

CHAPTER V**CONCLUSION**

After doing the analysis, I conclude that the social context determines the choice of the form of advertising. To determine what style will be used in one advertising, the advertiser sees who the target audience of the product he promotes and where it will be published.

The formal style in Femina has a higher percentage than in Gadis. It is because Femina is a magazine for older women, so the advertiser seems to be more comfortable with this condition and use the formal style in his advertising; and Gadis is a magazine for the youth, so the colloquial style seems to be generally more suitable for the youth's life style than the other kinds of style, especially when they advertise clothes or foods and drinks.

The personal style is often used in these two magazines, but with different degrees of intimacy, as shown in the pronouns of address being used. The percentage differentiation between these magazines is not too high. It can mean that personal style is a more comfortable to be used in advertising, because the advertiser can establish personal relationship with the audience, and this more freely invoke or persuade them.

The simple style is often used in Gadis, but the advertising of both magazines seems to use the complex style relative equally, especially for cosmetics and

women's needs. Usually the advertiser explains the material composition and the advantages of the product clearly.

Besides the explanation above, I also find that the style can actually form a hybrid: (1) the simple style often means colloquial style, but not vice versa; (2) the formal style often involves complex style, and vice versa; (3) the impersonal style often involves the complex, and vice versa.