

## CHAPTER IV

### CONCLUSION

#### 4.1. Conclusion

In this research, the researcher focused on language's function and meaning in mobile phone advertisements in Padang. The researcher has collected 20 mobile phone advertisements from several spots in Padang, including streets and mobile phone outlets. The researcher chose only advertisements that contain English or combination of English and Indonesian. The advertisement forms vary, ranging from billboards, banners, brochures, and flyers. Those advertisements are the bottom-up type of LL because they were published by business actors, both individuals and corporations, to build public awareness of the brand and attract consumers to buy their products. To analyze the function and meaning of language in mobile phone advertisements in Padang, researchers use the conceptual framework of basic language function proposed by Halliday and language meaning proposed by Leech. The method used in this research is field observation and documentation.

According to the result and analysis, it can be concluded that mobile phone advertisements in Padang City consist of three forms of language functions, namely representational function, interactional function, and instrumental function. The analysis showed that all data contain representational function, 18 data present interactional function, and three data indicate instrumental function. The representation function can be seen using the product's name and detailed information for the product's specifications. The interactional function can be found

in the use of slogans. Instrumental function is shown through the command or direction to get or buy the product. The researcher believed that this pattern is a consequence of the purpose of making the advertisement itself, which is to present information related to the product and to attract consumers. In addition, the dominant language meaning found in these advertisements is connotative, as presented in the use of slogans to attract customers to get the products. The connotative meaning is packed with evocative words and phrases that can jolt the audience's consciousness when they see it.

Overall, it can be understood that mobile phone advertisements in Padang are associated with these three functions: representational, interactional, and instrumental. This can be seen in the presentation of the information in the advertisements that indicate these functions to convey the information to the readers. Moreover, the use of slogans in the advertisements clearly illustrates the connotative meaning as seen in the application of figurative language, such as metaphor and hyperbole, that is used to attract the readers or customers. In addition, this research is expected to be used by other researchers to observe and investigate the linguistic landscape of mobile phone advertisements from different perspectives and with more in-depth interpretation.

#### **4.2. Limitation**

The limitation of this study lies in two things. First, this study only focused on advertisements for several mobile phones. This is due to the frequency of occurrence of these brand advertisements. The data on these advertisements were obtained through field observations by taking samples of advertisements in the form of billboards, banners, and brochures found in the city of Padang. Second, research

on this linguistic landscape only focuses on the function and meaning of the language contained in existing mobile phone advertisements.

#### **4.3. Suggestions for Future Research**

Considering the researcher's experience throughout this research, there are several suggestions for future research. The researcher had difficulty finding advertisements for several brands that were considered representative to be used as data in this study. It would be better for future researchers to anticipate this difficulty. In addition, future researchers should be able to explore more deeply the variation of the functions and meanings contained in mobile phone advertisements, which will undoubtedly grow in the future.

