

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Nonverbal communication has ten kinds. They are: facial expression, gaze, posture and position, proximity, gesture, physical appearance, paralinguistic, eye gaze, haptics, and proxemics. But it only has difference in the kind of nonverbal communication because television advertisements do not use all kinds of nonverbal communication.

From fifty advertisements which has been observed, it can be concluded that television advertisements use three kinds of nonverbal communication, namely facial expression, gesture and body movement. Facial expression in television advertisement are smile, laugh, annoyed, shocked and surprised. Body languages which appears in television advertisement are gestures and body movement. The use of nonverbal communication on television advertisements has each function according to the goal of television advertisement that stress on complete message.

The most dominant nonverbal communication used in television advertisements is smile expression to complete the advertisements. Because in advertisements, the actors/actresses must convince the viewers that the products offered can meet the needs well. Television advertisements have complex information, many things can be learnt and understood in television advertisements.

5.2 Suggestion

Based on the elaboration in the previous chapter the writer can give suggestion after observing the object of this study about the usage nonverbal communication in television advertisement and what kind of nonverbal communication that used in television advertisement, the suggestion are as follows :

1. The advertiser should do more study about the usage of nonverbal communication in order to add the knowledge and to make the advertisement better than before, so that the viewers can understand the hidden purposes of television advertisements.
2. The viewers can learn about the nonverbal communication found in theories so they can make their nonverbal communication increased and make them easy to understand about the message from the television advertisements.

The writer hopes that the advertiser will make a good advertisement, so that viewers can understand more about the hidden purposes of television advertisements, and can make some improvement about the usage of nonverbal communication on television advertisements.