

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

After analysing the multimodal in beauty product advertisements in Indonesian women's magazines, the conclusion are drawn as the following:

1. There are two elements that are found as the obligatory elements in 12 beauty product advertisements, namely Enhancer (verbal) and Display (visual). Meanwhile, elements like Lead, Announcement, Emblem, Tag, Call and Visit Information are optional in the structure of beauty product advertisements.
2. The verbal and visual elements in beauty product advertisements are realized by domination of relational process in verbal (54.5%) and classification process (53%) in which conforming each other in terms of introducing and showing the characteristics as well as qualities of the product.
3. There are 3 reasons which caused the occurrence of the multimodal in beauty product advertisements in the way they are:
 - a) The main function of the magazine is to entertain the reader.
 - b) To create personal environment between advertisement producers and readers in order to influence readers to purchase the product.
 - c) To increase the customer's trust to the advertised product.

5.2 Suggestions

Having seen the results of the study, the researcher would like to offer the suggestions as the following:

1. It is suggested to those who are interested in conducting a research in the field of discourse, in particular multimodal analysis of beauty product advertisement to conduct a study in electronic media, such as television commercials, youtube ads or online advertisement. Those findings will give rich contribution to other researchers and readers.
2. Since this study was only focused on ideational/representational realization, in which it describes how the advertisement choose verbal or visual elements to represent their product. It is needed for further researcher to conduct a study in terms of their interpersonal/interactional or textual/compositional to find out how the visual and verbal elements interact with the readers and persuade them in buying the advertised product.
3. It is also suggested to further researchers to explain the reason of the advertisement occurrences from its cultural or ideological view in order to give specific reason of why the advertisement is presented in the way they are.