

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

Having analyzed the data, it is concluded that

- a) there are three types of connotative meaning, namely positive, negative and neutral. Positive and Negative were found in advertisements on television.
- b) positive of connotative meaning belongs to the dominant type in advertisements on television
- c) the use of Positive of connotative meaning as the dominant type because the words are made to make people feel good, treat them in more pleasant way and try not to offend someone's feeling and this is the intension of some advertisements. So the advertisements not only give information, but also attract the public attention and persuade to buy their products in a pleasant way.

5.2 Suggestions

In relation to the conclusions, it is suggested that

- a) the findings of connotative meaning in advertisement on television should encourage the students in studying more about semiotics and the role of semiotics in communication

- b) by considering this topic, hopefully the students can understand the meaning and the role of text and picture in advertisement and can determine which advertisements have positive or negative connotative meaning, and
- c) the meaning of advertisements should be made in positive of connotative meaning only, not in negative to avoid bad interpretation in someone's mind and also without ignoring the sense of attractiveness.

