CHAPTER V

CONCLUSION AND SUGGESTION

In this chapter the writer would like to present the conclusion from the data analysis and suggestion which may be useful to those who are doing their research on speech style and those who deal with advertisement.

5.1. Conclusion

After analyzing the data which is collected by recording the medical herb commercials on television and the respondents' responses, the writer draws three conclusions. First of all, the writer finds out that the informal speech style, which mostly occur in medical herb commercial is casual style. It is shown from the result of the informal speech style in female medical herb commercials that intimate style is 0%, casual style is 51,1%, and consultative style is 6,45%. Likewise in male medical herb commercials, the result shows that intimate style is 16,12%, casual style is 32,25%, and consultative style is 16,12%. From this result, the writer believes that casual style is neutral than the other style. Since, the relationship among the participants can be familiar friend, co-workers, or strangers when an informal atmosphere is appropriate and desired. While in intimate style, the relationship among the participants should be very close when so much information is shared, such as husband and wife. And consultative style is used in semi-formal situation, and it should have subject and predicate eventhough some vocabularies are not standard.

The language of advertising is very special. Sometimes it consists of specific term, which is used to attract the audiences' attentions. Language takes important role in advertisement, and it is no wonder that the advertising practitioners find interesting, arresting, and understandable ways in which persuasively communicate with consumer.

Beside its language, the audiences' responses are also important. Based on the respondent's responses toward the advertisement are customarily. Here some of the advertisements use specific term such as in Jamu Sehat Sido Muncul, Antangin JRG, and M-Kapsul. And some of the respondents feel uncomfortable with those advertisements. Most all of the respondents are not interested in buying those products. It is because they still do not believe with those products and they prefer to take modern medicine rather that traditional medicine. The respondents also state that those advertisements manipulating, debase the language, and make people become too materialistic. Furthermore, they say that advertising is misleading and offensive. In other word, according to the fact found in this study, the respondents refused to buy the product from the advertisement that looked hazy, unconvincing and had poor information.

5.2. Suggestion

Although the language of advertising is very special, the advertising practitioners should be more careful in choosing the language. The language should not too breezy, too intimate, or too casual. It is the fact that advertising must speak to people therefore it must be understandable and readable. The writer finds out that

the language in medical herb commercials is good enough. Some of them use Javanese dialect such as "enak tenan" which is occurs in Jamu Sehat Sido Muncul, and "wes ewes ewes bablas angine" in Antangin JRG. The writer thinks it would be interesting if the advertising practitioners use another dialect instead of Javanese, since medical herb can be from different places or island such as Madura island.

Advertising has so much influence on consumer nowadays. Therefore, it should be informative, and report only factual functional information. An advertisement should not play on people desires, emotion, fears, or anxieties, and it should deal with people's functional needs for products not their psychological needs for status, appeal security, sexual attractiveness, or health.

Together with the development of epoch and technology which give great influence towards language even words, the writer proposes the next researcher to collect a broader data especially about advertisement and find a specific term which can attract the audiences' responses