

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

This chapter explains about the conclusions and suggestions of the final report.

5.1 Conclusions

In this research, the transcripts of two cuisine advertising videos were used as the sample. Those two advertising videos were taken by purposive sampling. The first cuisine advertising discussed about Pempek and the second described about Mie Celor. Some moves were found in both transcripts, and there were also repetitive moves. In the first transcript, there were four moves and three moves were absent. Meanwhile, in the second transcript, there were five moves and two moves were absent. Both of the transcripts did not have move two and move four which were give audience detailed of recent/upcoming change and justifying the change. Then for AIDCA Model, unfortunately one variable was absent in the first transcript and in the second transcript all variables appeared.

Furthermore, the study found that copy elements in each transcript has been distributed to form the structure as suggested by Maslen (2009). Even though all copy elements appeared in the transcripts, but the occurrences of them was not balanced. The occurrence of benefit element was found in a small number in each transcript.

5.2 Suggestions

The writer suggests for the advertisers, copy writer or the students who want to make the copy follow the moves proposed by Barron and all points from AIDCA Model to make an effective advertisement.

From a persuasive and commercial point of view, it is also important for advertisers, copy writers or students who are interested in copywriting to pay attention to the three elements of copy, especially the benefits. It is because the

more frequent benefit components are included in the copy, the more likely target viewers will buy because of the benefits offered (Sachdeva, 2015).