

## CHAPTER V

### CONCLUSSION AND SUGGESTION

This chapter consist of two parts, they are conclusion and suggestion.

ConcluSSION explains a series of series of sentences from the previous description while the opinion express to expain suggestion for further consideration.

#### **5.1. Conclusion**

Based on the analysis of the "Shopee" video ad on youtube.com through van Dijk's theory, the author concludes that the "Shopee" ad 3.15 days of consumer shopping has a meaning and even reinforces each other between meanings that represent the brand ideology or the profile of "Shopee" ' itself. The superstructure of the 'Shopee' video ad on youtube.com is the headline (head of the ad) in the form of a bag icon and marked with the letter 'S' in the middle of the bag. Illustration (illustration) is characterized by the presence of three color components, namely black, white, and orange. body copy consists of extra cheap 10 thousand discount, 30% shop voucher, 15% discount voucher, free shipping SPayLater RP 0, which states that this shop has good buying and selling quality. The signature line (logo) on the "Shopee" advertising video on Youtube.com consists of two parts, namely the product icon of the online buying and selling service shop and the product slogan. The micro structure of the "Shopee" video ad discourse on youtube.com consists of verbal and nonverbal elements. Verbal elements are found in the body copy (advertising content) and signature lines (logos), while nonverbal elements are found in headlines (advertising heads) and

illustrations. The macro structure of the "Shopee" video ad discourse consists of the meaning of the message. The meaning of advertising in "Shopee" advertising discourse is focused on headlines and illustrations. The meaning of the ad headline is emphasized by the verbal elements in the body copy and signature line. the message in the "Shopee" video ad is integrated in the display of this ad as a whole, both macro and micro structures textually and contextually. Such as the target audience, vision and mission, the features of the "Shopee" application and of course the advantages of "Shopee", namely the cheapest guarantee and free shipping. This can be seen from every scene that has visual signs that can represent the level of meaning of the myth or "Shopee" ideology in each scene.

The message that the "Shopee" ad version 3.15 consumer shopping days wants to convey is that "Shopee" wants to be the number 1 mobile phone market in Indonesia. By implementing or presenting the flagship program, namely the cheapest guarantee, massive promotion and free shipping throughout Indonesia. So that "Shopee" is expected to be a solution for the community to fulfill and help all their needs, which is enough to just use the "Shopee" application which is certainly more effective, efficient of course at the lowest price. prices and have the biggest discounts from other apps.

## **5.2. Suggestion**

This era faced with a world of technology that is developing very rapidly. The increasing use of the internet every year has become a place for online buying and selling site owners to carry out sales promotions. Promotions carried out

through the internet also provide benefits for online purchase site owners because they do not require a lot of money, namely through advertising.

Based on the research results, the discourse structure of the 'Shopee' video advertisement on youtube.com has used a complete advertising discourse structure, making it easier for readers to identify the products offered.

Suggestions that can be given from the results of the study in this study are the structure of advertising discourse must use a complete advertising discourse structure in order to attract buyers to buy products or discount promo services offered. Furthermore, the advertisement must have meaning and the message to be conveyed either expressly or impliedly. The message and meaning conveyed is able to reflect the character or uniqueness of the company that advertises the product or service.

In the future, this research is expected to be developed and deepened, considering that 'Shopee' is a topic of conversation that always has a different meaning in each research. As in Indonesia itself, the development of online shopping through the "Shopee" application has continued since the inception of "Shopee" until now in Indonesia. Through this research, it can be developed into a study in the modern era, especially for the younger generation of Indonesia. Not only among the younger generation, even among the older generation. This research is also expected to be an additional insight generated from the perspective of time that always develops from time to time.

To researchers who want to conduct research with the same theme, in order to deepen and enrich this research. Including the history of the emergence of

"Shopee" itself. And to all Indonesian people so that they can take the positive side of online shopping. Because many of our generation today don't take advantage of online shopping as much as abuse something that is not in its place.