

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### 5.1 Conclusions

With reference of the research findings, the conclusions are drawn as follow.

- (1) There were 50 slogans of lexical metaphor in printed car advertisements it divided into nine concepts, specifically, 18 (36%) for Noun-Noun which is the highest level, 12 (24%) for Noun-Verb concepts, 10 (20%) for Noun adjective, 4 (8%) for Adjective-Adjective, 2 (4%) for Verb-Adjective, 1 (2%) for intransitive verb-Noun , 1 (2%) Adverb-Noun, 1 (2%) for Noun –Pronoun, 1 (2%) for Verb –Pronoun. The dominant types of lexical metaphor in printed car advertisements was noun-noun, it means that most of lexical metaphor is compared to beautify and describe feeling and thought.
- (2) Lexical metaphor was realized in printed car advertisements in Clausal, Intraclausal, Interclausal, and hrasal  
The dominant type of lexical metaphor realized in printed car advertisement were in inter clausal, which a group of words functioned to answer the question what. It means that with realization words that express implicitly and it was attracted the reader to read more and to find more what the implicit message that was offered.
- (3) Lexical metaphor used in printed car advertisements is to persuade the consumer either to attract the attention of the slogan also to buy their product or to be positively disposed towards their brand.

## 5.2. Suggestions

In line with the conclusions mentioned above, this study offers some constructive points suggested as the following:

- (1) For further researchers, It is recommended to conduct research by extending the study on others literature in order to obtain new findings specifically related to lexical metaphor and also the others discourse to be conducted such as political field, economical field, etc.
- (2) For the readers, It is suggested to use study as references for understanding the lexical metaphor in advertisements discourse studies, to enrich knowledge, to know the deeply meaning, to entertain and persuading function in advertisement.
- (3) For the advertisers, it is suggested that the print advertisement business should be designed, innovative and creatively in order to attract the consumers.