

## CHAPTER V CONCLUSION AND SUGGESTION

### 5.1. Conclusion

After analyzing the data, conclusions are drawn as the following.

1. Cigarette advertisements don't express explicitly their intention to suggest people to smoke the cigarette either verbally or non-verbally due to government policy. However, the sole purpose of cigarette advertisements is to market their products. The meaning of cigarette advertisements either verbally or non-verbally persuade people that cigarette gives them pleasure, joy, and courage to be more creative. For example Marlboro Lights state "make your dream party come true", A Mild state "reform attitude", and Dji Sam Soe state "kebanggaan atas karya sempurna".
2. The meanings of cigarette advertisements are coded verbally by using brief persuasive words which picture the sense of pleasure, togetherness, creativity, and great taste of life. Those linguistic items found in cigarette advertisements do not stink to smoking suggestion due to government policy and it is supported by its visual which picture people with their happiness, creativity, and enjoyment.
3. In this study, there are some advertisements which their verbal text doesn't enter the same type of process with non-verbal text. It is indicated by the different type of process of their announcement with the lead. For instance, the Primary Announcement serves materials process while the lead serves mental process. The juxtaposition of the Lead and the Primary

Announcement gives rise to some possible meanings. Then, from the juxtapositions the type of process of the advertisement is concluded. Those juxtapositions revealed that the meanings coded verbally support their visual.

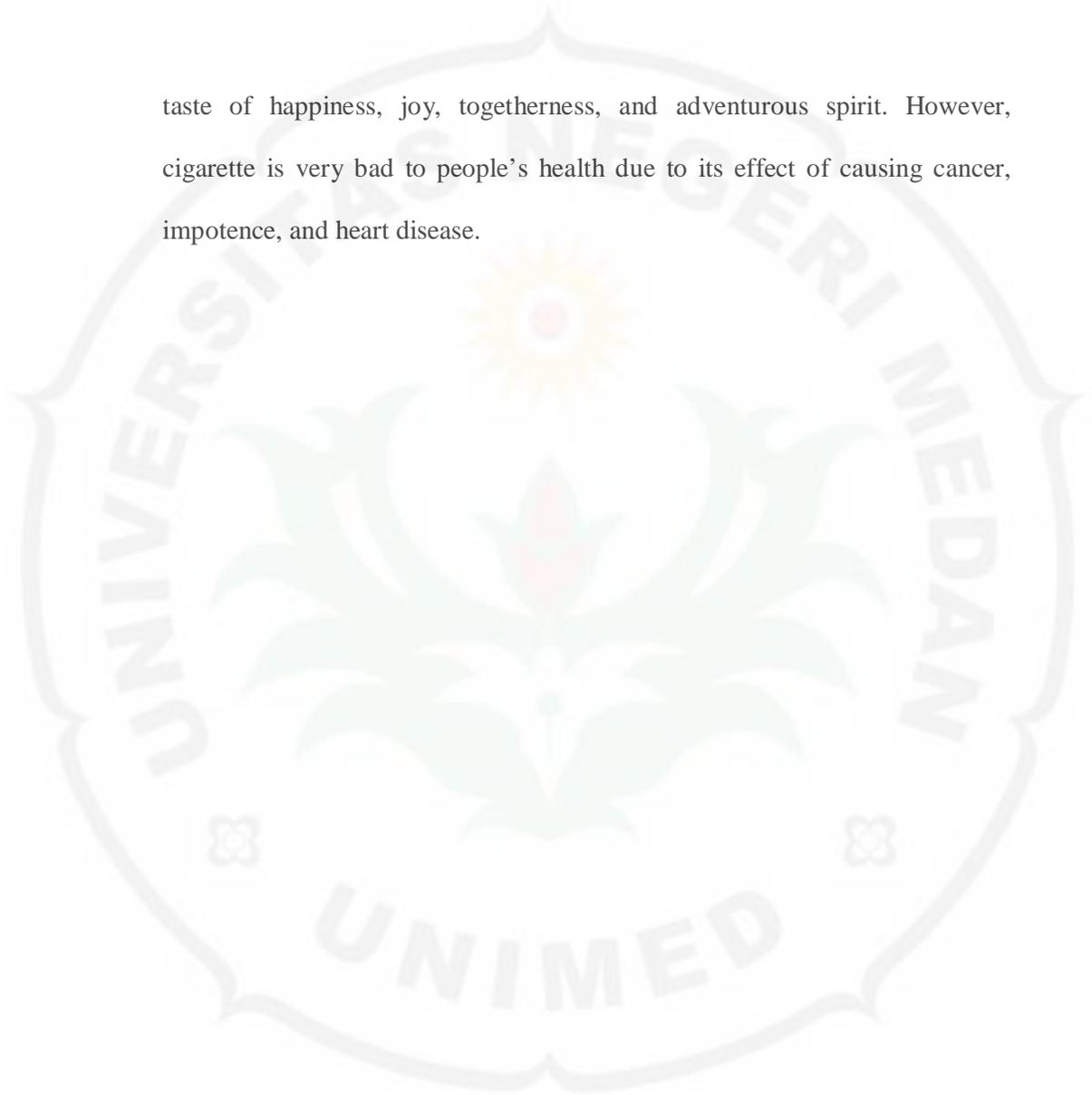
4. Not all the advertisements have the generic structure of an advertisement as Yuen (in O'Halloran: 24) stated. Especially for *Emblem, Enhancer, Tag, and Call and Visit Information*, only some of the advertisements owe them. Yet, *Announcement or Lead and Displayed* is showed in all the advertisement.
5. Verbal text and non verbal text are connected to construct the advertisers' intention.

## **5.2. Suggestion**

With reference to the conclusions, suggestions are staged as follow.

1. This study can be as the part of the study concerning to print advertisement. It is suggested that further study interpret more widely and vary. It is expected to be able to uncover the message in a text through the analysis of culture context which cover the text.
2. Multimodal is a new study in linguistics. It is suggested to the experts or linguists to explore the study of Multimodal to widen the scope of understanding of the field.
3. For the smokers, especially teenagers it is suggested not to be out witted with cigarette advertisements. They implicitly persuade that cigarette offers special

taste of happiness, joy, togetherness, and adventurous spirit. However, cigarette is very bad to people's health due to its effect of causing cancer, impotence, and heart disease.



THE  
*Character Building*  
UNIVERSITY