis.
- (2) It is advisable to other researchers who intend to discuss more about the figure of speech in another advertisements, the writer hopes that this study can be one of the references in supporting their researches in order they will present a better description about that or other broader aspect of its.
- (3) It is suggested to the advertisers should consider about figures of speech. It can be effective in presenting the advertisement if it has connection with the purpose of the advertisements.