

CHAPTER IV

CONCLUSION AND SUGGESTION

4.1 Conclusion

This research aimed to find the politeness markers using the theory of politeness strategies by Brown and Levinson (1987) and the analysis of the consumer's reaction to each posted an Instagram advertisement using persuasive discourse theory by Lakoff (1982). These data were gained from the posted Instagram advertisement from two international skincare brands. Data were obtained from each caption in the posted Instagram advertisements for the first analysis. Also, in the second analysis, data were obtained from the comment section of each posted Instagram advertisement. These two brands are Tatcha and Estee Lauder.

This research found **15 pieces of data, 15 captions, and 23 politeness markers** from each posted Instagram advertisement caption. Then found **38 comments** from the comment section of posted Instagram advertisements. After the analysis, the researcher concluded that the dominant politeness markers based on politeness strategies type are **on the recording strategy, with a subtype of the redressive, positive face**. Also, the researcher found that the dominant reaction from the consumer's comments in the comment section is **positive comments**. This also means the use of politeness markers by each brand advertisers succeeded in persuading the consumers, which led them to positive reactions.

4.2 Suggestion

In this suggestion section, many things can be explored in exploring politeness markers and their relation to politeness strategies. There are also still many types of politeness strategies that could be classified. There are so many classifies of positive politeness that the researcher could not explore and explain. The researcher could not explain this classification of positive politeness in the first two chapters of this thesis, which is part of the theoretical framework.

Researchers could also analyse the consumer's reaction to politeness markers using three types of speech act theory (Locution, Illocution and Perlocution theory). Furthermore, this research only focuses on analysing politeness strategies rather than the politeness markers themselves, even though they are still related to each other. Researchers could still improve their understanding and enrich researcher knowledge about linguistics and its branches.



