

## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

#### **5.1 Conclusion**

The result of this study shows that an advertisement that has a role as a media to persuade customer to buy the product which they advertise. How advertisers build personal credibility about a product and how they make display advertising that could attract buyers. Advertisement can attract readers to buy a product with a picture and an interesting tagline to gifts as well as the easy terms.

In this study the writer analyzes using three elements, there are: ethos, pathos, and logos. Each advertisement shows how to advertiser shows credibility of the product (ethos), how the language which they use to promote their product (pathos), and how the consumer feel about this advertisement. each car ads have in common, namely they put the car in the middle of picture.

#### **4.3 Suggestion**

The data and information that the writer describes in this thesis are taken from newspaper advertisement. Here some suggestion for further research, first this research only drew information from newspaper, further research need to take car advertisement from magazine, especially from automotive magazine. Second, further research may doing interview with

some people who read car advertisement. The future research can be explaining more detail about car advertisement based on doing interview.

