CHAPTER V

CONCLUSION

This study uses Critical Discourse Analysis as approach that lead the analysis of three levels of discourse structure: textual, discursive, and social analysis. From analysis of the topic, the writer can conclude:

1. The textual analysis relates to the linguistic feature such as vocabulary, grammar, types of speech act and rhetorical devices. Grammatically, the tenses used in the advertisement of this study are mostly present tense and use the active sentences. The use of conjunctive adjuncts, such as *and*, *so*, *for* are found in the advertisement. There is also modality (e.g. *can*), parallelism, and the use of poetic device (e.g. *alliteration*) found in the advertisement of this study. The advertisements of *Garnier* uses second person personal or possessive pronoun such as "you" and "your" to address the consumer directly. The most important aspect of this stage is vocabulary, which is the most striking feature in expressing opinion about ideology of the advertiser. To construct the ideal identity of women and men, the advertisers use adjectives or emotive words such as *flawless skin*, *pinkish bright*, *perfecting beauty*, *bright skin* and others in all of their advertisements. These words are used to create a delusion toward the consumer's mind. These words also have

- a power to influence the women and men's behavior and manipulate them by creating a world of fantasy toward their mind.
- 2. The discursive analysis deals with the strategies used by advertiser to attract the consumers to buy their product. In this stage, the advertiser uses various strategies such as irrealist representation, scientific evidence, emotive words, and code switching/mixing. The use of various strategies is to establish a power relationship and increasetheir production, consumption and distribution in the society.
- 3. The last is social features analysis. This stage deals with the broader social practice of the advertisement. The representation of models in the advertisement of this study can evoke the ideal identity of women and men. Through the way in which the advertiser sets the layout of the model in the figure of the advertisement, it is perceptible that the advertiser wants to show the main aspect of the body of the model; that is face. Then, there is also ongoing struggle about how the advertisers construct the ideological of beauty in the modern society by giving the representation of models and how they show their professionalism in technology by giving scientific evidence in their advertisements.