

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### 5.1 Conclusion

This chapter shows the conclusion of the analysis data that has already been interpreted in the previous chapter. The data had been collected from the questionnaires.

The respondents' perception on the English Language usage on *Makanenak Bakedrice* advertisement through Instagram. The answer to the perception is positive. This supported by the overall mean is 3.22345 from all states. The phenomenon of advertisement on Instagram looks modern and attracted the attention of many people. In connection with online marketing or online advertising and promotion, it has implications for advertising products on Instagram. They might be able to advertise products on Instagram to promote it. Because of the results of this study, posting advertisements on Instagram received a positive response.

## 5.2 Suggestion

In this research most of the respondents are female. Maybe this reflects female customers, that they are more sensitive and pay more attention to the *Makanenak Bakedrice* advertisement. But in this study, the writer did not correlate the respondents' gender and this perception, also the writer did not conduct an interview. The result of this study should be supported by the results of interviews and observations, this cannot be done because of limited time. The writer hopes that in further research this issue can be further investigated.

