

CHAPTER IV

CONCLUSION AND SUGGESTION

4.1 Conclusion

The choice of interesting words or sentences in the language style of advertisement can persuade people because the language has a powerful influence on the marketing field. The ad can convince people's desires through persuasion techniques. The spread of the Covid-19 pandemic indirectly affects the existence of fast-food restaurants. Then there are differences in language style used by advertisement before Covid-19 and after the Covid-19 pandemic. Therefore, fast-food ads certainly struggle to persuade consumers by using advertisements to get back the consumers' trust during Covid-19 time.

After analyzing the sixteen advertisement videos from ten fast-food companies' YouTube Channels that were published during Covid-19 time in early 2020 until 2021. The result of the analysis shows that the advertisers used all types of lexical features in the advertisement videos, they are; hyperbole, neologisms, weasel words, familiar language, simple vocabulary, repetition, euphemisms, humor, potency, and glamorization. The potency and familiar language occur the most in the sixteen advertisement videos. The use of potential and familiar language in advertising shows that advertisers persuade consumers by using potential words that can influence consumer actions. The purpose of using potential is to create value or new views for consumers, and with the use of easy and familiar language aimed to make it easier for consumers to understand the information intended by advertisers.

Besides, the result of the analysis also shows that the advertisers used all types of syntactic features in the advertisement videos, they are; short sentences, long noun phrases, ambiguity, imperatives, simple and colloquial language, present tense, syntactic parallelism, association, and incomplete sentence. The short sentences and present tense occur the most in the sixteen advertisement videos, the use of short sentences and present tense shows that advertisers tend to provide advertisements in a clear and concise time. Short

sentences in advertisements aim to make advertisements visible to consumers and provide clear messages regarding the information provided by advertisers. The foundation of the use of the present tense in advertisements during Covid-19 shows that advertisers influence consumers in providing the latest information on their restaurants during the Covid-19 time.

The ten fast-food companies during the pandemic have interesting ways to attract consumers. The use of persuasion techniques can influence consumers, and nine out of sixteen fast-food advertisement videos use a retentive stage technique in their ads video. Using a retentive stage technique in advertising aims to maintain the existence of fast-food restaurants during the covid-19 pandemic. This technique is included as reminder advertisements. Finally, Fast-food advertisers during the Covid-19 pandemic tend to use language styles that can potentially persuade consumers to get back consumers' trust during a pandemic. Advertisers use clear and easy-to-understand language in advertisements, so that consumers can catch the message conveyed. The use of appropriate language styles and persuasion techniques in advertisements become an effective way for advertisers to influence consumers during the Covid-19 time.

4.2 Suggestion

This research is a study of the language style of advertisement during the Covid-19 time in sixteen videos from ten fast-food companies' YouTube channels. This research is still far from perfect as a tool to identify and analyze the language style of advertisement. This research conducted by one person will reduce the quality of analysis and the objectivity of this study. Other than that, the number of advertisement videos analysis is limited to sixteen videos from ten popular and largest fast-food restaurants in the U.S. The duration of each video is about 30 seconds to 1 minute 15 seconds that published during Covid-19 time in early 2020-2021, so it is still not enough to measure other language styles in video ads. For further research in language style of advertisement. The writer hoped that various other topics related to the language style of

advertisement during the Covid-19 time. Therefore, future research will give better results.

