

## CHAPTER V

### CONCLUSIONS AND SUGGESTIONS

#### 5.1. Conclusions

This study was concern intertextual reference techniques and discursive practice of Indonesian LAZNAS printed advertisements. It was describing the types of intertextual reference techniques, the kinds of intertextual reference literature and discursive practice of all those techniques are occurred when advertisers use all of those intertextual reference literatue into their advertisements. After all the data have been analyzed, the conclusion can be stated as the following:

- 1) There are three types of intertextual reference technique were found, namely Quotation, Parody, Allusion. The most dominant technique was Allusion. And this techniques used one category of main source of reference, namely Religion literature (Holy Koran and Hadith). From all of those techniques, this study also found three main source of reference, namely Famous person's words, Religion literature, Proverbs, and other's organization champaign
- 2) Practically, advertisers keep relevancies between source and advertisement in presenting its brand in a context relevant to a literary association familiar to the target audience by indicating that the advertisers of Indonesian LAZNAS printed advertisement tend to use declaring statement and imperating commandement from

religion literature to persuade target reader. Practically, They alluding most of religion literature as power belief in their advertising production.

## **5.2 . Suggestions**

This study has investigated types of intertextual reference techniques and its discursive practice. Based on the conclusions stated above, this study has some suggestions to the readers as provided another research to enrich the analysis of intertextuality and discursive practice study in the following items:

- 1) Types of Intertextual analysis can be provided and developed come from another experts' intertextuality theory based on chosen data.
- 2) The findings of this study about discursive practice analysis were still can be developed by analyzing another aspects of discourse analysis. it can be provided and proposed based on the need of data and data analysis on any materials on any subjects.