

CHAPTER V

CONCLUSION AND SUGGESTIONS

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This chapter consists of two parts. The first part is the summary and the conclusion of the study. The second part is the suggestions which might be advantageous to people especially those who deal with discourse analysis.

5.1 Summary and conclusion

It is no wonder that advertisements have so much influence on consumers nowadays. They can be both cheated or confused because of their inability in understanding the ad. The reasons of being so come from the possibility that the consumers have poor background knowledge concerning the product advertised. The other possibility is that the advertiser intentionally conceal some important information that cause in clarity of information in ad. Since the primary goal of an ad is to persuade people to purchase the product, the condition above will pose a problem in persuading people to buy the products.

With this in mind, the writer was then interested in carrying out a study about some ads based on Grice's maxims. Since maxim of relevance can not be studied from the advertisers' point of view, the writer decided to limit the Grice's maxims to only three maxims, namely, maxim of quality, maxim of quantity and maxim of

manner. To make the result of the study more objective, the writer felt the importance to take some people who were later called some respondents. This study is then intended to reveal the extent of Grice's maxims application in three advertisements found in Femina magazine in accordance with the respondents' opinion.

Finally, the results of this study, although not particularly surprising, lead to several interesting conclusions.

Fear of the side effect and the unappealing looks of the ad which contributed to the failure in persuading and making people buy the product, the confusing and dubious information that made the respondents doubted the truth of the ad, as well as the inability in giving true results as what had been advertised in the ad itself were the possible reasons of violation of maxim of quality in every ad here.

The adherence to maxim of quality, which was demonstrated by only one ad, was probably caused by the following factors. Most of the respondents believed that the ad was true telling and because of it, there was no reason not to buy the product. This assumption, therefore, lead to the action of purchasing the product advertised. Then, the satisfying result after they had tested the product strengthened the point that the product was indeed worth buying and worth using.

The adequate explanation along with the presentation of clear and attractive pictures were the factors that contributed to the adherence of maxim of quantity.

On the other hand, when it was violated, it was because the information presented was not enough and difficult to be understood by the majority of the

respondents. Poor information that made them unable to understand the whole ad also became the distinctive feature of maxim of quantity violation.

The clear relation of information that supported one another, the understandable words even without the existence of any picture, the adequate information and the ability in persuading most people to purchase the product were in fact the distinctive features of every ad that followed the maxim of manner to be followed.

Maxim of manner could be called violated when these following features appeared. Unrelated information that result in a confusion, the need of pictures to help clarify the vague information, lack of important details that made it difficult for the respondents to catch the idea of the ad and the last was the failure of the ad in persuading the respondents to buy the product.

The research on the three advertisements show that there is a close connection between the language used in ads and the attitude of respondents. An advertisement which follow all the three maxims of Grice usually give or leave positive attitude on the parts of the consumers. Advertisement of Biore Pore Pack, for example, follows all the three maxims. Therefore, the consumers tend to believe what is said in the ad; consequently, they buy the product. Unlike the first product, Citra White violates one maxim; therefore, the consumers feel not so convinced by the ad. Thus, most of them feel doubt about the truth condition presented by the product. As a result, only a few buyers want to spend their money on the product. Vaseline White AHA, likewise, has relatively the same characteristic of that in Citra White, that is the truth

condition is not fully fulfilled. This situation does not contribute to good marketing of the product.

Following Coulthard's argument that speakers may have reasons for violating Cooperative Principle, the advertisers of this case were proved to have violated certain maxim in order to cover the deficiency that the product probably has. Refer to the finding table, maxim of quality was proven to have the highest violation in every ad. This occurrence revealed the certainty that the advertisers had to lie or conceal some details only for the purpose to attract a great quantity of people to purchase the product.

5.2 Suggestions

The primary goal of every ad is to make people buy the product offered in the ad. To be able to do so, advertisers are responsible for the ad presented. It is true that the language used in ads is somehow different from everyday language in communication. In so doing, it is mostly believed that advertisers cannot be blamed for the misuse of the language used in the ad. They can do whatever they like in creating the ad in order to make it attractive and distinguishable. Nevertheless, according to the fact found in this study, the respondents refused to buy product from the ad that looked hazy, unconvincing and had poor information. Based on that, this study hopefully can inspire advertisers to at least improve their performance of their ads by providing adequate information especially for a new-released product, portraying related pictures as evidences from the result of the product and the

important thing is telling the truth that the product is really worth using for the right people.

Apparently, advertisements' problem is far from the teaching of language. Yet, the reality conveys the contrary. First, there are many TOEFL exam items that includes reading comprehension in which the materials are taken from an advertisement subject. Secondly, the language used in ads sometimes is difficult to be understood. However, by comprehending maxims, ads at least can be viewed from the features that the ads lack of. Therefore, a comprehension toward an advertisement that can be analyzed based on the four maxims should be mastered by students of language teaching especially English language.

There are many fields that can be the subjects in the teaching of discourse analysis, especially the Cooperative Principle. Cooperative Principle is mainly applied in everyday communication between speakers and hearers where direct communication occurs. However, it would be a great idea if the teaching also copes indirect communication like between advertisers through their ads and consumers through their actions as a response. This study hopefully can help teachers of discourse in enriching the area of analysis in relation to Cooperative Principle.

Later on, the finding fact still cannot guarantee that this thesis is completely and perfectly well done. This thesis still has some shortcomings that cannot be covered by the writer of this study. She cannot go further and deeper in her analysis of those ads since she only copes with a small number of the principles of discourse analysis. Therefore, students who would like to have further research on

advertisements, may choose to focus on other communicative areas using the same Grice's Cooperative Principle.

Because of the limited data, the writer cannot determine what other kind of maxims may be violated or followed. The writer does not claim that all advertisers will do the same way as these advertisers in this study do. Perhaps, on a different issue, in a different situation and with different kind of ads, the result will be different. That is also what the writer can suggest for further research.

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