

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

Based on the analysis on the previous chapter, the writer would like to make some conclusion as described below.

5.1 Conclusion

Based on the analysis in chapter 4 which is based on the data gotten from thirty customer respondents and thirty noncustomer respondents on their perception on the aspects of multimodality in Pipik's brand image, the writer can conclude that the aspects of multimodality in Pipik's brand image is not clearly seen by the respondents.

1. From the brand image, not all participants know the products and remember the logo which means that the logo is not special.
2. The writing on the brand image is not interesting although the slanted words is considered interesting.
3. The font used has big enough size which makes it readable but the fonts need to be changed to make it look more clean and modern as this is necessary to have good brand image.
4. The color of the brand image does not represent happiness, originality and energy and also does not make the participants to enjoy the snacks

Based on the explanation above, the writer concludes that the participants in this study has reveal that the multimodality in the brand image does not really suitable for Pipik's Snacks.

5.1 Suggestion

Standing on the conclusion above, the writer would like to give some suggestions for future studies. Those who are interested in having similar study can consider to have more participants. The items in the questionnaire can be added based on the theory on Brand Image. Still other studies can be conducted to see the correlation between brand image and the strategy used for marketing.

