

## CHAPTER IV

### CONCLUSION AND SUGGESTION

#### 4.1. Conclusion

In this study, researcher has analyzed 33 advertising posts on the rainbomushroom account. The posts contain advertisements and promotions of Rainbo products. The data taken are the politeness markers sentences contained in the rainbomushrooms account post advertisements on Instagram. The data has been collected from November 2022 to November 2023. In analyzing the data, researcher used the theory of Brown and Levinson (1987) and the pragmatic identity method. Research results show that of the thirty-three advertisements collected, fifty-four sentences contained politeness markers, consisting of fourteen types of politeness markers.

Imperative markers are the dominant type of politeness markers used in rainbomsuhrooms accounts, nineteen in total. Imperative markers are the dominant type often used in advertising posts on rainbosmushroom accounts because imperative markers describe communication strategies that provide direct instructions to help readers understand what the intention of the advertising post is which contains suggestions and simple words that are easy to understand. That is why imperative markers are most often used because the use of imperative sentences can create stronger engagement with consumers. Words that provide direct commands or suggestions that can make the reader feel wanted to respond or do something, such as the examples of "(32) Our link in bio," "(21) Sign up now," or "(37) Shop the anxiety bundle now." This directly invites the reader to take action, which is in line with the ad's goal of driving conversions or sales. By

using imperative language, ad posts can directly convey the benefits of the product or service in a persuasive and direct way in order to achieve the user's desired goal and intent of consumers recognising and buying their product.

Moreover, the study concluded that the choice of politeness markers in Rainbomushrooms account posts is influenced by two factors. These factors include payoffs, which involve considering the benefits of not performing FTAs and efforts to minimize FTAs, as well as sociological factors, such as social distance (symmetrical relations), relative power (asymmetrical relations), and ranking of imposition. Users consider these payoffs because they consider the benefits of reducing and avoiding FTAs. Therefore, they can avoid direct threats that can lead to image loss in the eyes of consumers, lack of respect, and incompatibilities that can also impact the outcome of cooperation and agreements with other users and their consumers. In this context, users only desire to respect and value other users when conveying information through advertisements, intending to achieve effective communication and build cooperation. In addition, users consider the social distance factor, realizing that other users who belong to their community or coworkers want recognition and appreciation as part of their connections, coworkers, and community members on the Instagram platform. Therefore, users use in-group identity markers to greet and please their community or coworkers, hoping to form familiar and close relationships when sharing information.

In addition, users take into account the relative power factor as an attempt to give respect to individuals who are older or have a higher position than them. It is done to avoid rude or disrespectful behavior that could harm the user's image

and reputation in the professional realm. Users also take into the aspect of imposition, emphasizing the goal of effectively conveying information in accordance with the company's requirements. Therefore, rainbomushrooms accounts more often use direct and simple words, such as imperative markers, as a form of adaptation to the communication environment that allows effectiveness in conveying information in the form of advertisements. Users do so, as most of their posts deal with the company's needs, so it would be more effective and efficient to engage users and other customers by using direct and simple words that aim to make it easier for consumers to understand the information intended by the advertiser. As a result, there will be clarity and understanding in providing information. In conclusion, this study has analyzed politeness markers and the importance of politeness markers in advertisements during business communication.

#### **4.2. Suggestion**

This research investigates the utilization of politeness markers in advertisements within Rainbomushrooms account posts. The study aims to enhance the comprehension of politeness markers and their significance in achieving successful communication. It is valuable for readers and fellow researchers, shedding light on how these markers contribute to the prevention of misunderstandings, disrespect, conflicts, and face-threatening actions in the realm of business communication.

This research has limitations in comprehensively analyzing politeness markers in advertising, as it primarily concentrates on demonstrating their usage in advertising posts on the Rainbomushrooms account. Therefore, for further



research in the use of politeness markers in advertisements, researcher hope that future researcher can analyze the use of politeness markers in various other topics related to ads, such as advertisements in oral form, to find how politeness markers are used in live conversations, such as promotional videos or advertising videos on TV. Hopefully, future researchers can build upon this study and uncover new insights related to the application of politeness markers in advertisements.

