

CHAPTER VI

CONCLUSION AND SUGGESTION

This chapter presented the conclusion of the analysis and proposals or opinions expressed with regard to the findings for the fields of linguistics and discourse analysis and also on linguistic scholars.

A. Conclusion

After analyzing the data included in the previous chapter of this research, the researcher made some conclusions based on the findings and discussions as following:

Staging is a dimension of words in a sentence or sentence in a text which identifies the relative prominence given to various segment of a discourse (Clements, 1979:287). In discourse analysis, it was important in knowing the staging of discourse. The most well known terms in *staging* were *foreground* and *background*, *theme* and *rheme*. Both of them had been analyzed by the researcher in this research.

The finding proved that there was word or phrase or sentence that very emphasized in a text or discourse. There was one of them became the prominent among others. It is called as foreground. Then, the less prominent called as background. The background gave explanation about foreground. Based on the analysis in previous chapter, it seems that most of slogan

analyzed by the researcher, the foreground was placed in the beginning of slogan (sentence). It gave more big effect to the reader/listeners attention. But, not all foregrounds are put in the beginning.

The next term in *staging* was *theme* and *rheme*. Shortly, *theme* was the starting point of utterance. *Theme* came first before *rheme*. *Rheme* was the rest of utterance. *Theme* and *rheme* were also important in word sequence because if the writer put different sequence of word in a sentence, the *theme* and *rheme* was also different. The analysis showed that *theme* and *rheme* could affect the success of the slogan.

Based on data the researcher had been analyzed, the staging of slogan of some selected advertisement on television, the slogans consisted of word, phrase or even sentence. Each of word, phrase and sentence in the slogan could be *foreground* and *background*. The advertiser put the *staging* as attractive as possible to attract attention of the audience. As Yule (1983: 134) stated that the way a piece of discourse is staged must have a significant effect both on the process of interpretation and on the process of subsequent recall. That was why the placement of *foreground* and *background* should be chosen carefully. Based on the data analyzed, the *foreground* mostly found at the beginning or starting points of sentence. There were ten data analysis which had *foreground* at the beginning or starting of the sentence slogan while the rest of data analysis had *foreground* at the last information or the closing points of sentence. The initial information or the last information would refer to the more important part of sentence because the initial and the last

information are the starting and closing points of a sentence, all of which could easily attract attention (Chojimah, 2015:15).

In addition to the foreground and background, there were theme and Rheme had been analyzed in this research. Theme is the starting point of a clause then Rheme is the rest of the clause. In this study, there were three forms of theme found. Those are topical, textual, and interpersonal theme. The result of the research showed that there were ten (10) topical themes found in the data. Then, there were four (4) textual themes, and four interpersonal themes found in the data. The most theme found was topical theme because this theme actually the theme which mostly appeared in a sentence or clause.

Based on the result of the research above, it was concluded that different sequence of word in a sentence would influence the emphasis of the sentence. Although there were many sentences had different structure but the meaning was same. The speaker or the writer might give different way to deliver the message through his/utterance by different ways (different sequence of words) to make the different emphasis of the sentence.

B. Suggestion

Based on the conclusion above, the researcher proposed to other researchers who are interested in analyzing *staging* of slogan of television advertisements, they should required the context of the slogan. Moreover, there were still many aspects could be analyzed by another researcher related to *staging*. The researcher suggested other researchers to conduct other

researches about this topic in different aspect such as analyzing the staging in rhetorical devises like lexical selection, alliteration, repetition, use of metaphor, markers of emphasis, etc. It would be more interesting if there is another researcher who could conduct those researches.

The researcher also suggested to other researchers to conduct the research about *staging* in different subject such as in song lyric, poem, etc. It would give another interesting findings due to that data are interesting to be analyzed. Then, the researcher also suggested to other researchers and students of English Department to study about staging more deeply because there is still researcher who interested in conducting the research about *staging*. The last, it is also suggested to conduct the research about *staging* not only in term of word sequence, but also the meaning behind that word sequence (*staging*).