

## CHAPTER 5

### CONCLUSION AND SUGGESTION

This chapter presents the conclusion of the research, which are based on the findings and the discussion in the previous chapters. This chapter also presents the suggestion for further research on text analysis.

#### 5.1. Conclusion

The research has investigated the mood types used in hotel and apartment advertisements texts of *NOW! JAKARTA Life in the capital* magazine, the elements of interpersonal meaning that the copywriters use to influence the customers, and how those elements of interpersonal meaning used by the copywriters influence the customers of the hotel and apartment advertisements. This research employs the Hallidayan mood analysis (1976) framework to analyze the data.

The mood types, modal, and pronoun used by the copywriters are the elements of interpersonal meaning influence the customers of *NOW! JAKARTA Life in the capital*.

Declarative and imperative are the moods used in the advertisements. The declarative mood influence the customers through information giving, location clarification, and special offering, whereas the imperative mood influence the customers through customers invitation join the hotel and apartment business.

The way copywriters of *NOW! JAKARTA Life in the capital city* magazines to have a close relationship with the readers or customers may be seen in the modality pattern, namely, *will* and *can*. *Will* used by the copywriters to influence the customers through the information providing, whereas *can* influence the customers through customers ensuring that they will get for promising services in getting what they are expected from reading the advertisement.

Three pronouns used in the present research by the copywriters, those are: 'the proper noun', 'we', and 'you' also influence the customers. *The proper noun* used by the copywriters to influence the customers through place remembering to make the customers keep location in mind and the special offers that they will serve for the customers. Intimacy creating among the copywriters and the customers is the way of the copywriters influence the customers through the use of pronoun 'we', whereas customers involving is the way the copywriters influence the customers through the use of pronoun 'you'.

In conclusion, the three elements of interpersonal meaning used by the copywriters which influence the customers. It helps the copywriters to market the product by using print advertisements in *NOW! JAKARTA Life in the capital* magazine.

## 5.2. Suggestion

Having conducted the present research, there are some suggestions offered for those who want to take similar research:

1. Further researches can take more magazines so more interesting things can be revealed;
2. Different linguistics perspectives, for example transitivity, and theme and rheme analysis, can be used as a tool of analysis to analyze the advertisements;
3. Further research can analyze different media, for examples: television, newspaper, internet, and brochure.