CHAPTER V

CONCLUSION & SUGGESTION

5.1 Conclusions

After analyzing the data deliberately, the conclusions are drawn as follows:

1. Based on the data analysis on linguistic features of oriflame beauty product advertisements. Each linguistic feature which is found in the data of study has its effect on the consumers. The advertiser exploits the linguistic features to make the advertising look attractive while persuading the readers to buy the product. One advertisement usually uses more than one linguistic feature. In fact, usually the texts are combination of several linguistic features.

   - Advertisements should be represented as continuum of the text functions which is fluctuating between "informing" and "manipulating". There are two forms of manipulation that produced from linguistic aspects in the beauty product advertisements. Linguistically, commercial advertisements tend to make us of declarative sentences and adjectives in manipulating potential buyers by describing and informing them about the product quality and the advantages or other promising claims of the advertised products through creative choice of words that are aimed to manipulate and influence the minds of people.

   - In this study, advertisers highlight how their products are solutions to women's problem. For instance, by using optimal white oxygen boost

serum (skin care product); it keeps you looking spotless for years. The manufacturing of consent and invoking inadequacies techniques employed dupe women. Moreover, the use of models or well-known local or international celebrities is also another technique in manipulating women. These celebrities seem to reflect power over others and are successful. The ideology of power is depicted by celebrities

2. The second of analysis is to investigate discourse strategies analysis involves studying the text's production and consumption, focusing on how ideology and power relation are enacted. It can be used to show one's ideology. The ideology is the image ideal beauty. The advertisers have the means to promote ideal standards of beauty based on his/her ideas, belief and values which provides in beauty product advertisements. The standardization of ideal beauty is looked by outer appearance where the skin is bright and our parts of body are same with the image of model presented in the advertisement. Whereas the ideal women is beautiful shown on their outside and inside.

3. The discourse analysis is a useful tool to study the power of language. It shows how language affects society, in the case of this project, through media by creating beauty standards in order to persuade audience to buy beauty products or cosmetics.

5.2 Suggestions

In relation to the conclusions, some points were suggested as the followings:

1. English teachers can use this study a reference to improve learning material, especially about language features of advertisements and their functions. In addition, teachers can make the use of this study to introduce the concept of relation between language, culture and society to the students and help them to be able to think more critically by analyzing language as cultural and social phenomenon.

2. It is important to advertiser to be able to analyze further and wider the impacts of advertising in order to make better advertisements and minimize negative effects of advertisement in society.

3. Future research can be conducted on other English women's magazines in Indonesia. In addition, analysis ofadvertisements from other media such as internet and television can be undertaken. The advertisements analysedin this study involve only four beauty products namely make up, skin care, fragrance and personal care . Thus, future researchmay include other beauty products as well as a bigger sample size. Apart from this, future studies need toconsider a semiotic analysis of beauty product advertisements in local context.