

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusions

After realize analyzing of the data, the conclusion are drawn as the following;

- 1) Stylistic features were occurring in ten slogans of car advertisement. The total of ten slogans analyzes as semantic, syntactical, and graphology level of stylistic. The way of stylistic feature of ten slogans with analyze in the meaning of what the slogan are interpreting. In analyze the semantic, syntactic, and graphology, the researcher look up the information about the product and emphasize to the reader about understanding in reading the slogan by using stylistic features.
- 2) The stylistic features realized of the slogans in car advertisement by using the process of the advertisers who make the slogans. The prospect and performance of vehicle were used to analyze the slogans. The study of the stylistics feature shows the descriptive information about the product and persuades to draw the attention of the reader or buyer to interesting and buy the product.
- 3) Social and situational in contextual factor is the way of the reader knows the reason of the advertiser of the slogan that they were made. The situational context are dominant than social contextual, it can be seen in situational contextual there were six slogan analyzed and four slogans analyzed by social context.

5.2 Suggestions

In relation to the conclusion, the following are suggested;

- 1) It is suggested to the advertisers to make the slogan with the actual meaning and function to make the reader easy to understand. Tend to use the graphology style or design in clear font and clear image in order that the reader to understand the message conveyed by the advertisers carefully.
- 2) It suggested to the reader or general people to do and read the slogan or tagline in the advertisement as in detail and following the rules to understanding by the function of the advertisements.
- 3) It suggested to language researcher to do further research about stylistic features in another subject.