CHAPTER IV
CONCLUSION

IV. 1. CONCLUSION

Indonesian and Javanese language are preferred by different classes. Indonesian is preferred by the upper class respondents and Javanese is preferred by lower class respondents. The reason is because the preferred language is more understandable. This factor becomes the main factor. Understanding a language used in an advertisement is very important, so the message and the aim of an advertisement will be achievied.

As this study use education as the parameter to determine the upper and and the lower class, then we indirectly conclude that education do influences the language choice of the respondents. The upper class, whose education is better than the lower class, prefer Indonesian as this language is more understandable, and the lower class, whose education is lower than the upper class, prefer Javanese since they understand Javanese better.

It is also important to note that the use of two languages in one advertisment makes the listeners confused.they think that the advertisement is rather odd. However, it could be the strategy of the producer to create a "different" advertisement. It is a way to do the most important thing in advertisement, that is attract the listener' attention. By this kind of advertisement, the producer tries to shift the listeners' attention from their activity.

IV. 2. S U G G E S T I O N

The initial stage in creating the advertisement is defining the target market of our product. This is an essential step in determining the kind of advertisement which we will create. If the product is segmented to upper class people then we should make the advertisement which is proper for them. In this case, the advertisement should be in Indonesian. On the contrary, if the product is intended to lower class, then the language used in advertisement is Javanese. By using the inappropriate language, the aim of advertisement to introduce and persuade people to buy the product will not be reached.