

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the discussion on the chapter IV, the conclusions are drawn as the following:

1. The content of advertisement language of vocational high school is a persuasive language. It happens as the advertisement languages of vocational high school written on billboard are well-organized. Consequently, the respondents can memorize the language advertisement. .

2. The respondents' interpretation towards the advertisement language of vocational high school is that vocational high school only for students who want work straightly after graduating. They interpreted in such a way as a consequence of several factors, namely the number of unemployment, a lot of poor people in the country, and the lack of interest of people to join the school.

3. The interpretation towards the same object is influenced by the different level of education, family background, economical status and many else. However, in this research, they do not affect the readers' interpretation on advertisement language of vocational high school on billboard.

5.2 Suggestion

Related to the conclusions, suggestions are staged as the following:

1. The socialization of vocational high school by government is needed not only in the city, but also in the village. As in addition, people should be open-minded and up to date with new information.
2. It is suggested that the government increase the quality of Vocational High School student so the advertisement is not only an advertisement but it is true based on the reality.
3. Vocational high school should not be underestimated as it is one good solution that the government made to lower the number of unemployment as the students are trained to be ready to be employed. The other advantages is that the students can continue their school if they want. Consequently, it offers much benefit.