

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

This last chapter consists of the conclusions of this study along with the suggestions given from this study. The conclusion is presented in the first part of this chapter. Then, the next part of this chapter provides suggestions for several relevant parties, particularly for those who are interested in Systemic Functional Linguistics and Copywriting.

5.1 Conclusions

This study strives to discover the realization of interpersonal meaning in selected Jay Shetty's headlines and the realization of interpersonal meaning in different types of headlines. Thus, the speech function and its typicality along with the type of headlines used in Jay Shetty's channel are investigated in this study.

From the result of the analysis, there are two conclusions that can be drawn. Firstly, this study finds that four initiating speech functions are realized in Jay Shetty's headlines namely statement, question, offer, and command. Of all 100 headlines collected from Jay Shetty's channel, it is found that offer appears to be the highest speech function used in the headlines. The number of offers found in this study reaches 55 occurrences. All of the offers are realized untypically in the imperative mood. Jay Shetty uses offer since there is a commodity given in the form of a content that is presented in a video. Seemingly, Jay Shetty uses offer in imperative mood as a marketing strategy. In order to gain a lot of viewers and subscribers, Jay Shetty gives content that is considered worth to watch for the viewers. Therefore, Jay Shetty tends to use the imperative mood as an urge to watch the videos since there may be values that the viewers will get if they watch the videos.

Secondly, this study also finds the realization of speech function in different types of headlines. Of all of the types of headlines appeared in this study, the predominant type of headline that is found in this study is the headlines that arouse

curiosity. This type of headline can be found in all of the four initiating speech functions mentioned earlier. The number of headlines that arouse curiosity reaches 71 occurrences of all the entire data that have been collected. It may be said that this finding confirms the study conducted by Ifantidou (2009), which finds that people nowadays tend to prefer the headline that arouses their curiosity rather than those that summing up the content.

5.2 Suggestions

From the findings of this study, there are some suggestions proposed for future studies, particularly for those who are interested in Systemic Functional Linguistics and Copywriting studies. Firstly, due to the limitation of the framework, future studies can use another concept of interpersonal meaning to reveal the realization of interpersonal meaning from a different perspective. Secondly, since the data of this study are limited to only one channel on YouTube, future studies are suggested to widen the scope of the data, for instance, comparing two channels in a study. Future studies may also choose another content from another YouTube channel. Thus, future studies can possibly contribute to the development of studies in the fields of Systemic Functional Linguistics and Copywriting.