CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

The aim of this study is to identify the linguistic features in Coca-Cola advertisement slogans. The data of this research were taken from the website of Coca-Cola Company. The writer chose ten from forty slogans using systematic random sampling. Those ten slogans were analyzed using Grey's Theory (2008). Based on Grey's theory, linguistic features are divided into two categories. They are lexical features and syntactic features. In each category, there are ten features.

In terms of lexical features, there are five features that are used. The dominant feature is simple vocabulary. It is undeniable, because in creating a good slogan the main prerequisite is to be clear, simple, attractive, and short. Some lexical features that are not exist are neologism, euphemism, humor, glamorization, and potential word. Those features are not used simply because the slogans of Coca-Cola are all simple or not using complicated word.

In terms of syntactic features, eight from ten features are exist in the sample of this research. Meanwhile, there are two syntactic features that did not used in the sample. They are ambiguity and simple &colloquial language. The reason for not using simple and colloquial language could be because the product of Coca-Cola Company is marketed all over the world. So, regional dialect or slang is not suitable with the need. Likewise, the ambiguity word is not used because of the need of Coca-Cola advertisement is to create one meaning only.

The identification above proved that advertisement slogan is various and flexible. Some linguistic features or pattern might be the common characteristics of most slogans. However, it does not mean that all slogans should follow certain pattern because no rules for that. Every slogan has its own purposive meaning, and therefore has its own unique language feature. The identification has shown how language professional or marketing content writer should effectively make effective slogans using some linguistics features.

5.2 Suggestion

After analyzing the use of linguistics features or Coca-Cola advertisement slogans, the writer suggests to language learner to enhance their knowledge about linguistics. In the future, the demand of linguistics graduate in any industries like advertising could be higher. In order to make the advertising more persuasive and effective, it is important to understand every aspect and strategy.

The suggestion for further researcher is they could do deeper research in determining the effect of using certain features in making slogans. Besides, future research could also be focus on other aspects of linguistics in advertising like persuasive methods, propaganda techniques, or others.

The suggestion for advertiser, or anyone who works for making advertisement or slogan can learn more about linguistic features. Besides of being creative, advertiser could use some kind of template or format in creating effective advertisement media.