

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

This study were concern intertextual reference techniques of education advertisemet in brochure. It was describing the types of intertextual reference techniques, the kinds of intertextual reference literature all those techniques are occurred when advertisers use all of those intertextual reference literatue into their advertisements. After all the data have been analyzed, the conclusion can be stated as the following:

Those are transtextuality, metatextuality, and Quasi-textuality. Transtextuality is dominantly used in the articles. Out of six sub-types of transtextuality, Indirect Quotation is the dominant one. Practically, advertisers keep relevancies between source and advertisement in presenting its brand in a context relevant to a literary association familiar to the target audience by indicating that the advertisers of education advertisemet in brochure.

5.2 Suggestions

This study has investigated types of intertextual reference techniques . Based on the conclusions stated above, this study has some suggestions to the readers as provided another research to enrich the analysis of intertextuality in the following items:

- 1) Types of Intertextual analysis can be provided and developed come from another experts' intertextuality theory based on choosen the data.

2) The findings of this study about discursive practice analysis were still can be developed by analyzing another aspects of discourse analysis. it can be provided and proposed based on the need of data and data analysis on any materials on any subjects.

