

CHAPTER V

CONCLUSION AND RECOMMENDATION

This chapter consist of two sub-chapters, conclusion and recommendation. The conclusion provides the sum up results of the research. The recommendations contain of the suggestion that possible to be applied in the future research.

5.1 Conclusion

Based on the analysis in the Chapter IV, I provide the summary of this research in this sub-chapter as follow:

1. From the previous chapter, I have analyzed the whole selected sunscreen products which consist of 25 products from *Sociolla* website store. There are five types of associative meaning according to Leech (1985), they are connotative meaning, social meaning, affective meaning, reflected meaning and collocative meaning. The result shows that there are 9 collocative meaning, 7 connotative meaning, 6 reflected meaning, 1 social meaning and 2 affective meaning. Collocative meaning is found with the most frequently appearing among the others which consist of 4 data categorized as diction for women, 2 identified of men and 3 data for both men and women. Whereas the least type of associative meaning is found in social meaning with 1 data. Regarding to the diction used in the selected sunscreen products, I found that the most frequent number is for women with 13 data. The choice of words is commonly

describing and representing the image of women beauties, such as *bright*, *flawless*, *white and glow*. Furthermore, I found 2 data related to the men diction which is portrayed by the image of men for being *strong* and *athletic*. Besides that, the usage of neutral diction which included men and women appear in 10 data with the neutral words choice that represent everybody. Based on the aims of using associative meaning, the collocative meaning is the most used with 9 data. It means the function of collocative meaning brings the associate of a words that happened in particular environment. It can be concluded that the producers are concern about the multiple representation of associate words that occurs in the environment to make the right phrase. However, the social meaning and affective meaning is less used since the result shows only 1 data for social meaning and 2 data appears in affective meaning. In conclusion, collocative meaning is easier to be applied in the terms of sunscreen products name.

2. Related to the function of associative meaning used in selected sunscreen products, the result shows that there are two communicative functions belong to the five types of associative meaning. The first function is assertive function which aims to claim the products' advantages. There are four types of associative meaning correspond with the assertive function, they are connotative meaning, social meaning, reflected meaning and collocative meaning. Whereas, there is one expressive function interrelated with the associative meaning, it is affective meaning which expresses the speaker's

feeling to make a connection between the product and the customers. Hence, the assertive function is easily found in advertisement specifically the name of sunscreen product since it shows how the product is. However, the expressive meaning is found only in affective meaning. Besides that, the rest communicative functions such as declarative function, commissive function and directive function are not found in this research.

5.2 Recommendation

Based on the result and conclusion of the data analysis, the suggestions are made to develop the future research which can be seen as follow:

1. This present research discusses the associative meaning used in sunscreen products which represents the diction of men and women. Since this research still has weaknesses in term of data analyzing. I suggest to the researcher in the future who is interested in the types of associative meaning to deals with the other media communication in other kinds of product such as fashion, foods and beverages, electronics and etc.
2. In terms of the scope of this current research that only focus on the types of associative meaning represent men and women and its function based on Leech's (1985) and Searle's (1999) theory, I recommend to the future researcher who is eager in analyzing the associative meaning to examine other study such as discourse analysis which can explore more deeply than semantic scope.

3. Lastly, I expect this research can give a better understanding about associative meaning by Leech (1985) as well as its function by Searle (1999) in the name of sunscreen products. Furthermore, I also hope this research can be a guide for the producer who will make a product name to consider the term of associative meaning in order to attract the audiences and escalate the target market by its choice of words specifically in representing gender.

