

CHAPTER V

CLOSURE

This chapter contains the conclusion, advice regarding the finding, and discussion about the types of language style and language meaning in digital advertisement, specifically in Instagram's advertisement.

A. Conclusion

Based on the findings and discussions in the previous chapter, it can be concluded that:

1. The language style that are found in Instagram's advertisement are metonymy, personification, alliteration, metaphor, hyperbole, ellipsis, prolepsis, assonance, and simile.
2. The language meanings that are found in Instagram's advertisement are connotative, affective, thematic, social, conceptual and reflective.

B. Suggestion

Based on the finding, some suggestions were suggested from the researcher after completing this research.

1. Readers

For readers that are interested in language variety especially the style is suggested to use the result of this study to broaden their awareness about the variety

of language and can implement them in daily communication with the objective to persuade people well.

2. Students and Teachers

Students and teachers are suggested to utilize the result of the study as learning material about the variety of language and broaden awareness about the language style and meaning in advertisements.

3. Further Researcher

For researchers who are interested in conducting the same topic as this study, the researcher suggests conducting the research with more detailed and specific coverage. The current study is limited in objective in which only identifies the language style and meaning in advertising context. Furthermore, in the future, the researcher suggests future researchers conduct more comprehensive and detailed research in advertising context.