

CHAPTER V

CONCLUSION

In this study, the writer examines about the stylistic features, such as Sound Pattern, Imagery, and Figure of Speech. It has been discussed before that each advertisement has its own language. Therefore, in order to get the reader's attention, the advertisers must be able to create advertisement in an interesting way and have different styles. Sampoerna A-Mild is one of Cigarette Company, which has unique as well as different advertisement compares to other cigarette advertisements. Thus, the writer is intended to find out the use of stylistic features in Sampoerna A-Mild advertisement and to find out what stylistic features are most and least dominant used in Sampoerna A-Mild advertisements.

The sound pattern applied in each advertisement. Related with the theory, it makes the advertisement catchy, easy to read, and easy to understand. Moreover, related with the types of sound pattern, the writer finds that Assonance is the most sound pattern used in Sampoerna A-Mild advertisement, while Rhyme is least dominant used.

Through the analysis of Imagery, the most Imagery found is Organic Imagery, while Kinesthetic Imagery and Visual Imagery found in the same number. From this analysis, the writer finds that Organic Imagery is mostly used in Sampoerna A-Mild advertisements. Organic imagery gives the effect in the readers' mind about an internal sensation or feeling. Thus, this advertisement means to attract public's attention by using some words of organic imagery. It

shows that this advertisement is closed to the consumers and has the same feeling with them. Therefore, this advertisement wants to represent the feeling of consumers. Moreover, the writer finds that Auditory Imagery, Olfactory Imagery, Gustatory Imagery, and Tactile Imagery are not applied in Sampoerna A-Mild advertisements. It is because those imageries are not represent the feelings and the conditions of consumers.

Furthermore, based on the figure of speech analysis, the writer finds that there is no dominant figure of speech. All advertisements of Sampoerna A-Mild are used figure of speech averagely. Each advertisement have different figure of speech, although there are one or two advertisement applied same figure of speech. It can be seen that Sampoerna A-Mild advertisement does not have particular figure of speech. It means to prevent boredom.

The writer notices that Sampoerna A-Mild advertisement uses stylistics features for some purposes. First, in order to attract the consumers' attention, they tend to make unique and different advertisement. Second, since cigarette advertisements have some strict rules, they have to think creatively in finding the best way to communicate their products. Thus, they have to use some words, phrases, and sentences that are not related with their products, cigarette. Thirdly, Sampoerna A-Mild wants to show that it is a company on the sides with the society. They hope that their advertisement can represent the feelings or conditions of its society. To conclude, stylistic features can be useful in advertisement because it can make an effective advertisement, as well as easy to read, easy to repeat and easy to understand.