

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

After analyzing the data in the skincare advertisement on instagram, conclusion are drawn as the following:

1. There are only four types of figurative meaning were found in skincare advertisements, they are simile, metaphor, hyperbole, and metonymy. It consists of 3 simile, 15 metaphor, 26 hyperbole, and 6 metonymy.
2. The percentage of each type of skincare advertisements is simile (6%), metaphor (30%), hyperbole (52%), and metonymy (12%).
3. The hyperbole is the most dominant type because the exaggerating meaning usually leaves something in the customers's mind so the customer would easily remember the advertisement and they would believe and eventually buy the products.

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5.2 Suggestion

Related to the conclusions above, it is well suggested that:

1. The reader should study figurative meaning because by learning the figurative meaning, they will be able to differentiate each type of figurative meaning.
2. And by knowing the difference of each type of figurative meaning then the reader will be able to find the real meaning in skincare advertisements on Instagram, so they would not easily be fooled by the words of advertisers,
3. The readers should take this thesis as a reference when they decide to discuss about figurative meaning for their thesis.

