

## CHAPTER V

### CONCLUSSION AND SUGGESTION

In this chapter the researcher explains about the conclusion and suggestion for the readers and the next researcher. The conclusion is wrote based on the formulated research question while suggestion is intended to give information to the next researcher who interested in doing further research in this field.

#### A. Conclusion

Based on analysis on chapter four about analysis of diction and language style of commercial advertisement found in *The Jakarta Post*. The data is taken from 12 exemplars newspaper of *The Jakarta Post* published on October 2019. The researcher collected 19 data. The conclusion of this research formulated based on the research questions. The researcher uses William Well's theory of language and advertisement style in analyzing the data.

1. The researcher found advertisement style and diction, these include hard sell, soft sell. Diction is distinguished by denotative meaning and connotative meaning. The researcher conclude that hard style merge with denotative and soft style merge with connotative, but the researcher found that one data has a soft style with denotative diction. That findings is not usual and make this research very unique.
2. The table of data analysis which showed in chapter four, the researcher conclude that hyperbole and aliteration language styles are the most

favourite language styles used in commercial advertisement *The Jakarta Post* because that two language style more often appears from the other language style.

3. The researcher also found the relationship between advertisement style with language style. The researcher conclude that language style metaphor, hyperbole, personification, and metonymy merge with soft style advertisement style while alliteration and assonance merge with hard sell advertisement style, but again the researcher found that one data has a soft style with alliteration. That findings is not usual because the other one of alliteration merge with hard style advertisement style.

## **B. Suggestions**

The researcher hopes this research can be beneficial for all the readers and further researchers of this research. The research focuses to commercial advertisement in the newspaper. So, the researcher suggest to further researcher that can analyze the some field and theory. However, the further researcher are suggested to use different data sources and the other theory related to this research. For example, the further researcher can use non-commercial data or change the different data sources like from television or internet advertisement.