

CHAPTER V CONCLUSIONS AND SUGGESTIONS

5.1 CONCLUSION

After analyzing and investigating data, some important points are concluded, as following.

- (1) The kinds of semiotics resources that was used in cigarette advertisements are verbal and non-verbal semiotics resources. They can be analysed by using transitivity (ideational, interpersonal and textual function) and aspect of metafunction, they are: representation, interactive and compositional meaning.
- (2) Cigarette advertisements realized verbal and visual semiotics through elaboration, extension and enhancement. They were applied to find relation among verbal and non-verbal semiotics resources.
- (3) The reason of cigarette advertisement used semiotics resources because of function of advertisement, policy and prestige. The function of advertisement in this case were identifying brand, information, and persuasion. The policy had been arranged in Indonesian Advertisement Concil about cigarette and tobacco product. Prestige were used in advertising cigarette to bring up level of cigarette based on content of advertisement.

5.2 SUGGESTIONS

Accodance with the research, some important suggestion to make this research are useful for people who read it, as following:

- (1) This study can be used as basic principle in writing research in future time, it is because the finding of this research is a new theory that can be used as reference for the next researcher who interesting about advertisement analysis and multimodal analysis.
- (2) This study is far from perfect, whoever, especially for linguist that want to do the same research with bigger subject of the research and new methodology are allowed. This study is going to be comparison to the next researcher to find more interesting and scientific result for development of linguistics.
- (3) This study is also welcome for constructive criticism, because this study is still many weaknesses that need to improve and evaluate. This study will be bigger than expectation, if the reader gives positive critics and suggestions.