

CHAPTER V

CONCLUSION AND SUGGESTION

After presenting the findings and analysis in the preceding chapter, then researcher obtained a conclusion and provided a suggestion as the end of this research. The conclusion is drawn based on the formulated research question while the suggestion is intended to give information to the next researchers who are interested to conduct the research of the same area.

5.1 Conclusion

Based on the formulated research question, this research analyzed the hidden meaning in selected spoken slogans on television advertisement based on relevance theory by Sperber and Wilson.

Relevance theory believes that elaborating the explicit content and recovering the implicit messages are equally important. In a more detailed description RT provides a comprehension process in human communication, they are: (1) constructing an appropriate hypothesis about explicit content (or make EXPLICATURE) by determining referents of deixis expressions, disambiguating ambiguous words or phrases, or enriching original utterances, (2) constructing an appropriate hypothesis about intended contextual assumptions (or make IMPLICATED PREMISES), and (3) constructing an appropriate hypothesis about intended contextual implications (or make IMPLICATED CONCLUSIONS).

After analyzing the data in the previous chapter, the researcher concluded that there are 6 brands of gadgets that use television as their advertising medium, and the six brands use implicit messages on their product slogan to attract buyers. Researchers found the six brand slogans do not directly explain what they mean, but they tend to use ambiguous phrases and invite the buyers to think the intent of the slogan. Researcher uses three steps according to Relevance Theory to understand and determine what exactly and the purpose of the slogan is. Relying on the result of the analysis, the researcher concludes that Relevance Theory is a very effective tool to uncover implicatures because it provides with three easy steps.

On the other hand, researcher have also found that by using implicit meaning in their slogan, it will increase the selling power of their products because buyers will be interested in the uniqueness of the slogan and want to find out what the producers want to say about their products, therefore Buyers will be happy to buy the products they offer for the purpose of the slogan. After analyzing the implicatures of the slogan based on Relevance Theory in television advertisement, the researcher would like to draw the conclusion, that to create catchy and memorable slogans, advertiser or he company should use two characteristics: *(1) persuasive slogans and (2) slogans that describe advertised products either implicitly or explicitly.*

5.2 Suggestions

The researcher suggested to the next researchers who are excited to conduct research of the same field to investigate the relevance theory in deeper and more critical analysis. To follow up this recent research, it is recommended for the next researcher to analyze the hidden meaning on the other subjects, such as advertisement language text in social media. To conduct the research on this subject may be useful to broaden the area of study in more attractive subject and help the others to attract the target consumers by developing the language use in the advertising.