

CHAPTER 4

CONCLUSION

4.1. Conclusion

This thesis analyzes associative meaning that appears in cosmetics advertisement. The twenty-five data that has been analyzed points out there are more than twenty-five result that the researcher obtained. It Is because one advertisement may comprises more than one associative meaning type. There are thirty three findings which connotative meaning is the most found with 21 data. This is because the language use in advertisement use attracting words to persuade the customers pay attention to the product and purchase it. The words associate with the common things that well known by people.

In this research, the second most typical of associative meaning is affective meaning with nine data. It means that the advertiser involves feelings and attitude quite frequently to sell the product. Then collocative meaning comes after affective meaning with three data. The using of word collocation is rarely found in the cosmetics advertisement. Based on the explanation, it can be concluded that the three types of associative meaning namely connotative meaning, affective meaning and collocative meaning appear in twenty-five analyzed cosmetic advertisement. The dominant type of emerged associative meaning is connotative meaning that contained in twenty-one data.

4.2. Limitation

This research analyzes the associative meaning in the slogan of cosmetic advertisements. Associative meaning theory by Leech (1981) helps the researcher analyze and categorize the

advertisements based on the choice of words. The brands of cosmetic products are limited by the researcher into five brands, namely Bobbi Brown, L'Oreal, Clinique, Estee Lauder and Maybelline. These brands are categorized as famous international cosmetics brands. This research is limited by three types of associative meaning. Those are connotative meaning, affective meaning and affective meaning. However, there are some words or element in advertisement that might be missed to be analyzed.

4.3 Suggestion

The suggestion in this study is specifically directed at those active in and interested in the fields of semantics, associative meaning, and the cosmetic advertisement. Since the similarities between the five types of associative meaning can be clearly seen but it can be challenging to identify the differences between them, it is advised that the following researcher who is interested in associative meaning as the focus of the study make more efforts to understand and learn about this theory.

The researcher also suggest other researchers to do out research, particularly regarding the semantics and pragmatics in every component of advertising. It is because all components of an advertisement work together to create a message, a deeper examination will be possible. Since the focus of this thesis is on written data, it is advised that the next researcher selects another data source to be the focus of the research. Hopefully, the utterances or spoken data can be used by the researcher to be analyzed.