

## CHAPTER V

### CONCLUSION AND SUGGESTION

This chapter aimed to providing the conclusion and suggestion. In this chapter, the writer concluded her research and suggested some research which related to the topic of the study.

#### 5.1 Conclusions

According to the analysis, the findings of ideational, interpersonal, and textual meanings are described as follows: from 310 clauses related to imperialism, Material processes dominated the clauses with 174 clauses or 56% followed by relational process with 110 clauses or 35%, 17 clauses of mental process or 5%, 5 clause of verbal process or 2%, 3 existential process or 1.5%, and 1 behavioral process or 0.5%. As for the participants, the results reveal that Actor, which were presented with 29% and range which were presented with 17%, were the two most frequently participants in the texts as they are part of the dominant Material process. They are followed by Goal with 9%, Carrier with 12%, Attribute with 12%, Identified with 6%, Identifier with 6%, Beneficiary with 1.2%, Senser with 3%, Phenomenon with 3%, Sayer 0.6% and Quoted with 0.5%, Existent 0.3%, and Behavior 0.1%. For the circumstances, the most frequently used circumstances are Place (39%) and Means (28%). They are followed with Purpose (13%), Time (14%), Accompaniment (3.1%),

Duration (0%), Distance (0%), Quality (0%), Role (0.9%), and Contingency (0%). The location of place indicates where an event takes place, and Means refers to the means whereby a process takes place.

From the analysis, Declarative Mood dominated the clauses with 257 times or 83%. It is followed by Imperative Mood with 52 times or 16%. Interrogative Mood appeared 1 time or 1% in the clauses. Based on the analysis, Topical Theme dominated the clauses with 298 times or 88% and followed by Textual Theme with 7 times or 2%. The last Interpersonal is Theme with 35 times or 10%.

According to the result of metafunctions analysis, it is found that imperialism deals with economic activities. Many companies explore raw material from the others. The exchange of raw material and the process of production are seen in the advertisements. That can be seen from the process types like *produce, are making, are producing, get, has developed, provides, builds, and crafted*. Beside the process, economic imperialism is also marked with companies and raw materials as participants such as *Shell, Allianz, Chevron, etc.* All of the companies come from West with a lot of employee and investment. The advertisers also mention some of raw material, for instance *diamond, natural gas, energy source, etc.* In this imperialism, Declarative Mood is often used. The texts writer play role as information giver. Textual and Topical Theme appear in the texts indicating important message. The Textual Theme is marked with *and* and *also*.

Imperialism also deals with cultural matter. The globalization supports people to exchange their culture. Everybody can know others' culture and also follow the suitable culture for them. Western culture can be a reference in life-style. This imperialism is shown by participants like companies (*Maybeline*), products (*Hydoxycut*), an expert (*Dr. Nicholas Perricone*), or a model (*Linda Evangelista*). The participants teach readers to be someone that the advertisers want. Readers are wished *to have flirtatious doll-like look, to have brighter and firmer skin, etc.* In this matter, most of the clauses are Declarative Mood which the function is giving information. Yet, Imperative Mood also appears in those cultural imperialism clauses. Topical Theme dominates the clauses but Textual Theme also appears in two clauses. Textual Theme is those that contain connecting words such as *and* and *as*.

Imperialism has relation to military. The possibility of war still haunts people in this world. Many companies produce military tools in the name of peace. The companies come from West, especially U.S (*ATI Defense, DRS Technologies, Remington Defense*). The companies and their products (*C4ISR, RSTA, a combat proven unmanned micro-air-vehicle*) are the participants in the texts. The clauses are accompanied by circumstances like *for maritime application, for warfighters, in critical situation, etc.* Declarative Mood is used by the advertisers in all clauses. The purpose of using Declarative Mood is to give information. All of military imperialism clauses use declarative Mood to inform about companies or weapons they produce.

Imperialism also deals with news, events, and communication technology. This is in relation of communication matter. Some areas (*China, Asia*) produce events and the others turn it into news (*needs clearer energy, resulted in US\$73 billion of economic loss*). All communication imperialism clauses use Declarative Mood. All of clauses use Topical Theme in conveying the important message.

Imperialism deals with decision making. This issue is in relation to political matter. Some countries make decision (*German, America, UK*) and the others supply obedience (*Singapore, Thailand*). Declarative Mood is often used by the advertisers. However, a clause showing Imperative Mood also appears in the clauses. Topical Theme which shows the important matter in a clause is dominated the political imperialism.

## **5.2 Suggestion**

After conducting the study, the writer suggests especially the English Department students who are interested in imperialism and Systemic Functional Linguistics to analyze the way people producing discourses in another advertisement or probably in different kinds of corpus, such as in article or editorial. In this study, the researcher limits her study only in linguistic elements of the texts due to the limited time that she has. Therefore, the writer suggests those who are interested in

this field to also put discourse practice and social effect analysis of the discourses in order to have a more thorough analysis of the study.