CHAPTER V

CONCLUSION AND SUGGESTIONS

In the final chapter, the writer concluded the whole findings and gave some suggestions.

5.1 Conclusion

Based on the analysis, the writer concluded the analysis of syntactic functions and semantic roles in Indonesian Cigarettes, Condoms, and Tonics for Men advertising texts. They are as follows:

- In Indonesian Cigarettes, Condoms, and Tonics for Men advertising texts, the writer found what syntactically formed in the use of hidden Subject-Predicate-Direct Object was mostly simple sentence as its type of sentence. In the whole sentences, the writer also finds that pseudo subject function is more than subject function. This pseudo function mostly refers to the product.

- The writer also found a constituent which forms ungrammatical Indonesian phrase. It is shown by the use of English grammar in the Indonesian constituent *halus terasa* (feels smooth).

- The semantic role semantic roles arrangement of theme-link-associate is mostly roled in ail propositions by the advertisers. The main role of the product itself creates the image (the description) of the product through advertising texts by the advertisers.

- In all Cigarettes, Condoms, and Tonics for Men advertising texts, it is found that syntactically the ad-texts use most simple sentences and semantically the ad-texts use valency two.

5.2   Suggestions

The writer realizes that Indonesian advertising texts orienting in products for Men such as Cigarettes, Condoms, and Tonics for Men. Being a female researcher and investigating advertisements on male product, the writer would like to suggest that a related research be conducted in the future by a male researcher. It would be interesting to see how he perceives the message in the advertisements.

As similar with the analysis, the finding in the Indonesian advertisement texts printed on sanitary napkin, menstruation drink, and femininity area soap can be an interesting study conducted by a female researcher because the students may get new knowledge especially in syntactic functions and semantic roles.