

CHAPTER V

CONCLUSION

In this study, the writer examines about how the elements of macro-functions are used in the advertisements of products for women. The writer takes ten advertisements of products for women on television from October until November 2004. They are Pantene, Laurier Soft Care, Rexona Mini Stick, Trim Spa Body Shaping, So Klin M B, Melanox. Biore Anti Acne Facial Foam, Nuvo Family, Tropicana Slim, and So Klin Pewangi. In every advertisement, the writer finds more than 1 elements of macro-functions are used. Even, most of every sentence on the advertisements can use more than one element of macro-functions.

From the ten products, the writer finds that there are 22 sentences use the emotive functions, 13 sentences use the directive function, 0 sentence uses the phatic function, 9 sentences use the poetic function, 51 sentences use the referential function, 0 sentence uses the metalinguistic function, and 14 sentences use the contextual function. The fact shows that only 5 elements from the 7 elements of macro-functions are used, which are the emotive function, the directive function, the poetic function, the referential function, and the contextual

function. On the other hand, there is no one sentence on the advertisements uses the phatic function and the metalinguistic function.

From the fact, the writer finds that referential function is mostly used in these advertisements. There are two reasons of how the referential function can be mostly used by the advertisements. First, this is an analysis of advertisements, so there is lots of information about the needed products. The more detail the information of the advertisements the more attractive the advertisements for the women. Thus, women tend to be interested on advertisements, which serve much information in detail about the products. Second, since one of the women characteristics is paying attention on something in detail, these advertisements obviously provide more information if they are compared to other advertisements of products for men or kids. Serving information is the essence of the referential function.

Phatic function is never used in the advertisements of products for women because most of the advertisements only communicate the products with the audience. It is rarely found any conversational activity on these advertisements. If there is conversation on one or two advertisements, it will be no phatic utterances such as greetings, farewell, polite formulas, sort comments of weather, etc in these advertisements. The conversation goes straight to the problem being communicated on the advertisements. Furthermore, the duration of the advertisement is very short. The information of the products must be communicated in a short time. Thus, if the advertisements use phatic utterances, it

will take more time. It means the company of the advertised products has to pay more to the television.

Moreover, advertisements never use the metalinguistic function because this function is usually used in scientific explanation, which often occurs in educational setting such as in class and in seminar. Even, if there is any peculiar words or glossaries or terminology, it will be not clarified or renegotiated by someone on the advertisements. Actually, there are some peculiar words or glossaries or terminologies emerge for the formula or mechanism of the products on the advertisements but the advertisements never explain scientifically about the products to the audience. The advertisements tend to explain about the advantages of the formula of the products.

From the facts above, the writer is able to make conclusions concerning with this study:

1. Every advertisement contains more than one element of macro-functions and every sentence on the advertisements can use more than one element of macro-functions.
2. There are only 5 elements from the 7 elements of macro-functions are used, which are the emotive function, the directive function, the poetic function, the referential function, and the contextual function.
3. Advertisements of products for women mostly use the referential function.

4. Advertisements of products for women never use the phatic function and the metalinguistic function.

Furthermore, the writer suggests the readers who are interested in analyzing and researching about women and men language to do research on macro-functions of products for men also to find the any differences on language function used by women and men. Finally, the readers who have read this study could have better understanding about macro-functions of women language and the characteristics of women language itself.

WORKS CITED