CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

Based on the research findings, some conclusions are drawn as the following.

1. The types of modality used in beauty product advertisements on Instagram caption, they were 37% for Epistemic, 33% for Dynamic, 27% for Deontic (27%), and 3% for Boulomaic.

2. The realization of modality found in the clause of beauty product advertisements, 74% used modal auxiliary verbs as the most commonly used and adverbs with 6% and the researcher was found another way in realizing modality beside the common one, there were there were 20% used combination of modal auxiliary verbs and adverbs between modal verb and adverb in one clause as the new findings. In this case, it expressed to upgrade the certainty and belief of the writer's judgment.

3. The reasons of modality realized in beauty product advertisements consisted 73% of modalization with 53% of probability meaning and 20% of usuality meaning and 27% consisted modulation with 20% of obligation meaning and 7% of inclination meaning. Modalization and modulation was important in advertisements as interpersonal function to explain the commitment of the writer to the customer about how worth it or not their product to purchase, and how the accuracy between the statement delivered in the advertisement and the effect of customer get after applying the product

5.2 Suggestions

In relation to the conclusions, some pieces of suggestion points are provided as the following:

1) To the students or other practitioner do the same research in order to find out new phenomena and to add sociolinguistics aspect especially in modality and rise up the new finding to make the research more complete. This technique is indispensably useful for the access of another expert's interest and attention about modality.

2) In the field of linguistic, the researchers are extremely interested to conduct a research to make a scientific study in lexical creation of modality, it is suggested to be the references.

3) For the readers to understand the actual function of modality deeply and be careful so that avoid from misinterpreted the meaning.