



CHAPTER

CONCLUSIONS AND SUGGESTIONS

CHAPTER V

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This chapter consists of two parts. The first part is the summary, in which all the main points that have been elaborated in the previous chapter are summarized. The second one gives some suggestions that may be useful to the people that deal with advertising, particularly those who are doing their research on advertising language.

5.1 Summaries and Conclusion

Advertising is the crucial part in business. It plays an important role in determining the success of the business, especially in the marketing part. Television is the most effective media for advertisement. There are various styles of language advertising in television. Most of them of course have a purpose to persuade the viewer to purchase the product but the ways of some ads could be different from others.

At least in Indonesia, cigarette advertisements have special ways of making the advertisement without showing the product to the viewers like most of another advertisements do. The law of Indonesian government forbids it. With this in mind, the writer was then interested in carrying out a study about the effectiveness of Sampoerna A Mild and Sampoerna Djie Sam Soe cigarette TV advertisement. To make the result of the study more objective, the writer thought that it was important to take some people to be her respondents. This study is especially intended to reveal whether the people

could recognize and understand the advertisements found in television channels in Indonesia that will be represented in the form of percentage.

Group I which was consisted of junior high school, senior high school and university students, could recognize the A Mild and Djie Sam Soe advertisement and could understand the meaning of both advertisements while group II which was consisted of blue-collars and group III which was consisted of white-collars could recognize the A Mild and Djie Sam Soe advertisement but could not understand the meaning of both advertisements. Thus, group I was alerter than group II and group III because group I was more capable in understanding the meaning of the advertisement.

Although failure seemed come to most of the groups (group II and group III) in terms of understanding the meaning of the advertisements but the success could be seen in smoker's capability of understanding the meaning of the advertisements. Smoker was more capable of understanding the meaning of the advertisement than nonsmoker. Basically, cigarette advertisement is intended for smokers, so only smokers could understand the meaning of the advertisement. However, not all smokers could understand the meaning of any advertisement but only smokers who were belong to the segment of the product in the advertisement could understand the meaning of the advertisement.

There was segmentation in A Mild and Djie Sam Soe advertisements. A Mild advertisement belonged to white-collars segment and Djie Sam Soe advertisement was belong to blue-collars segment. Group III was the segment of A Mild advertisement because group III was consisted of white-collars and group II was the segment of Djie Sam Soe advertisement because group II was

consisted of blue-collars. The group that belongs to a segment would recognize the advertisement and could understand the meaning of the advertisement better than the other groups outside the segment.

Beside the segment, positive attitude toward the product and the advertisement also could affect the capability of recognizing an advertisement and understanding the meaning of an advertisement. Group III could recognize the A Mild and understand the meaning of A Mild advertisement better than group II because group III belonged to the segment of A Mild advertisement and had positive attitude toward A Mild advertisement. Group II was capable of recognizing Djie Sam Soe advertisement and understanding the meaning of Djie Sam Soe advertisement because group II belonged to the segment of Djie Sam Soe advertisement and because group II had positive attitude toward Djie Sam Soe advertisement.

5.2 Suggestions

Basically, the main goal of every advertisement is to make people buy the product offered. In so many ways the advertisements try to persuade the viewer by showing the product in appealing performance accompanied by persuasive word. Unfortunately that cannot be applied to some advertisements for example cigarette advertisements. Since the advertisements are forbidden to show the product so the advertiser makes the advertisement in implicit way.

However because of the implicit performance of the advertisement, it often causes problems of to the viewers in both to recognize the advertisement and to interpret the meaning of it. Ambiguity was most of viewers' problem. Every viewer might have different interpretation about the advertisement.

Further research need to be conducted to cover greater number of respondents to increase its validity and reliability.

Truly, advertisements' problem is far from the teaching of language. However, it doesn't mean that it is nothing at all about the teaching of language. This study has something to do with semantics and socio linguistics although it only discusses a small part of it. Hopefully, this study can give contribution to teachers of semantics in enriching the area of analysis in relation to the meaning of meaning and about word meaning and socio linguistics in enriching the area of analysis in relation to the area of attitudes and applications. The writer also hopes that her research can help another related study, in the area of language advertisements.

Later on, the finding fact still cannot guarantee that this thesis is completely and perfectly well done. The writer also does not claim that another advertisers especially cigarette advertisers will do the same way as these advertisers in this study do. Probably, on a different issue, situation and different kind of ads, the result will be different. That is also the writer can suggest for further research.

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