

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

The analysis and findings from the presupposition, information content and the appeal used in the cosmetic advertisement claims in different categories reveals that the conclusion from the analysis can be concluded as follows;

1. The analysis of the sample data from 76 advertisements of five different cosmetic categories revealed that there are three types of presupposition found in the claims of Television cosmetic advertisements. The presuppositions found are existential, structural, and lexical presupposition. Other presupposition did not present. Existential presupposition serves as to presuppose the existence of a certain product. While lexical presupposition and structural presupposition serve as to communicate the content of cosmetic ingredients, as well as the performance of the product the advertisers made about their claims. The nonexistence of other types of presupposition can be object specific restriction. Which means the study only analyze the utterances of the television advertisement claims and left out the other elements such as voice-over narration, sounds and other audio-visual aspects.
2. The types of information content and message appeals also found in the television cosmetic advertisement claims. This represents that the claims are informative in terms of information content. The types of information content found in the claims of television cosmetic advertisements are:

Content of the product, Availability of the advertised product, New Ideas and Characteristics of the product. The advertisement message appeals used both rational and emotional appeals in the claims of television cosmetic advertisements. The types of message appeals found are: affiliation, convenience, distinctive, durable, enjoyment, family, natural, safety, technology, and vain. This restriction maybe due to the nature of cosmetic advertisement that is intended to be informative and persuasive in its form.

3. The reasons of presupposition use in the claims of cosmetic advertisements are intended by the advertisers to achieve several ways such as: (1) as a linguistic device for implicit competition (2) Causing the audience to consider the existence of a certain product, (3) Presupposing the audience cultural and social values reflection to attract audience personal interes, and (4) making the advertisements short and memorable in the eyes of the audience mind. The findings also strenghtnen Lam's (2009) finding with the same topic but another additional findings such as presupposing the audience psychological circumstances. This will ensure that the findings are relevant and built as a recollection of objective assumption towards the result of the study since the nature of presupposition is inter-locutor dependant.

5.2 Suggestion

Having seen the result of the study, the researcher would like to offer the suggestions as follows;

1. It is recommended for the advertisers who are involved in advertising research and advertising production to consider the use of presupposition as a marketing tool to make an interesting and persuasive advertisement form.
2. It is suggested for the researchers especially Linguistic field to further study the presupposition use especially it's psycholinguistic effects towards human interaction and discourse to understand more about language of persuasion.
3. It is advisable for the students to understand presupposition as a linguistic tools that is useful for conversation and study that will help and strengthen their knowledge about pragmatic and specifically conversation meaning making.
4. It is advisable that presupposition also may help the readers to build an awareness about the miscommunication that may occurred due to the mistakes to presuppose the meaning in a conversation or any kind interaction circumstance in daily life. Being aware of the presupposition will help to understand how to build an effective communication for daily use or specific use.