

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

Having analyzed the data, the conclusions of this study can be stated as the following:

1. There are six groups of Move found in this research, they are: One-move Move, Two-move Move, Three-move Move, Four-move Move, Five-move Move and Six-move Move.
2. The way of realization Move in cosmetic advertisements published in Women's Weekly Magazines by analyzing the texts and found One-move Move there is 1 cosmetic advertisement, Two-move Move there are 9 cosmetic advertisements. Three-move Move there are 23 cosmetics advertisements. Four-move Move there are 10 cosmetic advertisements. Then Five-move Move there were 6 cosmetic advertisements. The last Six-move Move there is 1 advertisement.
3. Moves in the context of smooth and beautiful looking, the context of hair care and the context of skin care.

5.2 Suggestions

The suggestions are as the following:

1. It suggested for the other researchers to study about move analysis used in sales promotion letter or marketing
2. It suggested for other researcher who want to elaborate the study about move analysis to do the research in other field, such as in teaching and learning process.
3. It is suggested for students who want to study about the theory of moves (kinds of moves, realization of move and the context of moves) in social interaction.