

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

After the writer had done the research about the claim or the slogan of printed advertisement in ELLE magazine of year editions 2012 and 2019 in the previous chapter. Then, the writer tried to finish the analyses through the theory that was used in the chapter two, the writer got a conclusion as:

1. The type of the meaning that was found in the slogan, are:

There are 13 samples of data that had a conceptual meaning, connotative meaning were 3 samples of data, and thematic meaning was 1 sample of data. Therefore, the type of meaning that was shown in based on the data as sign as the meaning that often to use by the claim of an advertisement was conceptual meaning.

2. The data that described about a claim which had a warrant there were 17 samples data. Then, one sample did not have a warrant
3. The fallacies that appeared were so various, there were 6 samples data that had an unexpressed premise rule, 4 samples data of validity rule, 2 samples data that had a concluding rule that was found in the same sample data which had a validity rule, and 1 sample data had a relation rule and there were 8 samples data did not have a fallacy. Therefore,

the writer concluded that unexpressed premise rule were the common type of fallacy that was used to express the claim.

B. Suggestion

An advertisement is something which really important especially for selling, and marketing even more it can be useful for amusement even a positive socialization that fully responsible to make the reader, the hearer, or the audience completely understand. Therefore, here are some messages from the writer

1. To the maker. It is important to make an attractive even an elegance advertisement indeed. Whereas. More than that, the agency or the advertising agency have to pay attention with the rules in making the structure of the message, and the slogan that actually it is used to conclude about the product for the customer. To use a connotative meaning and disobey unexpressed premise rule maybe it can help to make the customer quite curious with the product. but, it potentially to make a wrong meaning from the customer towards the product, moreover if the interpretation to be negative or give an ambiguity one.
2. To the audience or the reader of an advertisement. It is important to criticize about the product and contains of the product itself. The buyer or the advertisement lover have to search about the statements that are conveyed in the advertisement and check about another response from another people that experienced it.

3. To the readers. Hopefully this research can be sufficient to give a bright understanding about warrant and fallacy that appeared in the advertisement. Then, for next the writer hopes that are so many people that can do the research about this in a more excellence than this research.
4. For the writer, in a big hope the writer dreams that this research can be use full for everyone, and the writer can have a critic if there was any mistaken along the statement of the research and the writer also can be help to be better with the suggestion by the criticize of this research just to hope for another thing better from the writer especially for doing a research.