

CHAPTER IV

CONCLUSION AND SUGGESTIONS

IV. 1. Conclusion

There are two languages which are mainly used in jeans advertisements, they are Indonesian and English. There are two main opinions which become the basic for this language choice. First, the use of Indonesian language is preferable because Indonesian language is understood by the young people. It means that the young people can know or understand all the messages which are stated in the advertisements. Second, the use of English language is preferable because most young people consider English as an international and a prestigious language. This condition can increase a good image towards the jeans, and the jeans themselves will be considered as international and prestigious products.

From this analysis, we can conclude that the second opinion is more acceptable than the first one. It might be true that not all young people know or understand all the messages if they are stated in English, but this is not really a problem for them. The matter is

that they consider that English is an international and a prestigious language which can make the jeans become international and prestigious, too.

Both employees and students, though they have different profession, have the same language choice for jeans advertisements. Most of them prefer buying jeans which use English in the advertisements.

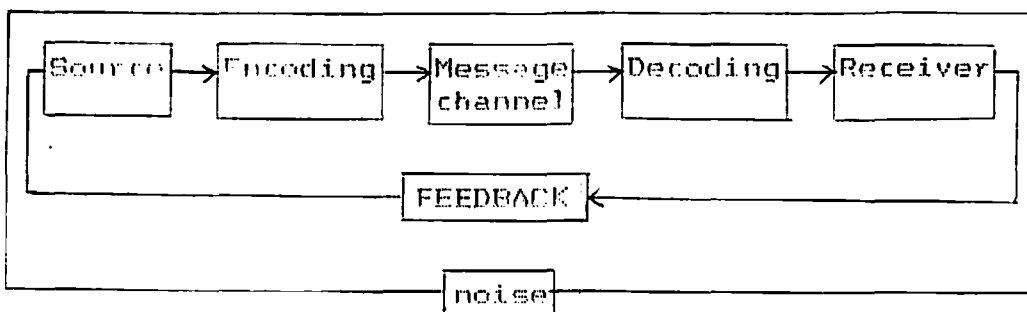
IV. 2. Suggestions

From this analysis, we have known the preferable language choice for jeans advertisements and the reasons for choosing that language. However, if we want to make an advertisements, or if we want to make a more complete analysis about all of the aspects of advertisements, I suggest that we should use Hymes's theory about features of context of situation or McCarthy's theory about communication process.

There are some features of context of situation according to Hymes (Brown & Yule, 1982:38-39), namely, addressor, addressee, audience, topic, setting, channel, code, message form, event, key, and purpose. Addressor is the speaker or the writer, in this case the entrepreneur. Addressee is the hearer or the reader, in this case

the target audience. Audience are the overhearers. Topic is what the entrepreneur wrote or talked about. Setting is where the event is situated in place and time. Channel is how the contact is being maintained, e.g. speech, writing, etc. Code is what language is preferable, in this case English. Message form is what form it is intended for, in this case advertisements. Event is the nature of the communication. Key involves the evaluation of the target audience upon the advertisements. And, the purpose of the advertisements, that is, to persuade people to buy products.

McCarthy, an economist, introduced the scheme of communication process (McCarthy, 1990:371), as follows:



Here, we see that the source - the sender of a message - is trying to deliver a message to a receiver - the target audience. The source moves to the encoding. Encoding is the source deciding what it wants to say and

translating it into words or symbols. After determining the right words and symbols, it comes to the message channel. Message channel is the carrier of the message, e.g. magazines, televisions, etc. Decoding is the interpretation of the message by the receiver. Then, the receiver can decide whether he wants to give a feedback or not. However, there is also a noise which can break the feedback. The term noise refers to any interruption or disturbance which can break the communication process. For example, when someone is reading a magazine while he is listening to a radio. When he turns the magazine page by page, he will not pay attention to the advertisements because he enjoys listening to the music on the radio.

