

CHAPTER 4

CONCLUSION

In this research, the writer identified the types of person deixis used in slogan of Maybelline cosmetic product advertisement and analyzed the reference of the person deixis. Referring to the research question mentioned above, the writer found two findings in this research. There are type of person deixis and the references of person deixis itself.

The aim of the present study is to analyze the usage of deixis in the cosmetics advertising. The aim has been fulfilled correspondingly to the objectives that had been set at the beginning of this research. Hence, the following conclusions have been drawn:

1. The language of advertising is designed to promote and sell the products, to persuade the consumer. It can be said, that it is a perfect area for linguistic investigations, since languages constantly change and evolve. Advertising texts use a variety of manipulative devices and one of them is deixis.
2. The primary function of deixis is to “point to” things. During a conversation, it helps to determine who said what, where and when. Deixis creates a connection, an invisible tie between the sender and the receiver of the message. Every person interprets the same message in a different way; therefore, deixis comes and makes an order, and the truth meaning of a sender’s idea clear.

After analyzing the data, the writer finds out the types of person deixis as proposed by Levinson theory (1983, p.62). They are first person deixis and second person deixis. The first person deixis is in the form of “I”, “Me”, and “Our” while the second person deixis is in the form

of “you” and “your”. It is also found out that the first person deixis in Maybelline cosmetic product advertisement tend to refer to the woman in the advertisement as the speaker of the utterance. Meanwhile, the second person deixis refers to the women who see this advertisement and the consumer who use the product as the target market.

