CHAPTER V
CONCLUSIONS AND SUGGESTIONS

This last chapter mainly presents the conclusion and the suggestion of the study. The summary of this research is also presented as well as the analysis which has been discussed in the previous chapter. Some suggestions will also be included in hope to be useful and give additional input in the field of the video advertisement analysis and copywriting.

5.1 Conclusions
From this research about generic structure analysis of online shop video advertisements and how the copy elements are distributed, there are some conclusions that can be drawn.

Firstly, even though the concept of online shop video advertisement is seemingly unstructured, there is apparently a certain pattern of generic structure to construct the whole idea of the video advertisement and a certain pattern of copy element distribution in the generic structure. There are five generic structure elements in online shop video advertisements, namely Opening, Background, Service Description, Persuasion, and Closing. Each of the element is used and distributed in various ways in order to deliver the message intended in the video advertisement.

Secondly, this study discovers that all of the video advertisements always include Background and Closing in the video advertisements, it leads to the fact that both Background and Closing are the obligatory elements in video advertisements, while the remaining elements, namely Service Description, Persuasion, and Closing, are left to be optional elements in video advertisement which may and may not be included.

Thirdly, in online shop video advertisements, three major copy elements, Feature, Benefit, and Call to Action, are included within the generic structure of online shop video advertisements with the domination of Call to Action in Persuasion and Feature in Closing.

5.2 Suggestions
Based on the result of the study, there are some suggestions in regard to its theoretical and practicality for future research. In terms of the theoretical aspect, this study covers the connection of multimodality and linguistics aspects in advertisements to some extent. To elaborate the evidence presentation of how those two aspects are combined, further research on multimodality and linguistics in video-based advertisements may be developed under the same theoretical
framework or more elaborated ones. Future research on the field of video advertisements generic structure needs to be developed but with wider scope of theory, for instance, the visual representation may be further analyzed under different framework which can accommodate the analysis of the visual representation of video advertisements. Additionally, this study is limited to only the analysis of the copy elements based on the textual elements, thus further research focusing on visual and other elements to analyze the copy elements may improve the present study.

In addition, this study is restricted to online shop video advertisements only. Specifically, it is limited to five online shops under the similar category of their rank of popularity. It is very possible that video-based advertisements outside the scope of online shop category contain distinct discourse of genres and potentially enclose different staging structures that may not have been examined. Other researchers may conduct further studies with larger scope of data, for instance including five or more videos from each online shop or adding more category of online shops to be involved in the analysis. Considering the weakness of this study on online shop video advertisements on limited scope of analysis, future research can attempt to cover wider scope of genres in advertisements. Thus, further research on other kinds of video advertisements will possibly contribute to enrich the analysis of advertisements and catch up comprehensively to cover more elements in video advertisements.