

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter displays the conclusion dealing with the main findings of the problems of the study that have been analyzed in the previous chapter. Moreover, this chapter also displays suggestions concerning recommendation for the next researchers in order to enrich the present study.

5.1 Conclusion

This study was conducted to find out the word formation processes in the advertisement found in *Jawa Pos* published on June 2012. The writer found 134 words included in types of word formation processes. Almost all of types of word formation appear in each advertisement in *Jawa Pos* published on June 2012 namely Coinage, acronym, borrowing, clipping, blending, back formation, compounding, conversion, derivation, prefix and suffix and multiple processes.

One of types of word formation mostly used in the advertisement found in *Jawa Pos* published on June 2012 is borrowing. From the result of the analysis of the advertisement, the writer found 35 words of borrowing, 27 words of coinage, 21 words of compounding, 21 words of acronym, 11 words of back formation, 7 word of clipping, 4 words of derivation, 3 words of multiple processes, 2 words of blending, 2 words of prefix and suffix, 1 words of conversion.

The finding of this study really supports the theory of Yule (1999) about the types of word formation processes. There are many advertisement words found in *Jawa Pos* published on June 2012 that can be constructed through word

formation processes. The writer also found out the meaning of derived words of advertisement. To analyze, the writer used dictionary to find the meaning of words, and also added some information from the internet. That is why, the meanings of words are suitable with the sentence in the advertisement.

5.2 Suggestion

A future study about word formation processes of advertisement is also necessary to do as comparison of this study. Actually there are lots of thing to do in word formation processes, so the writer would like to invite further researchers to do similar field on word formation processes with new complete references and different object to study. It is also recommended for the next writers who are interested in doing further study in this era to take the hottest issues not only advertisement found in *Jawa Pos* but also other object. The writer also suggests that the collecting data can be taken from electronic media such as television as comparison of the writer's study.