

CHAPTER V CONCLUSIONS, IMPLICATIONS AND SUGGESTIONS

5.1 Conclusion

Based on the data analyses in Chapter 4, the conclusions are:

1. The Thematic Progressions used in car advertisements was dominantly Constant Theme Pattern with only a few Linear Theme Pattern and there was no Split Rheme Pattern and Derived Theme.
2. The Thematic Structures used in car advertisements were mainly Unmarked Theme, Simple Theme, Constant Theme Pattern, Declarative Mood with some Imperative Mood in expensive cars and Given Information. More Marked Theme used by expensive price cars. expensive and cheap price cars use only few Multiple Theme. Among the three Themes used only the Topical Theme which was used a lot while the Textual and the Interpersonal Theme were used very little.
3. The reasons of choosing mainly the Unmarked Theme, Simple Theme, Constant Theme Pattern, Declarative Mood, and for Topical Theme, the car dealers used mainly the Participant and the Process were in order to get the consumers involved and to reduce pace between the car dealers and the consumers. Using The Simple Theme and Constant Theme Pattern, the language of the car advertisements became straightforward and simple and easy to grasp. The language used made the car and the consumers closer.

5.2 Implications

The implications of this research are :

1. Systemic Functional Linguistics is very useful in building further understanding and mastery in relation to advertisements and the language of advertisements.
2. For teachers and lecturers in English Department, they can understand the clause arrangement used in advertisements.
3. For the car dealers, this can be a source of knowledge and skill in producing effective advertisements.

5.3 Suggestions

In relation to the conclusions, suggestions offered are that:

1. it is advisable for the advertisement producers to create good and effective advertisements.
2. it is advisable for the consumers to have more knowledge in understanding the real meaning behind the advertisements.
3. this study hopefully can be used as a reference data for other researchers in conducting an in-depth research on advertisements.