

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1. Conclusions

In conclusion, promotional captions belong to promotional genre as one of the types of advertisement. The social function of promotional caption is to promote products and services and to make people interested in buying those products and services. Atta Halilintar and Ria Ricis' promotional captions contain descriptive, procedure, and recount texts. The three text types are embedded into the promotional captions. It means that the process of genre-mixing and embedding occur in Atta Halilintar and Ria Ricis' promotional captions.

There are various patterns found in their promotional captions, as the results of genre mixing and embedding. Both Atta Halilintar and Ria Ricis have 12 different patterns to arrange the promotional captions. There are 6 similar patterns that appear frequently in Atta Halilintar and Ria Ricis' promotional captions. They are Procedure (P), recount (R), Descriptive (D), Descriptive-Procedure (DP), Recount-Procedure (RP), and Recount-Descriptive-Procedure (RDP).

There are some similarities between Atta Halilintar and Ria Ricis' promotional captions. Firstly, in Procedure (P) pattern, the caption begins with pressure tactics. Secondly, the recount texts in both Atta Halilintar and Ria Ricis' promotional captions have pressure tactics at the end of the captions. However, the promotional captions also have differences. To begin with, the 12 patterns are spread more evenly in Atta Halilintar's promotional captions. Each pattern could be found in each type of promotional captions. On the other hand, Ria Ricis' promotional captions for product-endorsement are dominated by Descriptive-Procedure (DP), while the promotional captions for promoting her own products are dominated by Recount (R) pattern.

The generic structure of procedure texts inside promotional captions is pressure tactics-goal-instructions, while the generic structure of the recount texts is orientation-

events-pressure tactics. Orientation is an obligatory element, while reorientation is an optional one. Lastly, the generic structure of descriptive text as identification-product details-positive evaluation-product benefits. Product benefit acts as an optional element. In terms of lexicogrammar, Relational Processes dominate descriptive texts, while Material Processes dominated procedure texts. Mental Processes and Behavioral Processes appear frequently in Atta Halilintar's recount text. Meanwhile, Ria Ricis' recount texts are dominated by Material Processes.

The length of these promotional captions are short because they appear on Instagram, a multimodal medium. The readers' attention might be split between pictures and texts if the texts were too long and not interested enough for the readers. Moreover, digital genre allows the readers read non-linearly. If they were uninterested to the texts, they could choose to leave the page.

5.2. Limitations

There are some limitations in conducting this research. Firstly, taking 50 promotional captions from two different social media influencers' Instagram accounts was not easy. Atta Halilintar and Ria Ricis are two social media influencers who actively post photographs and videos on Instagram. Their contents are not always related to product-promotion, so it was quite hard to select 50 promotional posts from hundreds posts. Secondly, since the captions were written in Indonesian, they needed to be translated into English.

5.3. Suggestions

There are some suggestions for future researchers who want to analyze similar topic. It is suggested for them to do an analysis on one specific brand's Instagram account. It will make the process of data collection and data analysis easier. Moreover, if future reserachers analyze the patterns or combinations inside promotional captions, it is suggested to see if procedure and recount texts have frequent appearances. This is intended to see if those two text types only appeared frequently in Atta Halilintar and Ria Ricis' promotional captions, or it is a common phenomenon in other online

promotional texts. As an addition, since Instagram is a multimodal medium, it is suggested for future researchers to do a multimodal analysis.