

## CHAPTER V

### CONCLUSION AND SUGGESTIONS

#### 5.1. Conclusion

Every advertisement has one essential message that needs to be delivered. Advertisements use language as a crucial medium to deliver certain messages. Many advertisements use ambiguous sentences or phrases to attract people's attention. For instance, '*Tolak Angin*' uses an ambiguous tagline. Its tagline is '*Orang Pintar Minum Tolak Angin*'. It has two possible meanings, one of which is smart people consume *Tolak Angin* and the other is indigenous medical practitioners consume *Tolak Angin*.

From 18 advertisements, only two of them are included in referential ambiguity. Referential ambiguity can be indicated if there is an unspecified expression that can refer to more than one interpretation. For example, *Biskuat* also uses an ambiguous tagline which is '*Semua bisa jadi macan*'. It may mean that all people can be as strong as tigers and all people can be tigers.

There are also a few of consumer good advertisements which contain structural ambiguity. From 18 ambiguous advertisements, there are only six of them which can be categorized as having structural ambiguity. It is an ambiguity dealing with the structure or the grammar of the language. For instance, Rinnai's tagline is

'*Aman Berkualitas*'. It may mean the security is absolutely guaranteed or secured and qualified. Other example is the tagline of *Molto* which is *Kesegaran tahan lama hingga 14 hari. Pilihan no 1 Ibu Indonesia*. It can mean the first choice is Indonesian Mother and *Molto* is Indonesian Mother's first choice. The structural ambiguity usually occurs as it is unclear how to parse a sentence.

Many of consumer goods advertisements contain lexical ambiguity. From 18 ambiguous advertisements, there are ten taglines which convey lexical ambiguity. It deals with the result of homonym that occurs in the same position in utterances. Besides, it also occurs as the use of the words which are polysemy. For example, *Giv* uses the tagline *Alami Putihnya* which means the use of *Giv* can make skin to be naturally white. It can also give the information that by using *Giv*, the consumers will be experiencing to have white skin. Another example, *So Klin's* tagline which is *Bersihnya Tuntas, Lembutnya Nyentuuuuuh Banget* (totally clean, the softness really touches) has the word which is a polysemy. The word '*nyentuh*' can mean the gentleness touches people physically or the gentleness touches the heart.

## 5.2. Suggestion

The research on ambiguity in advertisements could improve the knowledge of the students especially in the development of Linguistics. It is expected that there are further researches about ambiguity in the future. The phenomenon of ambiguity in the taglines of tobacco industry's advertisements, Pharmacy, Automotive, and

Telecommunication can be an interesting study to conduct. It is because the students may get new knowledge in both ambiguity and the sentence or clause patterns.

