

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 and advertising.

5.1 Summary and Conclusion

Advertisement has so much influence on consumers nowadays. They can be both cheated and confused because of their inability in understanding the advertisement. The reason 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 advertisement. Since the primary goal of an advertisement is to persuade people to buy the product.

Therefore, the writer was then interested in carrying out a study about the students' responses to the images of the advertisements in internet. The writer then felt the importance to take some students who were later called some respondents. This study was then intended to reveal the extent of Grice's Maxim application in three advertisements found in internet of www.amazon.com in accordance with the respondents' opinion.

Finally the result of this study leads us to several interesting conclusions. The main finding in this study was the violation of maxim of quality. The violation of this maxim which was estimated in the percentage of 60.9% guides the writer to find out the weaknesses of the advertisements. As we know, in order to follow maxim of quality, an advertiser should provide information which he or she believes to be true and trustworthy. The advertiser of this advertisement on the other hand, delivers information that, according to the outmost respondents could not be considered true. This maybe the reasons why the advertisements could not even attract half of the respondents to buy the product. And advertisement basically should be able to magnetize the viewers and made them persuaded by the words as well as the pictures so that in the end they would decide to buy the product offered. As we know, the advertisers might have reasons for violating cooperative principle. The advertisers, in this case were proved to have violated certain maxim in order to cover the deficiency that the product probably had. Refer to the table 4.5, maxim of quality was proven to have the highest violation in every advertisement. This occurrence revealed the certainty that the advertisers had to lie or conceal some details only for the purpose to a great quantity of people to purchase the product.

Regarding the adherence of the rest three maxims ;maxim of quality, maxim of manner, and maxim of relevance, the advertisements of www.amazon.com according to the outmost respondents were already considered informative as they are required, brief, clear and orderly, and also presented clear relation between each part. Positive responses adherence to the maxim of quantity

which was estimated with the percentage of 83.3% really showed that this website was as informative as it was required. As for maxim of quality not to be violated, an advertiser was expected to provide information completely and as clear as possible so that the viewers understand the information with no difficulties. Next positive responses of the respondents to the maxim of manner which reaches the percentage of 70.9%, shows that the advertisements are brief, clear, and orderly, so that the respondents could easily understand the advertisements in this website due to the fact that the advertisements was concise without unnecessary additional information. The last adherence to the maxim of relevance which reaches the highest percentage of 91.1%, extremely perform the perfect application of relevancy of information in these advertisements. This fact means that the advertisements of this website has already presented clear relation between each part. As we know that the advertisements being analyzed are consist of some parts, such as, title, introduction, product description, customer reviews, pictures, and other part which varies in each advertisements. As for maxim of relevance not to be violated, an advertiser should relate each part of the information as relevant and as clear as possible, so that each information could support others and give a good contribution to the viewer's necessity of information.

5.2 Suggestions

It is true that the language used in advertisements 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 advertisements. They can do whatever they like in creating the advertisements in order to make it attractive and distinguishable. Nevertheless, according to the fact found in this study, the respondents refused to buy the product from the advertisement in the internet because they cannot directly choose like in the real market. They feel it like gambling to spend quite a lot of money in such kind of shopping. Based on that, this study hopefully can inspire advertisers especially who deal with the internet advertisement to at least improve their performance of their next works by providing their advertisements with more clear details in product description, such as ;shape, colour, size and feature. Providing details as much as possible will be more helpful to the consumers to at least believe the existency of the product, while the addition of customer reviews will also be much advantageous to stimulate the readers' interest.

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 the advertisements sometimes is difficult to be understood. However, by comprehending maxims, advertisements at least can be viewed from the features that that the advertisements 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 on English language teaching.

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