CHAPTER V

CONCLUSION

5.1 Conclusion

Based on this research of metaphor in Computer Brand Slogan Advertisement, an implicit metaphor make the language in advertisement slogan more attractive, although sometimes they may confuse and need reader's knowledge or imagination to get the point of the advertisement slogans. Besides making the language more attractive, they also make sentence shorter it does not need along sentence to the message of advertisement slogan. Moreover, the give of pictures can attack many consumers. An explicit and implicit metaphor is same. Although an explicit metaphor is clear what is being compared with one thing is said to be another thing. An explicit and implicit also need reader's imagination and should be connected with the context of advertisement to get the point of advertisement slogan.

Both an implicit and explicit metaphors are interesting to be put in advertisement slogans. The advertisement slogan will get full attention from the readers as they want to know the point of it. Readers should read the whole sentences in the advertisement and connect them with the advertisement product.

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So, based on the data analysis of metaphor in computer brands slogan advertisement, it can be concluded that the most type of metaphor which used in computer brands in slogan advertisement is on implicit metaphor. In this analysis implicit metaphor appears eight slogans advertisement are *Acer, Asus, Dell, Lenovo, MSI, Sony, Toshiba and LG*. An implicit metaphor is a metaphor that only gives one side of equation. In an implicit metaphor, full subject is not explained, but is implied from the context of the sentence. Meanwhile, using of explicit metaphor in this analysis appears in two slogans advertisement are *Apple* and *HP*. An explicit metaphor is presented in the text and it is clear what is being compared with, what one thing is said to be another thing. An Explicit compares two things directly.

The result and discussion indicate that the researcher answer two questions in the statement of the problem. It show that the theory of Furnish and Bath (1996) to analyzed kinds of metaphor which used in computer brands slogan advertisement.

5.2 Suggestion

There are still many aspects that have not been revealed in this research. If would be better if the other researcher to discuss other kinds of figure of speech like; simile and personification with the same source used in this research.

Regarding this research has discussed metaphor in written media, hopes that the other researcher to discuss the metaphor applied in spoken

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media, such us; Radios, television, or maybe in daily usage and investigate the creative nature of metaphor.

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