

## **CHAPTER V CONCLUSION AND SUGGESTING**

### **5.1 Conclusion**

There are 20 data that I found in 5 campaign videos, as follow: A UNICEF commercial by me, Lionel Messi UNICEF, pampers UNICEF commercial by me, children need your help and child survive. Those are UNICEF campaign above have strong connection with the aspect of meaning.

After analyzed the data, I concluded that the aspect of meaning is very appropriate to analyze the data because the aspect of meaning contain four aspects are theme, feeling, tone and intention.

Every utterance in UNICEF campaign contain of meaning. The aspects of meaning used in analyzed UNICEF campaign are theme is main idea of utterances in one video. There are 4 video such as video campaign video 1, 3, 4, and 5 has same theme because discuss about social life that happened while only one video campaign 2 the theme is healthy. Furthermore, feeling is attitude of the speaker to the hearer. There are 20 utterances contain of felling. In addition, tone is refers to stressing of sentence related the speaker to hearer. The last is intention. It refers to what the speaker goals. Every utterance that I found 20 data contain of inattention because every utterance that human product has meaning and can make the situation different. It proves that the human need communication to make a relationship each other.

## **5.2 Suggesting**

I realized that make it thesis is not perfect. I would like to give some suggestion to the next researcher in order to next future would be better. As follow:

1. Suggesting to the reader especially teachers and students that read this thesis to give feedback to the researcher in order in the future will better.
2. Suggesting to next researchers to completing and improving my lack in this thesis in order would be better to the future.