

CHAPTER V

CONCLUSION AND SUGGESTION

In this chapter the researcher will be presents into two section, conclusion and suggestion, as the final result as the last part of this thesis entitled “A Deixis Analysis Used in WWF’s Advertisement Campaign”. The conclusion is obtained according to the analysis of the research question, and the researcher gives the suggestion to provide the information to the readers or to the next researchers who are interested in doing similar research or to continue this research about pragmatics on deixis analysis.

5.1 Conclusion

After analyzing the words or phrases of person deixis, spatial deixis and temporal deixis in this research, the researcher found that there were 26 deixis classified into the types of deixis based on George Yule theory. There are 11 Person deixis in this WWF’s advertisement campaign. The type of person deixis is used three types person deixis, 4 first person deixis, 1 second person deixis and 6 third person deixis. The type of spatial deixis there are 5, which 2 of proximal and 3 of distal. The last type is temporal deixis there are 10, used proximal 8 and distal there are 2.

In addition, the researcher was found that the person deixis, spatial deixis and temporal deixis. The word deixis of person deixis is offered used in the first person, almost all advertisements of WWF’S the word “we” was existed. The word “we” refers to the readers or listeners. The advertisement called the readers or the listeners as “we”

to make unite the feelings of the writer or the speaker more communicatively in the advertisement that create. There are the word of “it” that third person are the type. The word refers to communicate with the readers or listener, interpret something object.

Spatial deixis in this advertisement are the word “this” fall into the proximal spatial in order the place where the pointing place what is meant is in the speaker or close to the speaker that said the utterance. In other word, the pronoun of “ecosystems” are type of spatial deixis which distal refers to the specific of the location, it is to be distal because it is far from the speaker. In temporal as well as proximal and distal, the word or phrase “in second” are the temporal deixis which proximal in order the word referred that in the present time or happening now. The next word which distal there are “reproduce” that the word refers to an object within a certain period of time there will be changes and without the time limit when it can happen, then it is called temporal deixis which distal is the type.

Finally, the researcher conclude that the deixis that found person deixis, spatial deixis and temporal deixis. First person deixis is dominant in this research of advertisement by WWF’S. It is dominant, because the writer of the advertisement want to tells informing the public about product or services aimed at people’s, the moral value and his feeling in his concern for the natural surroundings that exist in the world, be it flora and fauna, which we have lived together since the beginning live.

5.2 Suggestion

Based on the research findings, it is suggested that in the future for other researchers who are interested in this field use these findings as a beginning point in their research. It is advised that other factors be examined, such as the used of various data sources or different data source, which focuses on dexis analysis. Then, other researcher can use different theory such as the theory from Lyons or Levinson, that there are five types of dexis.

In addition, because the researcher choose George Yule as based the theory, that there are three types. It is recommended to students, readers and other researchers to develop more attention in five types of dexis based theory of Lyons or Levinson in order to get the point of difference between types of dexis.

