

CHAPTER V

CONCLUSION

This research is pragmatic analysis related to the motto of tourism advertisements. The analysis focuses on the kinds of meanings and the purposes of using the mottos of tourism advertisements.

The pragmatic meanings found in the mottos of tourism advertisements are classified into the meanings related to culture which consist of 23 data, meanings related to nature consist of 21 data, and meanings related to modernity consist of 7 data. The meanings in relation with the culture are divided into three kinds including the meanings based on the heritage of the ancient culture (9 data), the meanings based on the cultural diversities (8 data), and the meanings based on the art and the architecture (6 data). The analysis shows that most of the meanings are related to culture and nature, while just a few of the meanings are related to modernity.

Meanwhile, the purposes of the use of the motto in tourism advertisements are divided into directive act which consists of 8 data, the commissive act consists of 5 data, the representative act consists of 10 data, the declarative act consists of 23 data, and the expressive act consists of 4 data. According to the aims, the analysis shows that most of the mottos which are used have the purpose of declarative act. While, only a few of the mottos represent the commissive act and expressive act.

Moreover, the research may give the detailed analysis about meaning that is used in the motto of tourism advertisements. It may help advertisers to get the detailed information about how to create pragmatic meanings in the mottos of tourism advertisements to promote the tourism sites, in such a country. This research is beneficial for both linguistics and society. It could improve the understanding of pragmatic meaning. In addition, this research could encourage other researchers in conducting research related to the study of pragmatic meanings in the mottos of tourism advertisements in other fields.

BIBLIOGRAPHY

- Anne, O’Keeffe. 2011. *Introducing Pragmatics in Use*. Oxford: Routledge.
- Arikunto. 1998. *Prosedur Penelitian*. Jakarta: PT Bina Akasara.
- Austin, John. 1962. *How to Do Things with Words*. Cambridge: Oxford University Press.
- Borg, Gall. *Educational Research: An Introduction*. New York: Longman.
- David, Crystal. 1985. *A Dictionary of Linguistics and Phonetics*. Oxford: Blackwell.
- Djajasudarma, T. Fatimah. 1993. *Metodologi Linguistik: Rancangan Metode Penelitian dan Kajian*. Bandung: PT Eresco.
- Hadi, Sutrisno. 1993. *Methodology Research*. Yogyakarta : Fakultas Psikologi UGM.
- Hall, Robert A. 1968. *An Essay on Language*. Philadelphia: Chilton Books.
- Levinson, S. 1983. *Pragmatics*. Cambridge: Cambridge University Press.
- Lyons, J. 1981. *Language and Linguistics*. Cambridge: Cambridge University Press.
- Nasir, Mohammad. 1989. *Metode Penelitian*. Jakarta: Ghalia Indonesia.
- Partee, Barbara H. 1999. *Semantics*. Cambridge: The MIT Press.
- Renkema, Jan. 1993. *Discourse Studies*. Amsterdam: John Benjamins Publishing Company.
- Schiffrin. 2001. *Handbook of Discourse Analysis*. Oxford: Blackwell.
- Searle, John. 1969. *Speech Acts: An Essay in the Philosophy of Language*. Cambridge: Cambridge University Press.
- Singarimbun, Masri. 1982. *Metode Penelitian Survei*. Jakarta: LP3ES.

Vredendregt, J. 1984. *Metode dan Teknik Penelitian Masyarakat*. Jakarta: PT Gramedia.

Yule, George. 1996. *Pragmatics*. New York: Oxford University Press.

_____. 1996. *The Study of Language*. Cambridge: Cambridge University Press.