

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the data analysis, it is concluded that:

(1). The advertisement of beauty products use language in the forms of phrase and sentence. All types of phrases in terms of form they are noun phrase, verbal phrase, adjective phrase, and prepositional phrase are used in the language advertisements. All types of sentence such as natural sentence, unnatural sentence, single sentence, compound sentence are also used in the language advertisement. The types of phrase and sentence characterize the use of language in the beauty product advertisement.

(2). The language with those characteristics used in the advertisement does not provide significant effect on the consumer behavior of the consumer. The language effect is limited to the informative function. The language simply trigger the consumer testimonies and from trying out the quality of the product. The latter factors mostly affect the consumers' buying behavior.

5.2 Suggestions

In relation to the conclusion above, the suggestions are stated as the following:

- 1) It is advisable that the advertiser create a new advertisement model that can trigger the consumer to search for more explanation about the product from a trusted source. It should be more focused on the content of the advertisement rather than the art of the language.
- 2) The research data about the influence of language characteristics on consumer behaviors was obtained from interviews with 37 subjects. To strengthen the results of the research, other researchers are suggested to conduct the same research by adding more subjects and using different data collection techniques for various beauty products.