

CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

This chapter is aimed to deliver the conclusion and suggestion based on the result of the research in the previous chapter. It presents as a summary of the analysis of conceptual metaphor on the body copy of advertisements in *Instyle* magazine in September 2013 edition and the language functions that has metaphorical expressions as well. Based on the analysis of the research, the conclusion is presented as follows:

1. There are 49 advertisements that have body copy in *Instyle* magazine in September 2013 edition but only 32 advertisements that contain metaphorical expressions. They are classified in 7 kinds of advertisement, such as, cosmetics, snack, outfit, toiletry, bank, clothes scent and electronic cigarette advertisement. In relation to the analysis, there are 13 kinds of source domains by Kovecses as the use of metaphorical expressions. They are (1) The human body, (2) Health and illness, (3) Animals, (4) Plants, (5) Building and Construction, (6) Machine and Tools, (7) Games and Sport, (8) Money and Economic Transaction (Business), (9) Cooking and Food, (10) Heat and Cold, (11) Light and Darkness, (12) Forces, and (13) Movement and Direction. Based on the data that have been collected and analyzed, the least amount of advertisement that contains metaphorical expression is in the human body, animals, and machine and tools that each has only 1 kind of advertisement. Meanwhile, the most frequent source domain found in the advertisements in *Instyle* magazine is Games and Sport with 11 kinds of advertisements. The source domain “Games and Sport” is frequently dominated by

cosmetics advertisements with 5 advertisements. On the other hand, the rest of the data has the other 9 source domains that have been discussed in Chapter IV.

2. This research finds 3 language functions of the body copy of the advertisements in *Instyle* magazine that contain metaphorical expressions as well. They are (1) informational function, (3) directive function, and (4) aesthetic function. Regarding to the data that have been collected and analyzed, there 32 data that belong to informational function as the most data presented in advertisements of *InStyle* Magazine. However, phatic function is not found in the body copy of advertisement in *InStyle* Magazine. There are no characteristics in the advertisements that refer to it. Meanwhile, the rest of the data belong to the other 3 language functions. Hence, most of the advertisements in *Instyle* magazine has informational function to inform the reader about the quality of the products supported by the value or the fact that a product has.

5.2 Recommendation

The researcher has some expectations that the research can be useful and give advantages as well as clear information for the readers about the use of conceptual metaphor in advertisements. Therefore, there are some suggestions for the students and the other researches who conduct the same research related to the conceptual metaphor

1. For the students

This research is expected to expand the knowledge for the students in studying about metaphor. They can learn how the use of source domain which is a part of conceptual metaphor by Kovecses in printed advertisements. In learning about metaphorical concept, they can also find several theories that will help them to understand about it.

2. For the other researchers

This research is expected to be a reference for the other researcher in conducting the research about metaphor. The other researchers who are interested in studying conceptual metaphor can analyze the use of source domain by Kovecses. Furthermore, the researcher suggests to them to conduct the research by using different object of study so that it may create a diversity of objects about conceptual metaphor research.

3. For advertisement agency

This research is also expected to be one of the ideas for the advertisement agencies in creating an advertisement. The use of conceptual metaphor can be applied not only in the non-verbal form, such as headline, body copy, but also in visual form. Hence, it can be one of the persuasive strategies in pursuing the costumers.

