## **CHAPTER V**

## **CONCLUSION AND SUGGESTION**

## **5.1 Conclusion**

This chapter presents the conclusion of the study from findings and discussion in the previous chapter. This chapter also presents some suggestions for further researchers who focus on the same field of analyzing presupposition that proposed by Yule (1996)

Based on the data analysis, the researcher found thirty four of presupposition which is writing by advertiser of MakeOver products on Website. The slogan contains three types from six types of presupposition. They were twenty of existential presuppositions or 58,81%, one of factive presupposition or 2,95%%, thirteen of lexical presupposition or 38,24%,

Furthermore, after the researcher analyzed all the data, the researcher find three function of presupposition in beauty products advertisement. Six advertisements which containing implicit competition, fifteen advertisements contain causing reader to consider the existence and five advertisements making the advertisement short and memorable.

## **5.2 Suggestion**

Based on the research result, the researcher would like to give some suggestions as follows:

- Since the researcher faces some difficulties to find an object of analysis, the researcher suggest further researcher to find and look for another object of analysis may be in conversation.
- 2. The researcher expects the further researchers who are interested studying in pragmatics to make other pragmatics analysis of the data in this research such as speech act, implicature, deixis or entailment in beauty product advertisements.
- 3. The researcher also suggest the further researcher who are interested in observing presupposition to explore more about presupposition in another sentence, text or conversation such as song lyric, movie and so on.