

## CHAPTER V

### CONCLUSION AND SUGGESTION

This chapter discusses the conclusion of the data analysis in chapter IV, and suggestion related to this research. Furthermore, this research discusses about genre on brochure made by Stanford University. This research has three objectives: to describe social function, schematic structure and linguistic features of discourse.

#### **5.1 Conclusion**

1. The social function on brochure is to inform and promote a product and service to the readers.
2. The schematic structure on brochure is not the same; all of them have the different form. The dominant schematic structure of brochure is Headlines ^ Supplementary information ^ Introduction the product ^ Justifying the product ^ Establishing credentials ^ Reader Attraction ^ Targeting the market ^ Describing the product ^ User endorsement ^ Additional Information ^ Value of the product ^ Soliciting response
3. The process that occurs in the texts are material process, relational process, mental process, and behavioral process. Material and Relational process becomes the dominant process because the process describes processes of doing and being. It expresses the notion that some entity physically does something-which may be done to some other entity. Relational process has function to give information about the program, and it gives appeal for

participant to take this program. Material process has function to persuade and attract people to join this program. The tenses that occur simple present tense, simple past tense, simple future tense, past continuous tense, and present perfect tense. Simple present tense can be identified as a dominant tense in the text, because it expresses action or state in the present time and is used to say something happens all the time or repeatedly, or that something is true in general. Dominant clauses using a declarative mood type.

## **5.2 Suggestion**

The researcher realizes that this thesis has not been fully proved in the real applications. Therefore, for the next researchers who are interested in English, the researcher would like to give suggestion as follows:

1. For the readers, the researcher will accept any criticism and suggestion to make this thesis more perfect.
2. The researcher hopes this research will motivate the researcher herself on increasing English language.
3. Finally it is hoped that the study of genre, especially in English Genre of any written text will be useful for the readers who are interested in English mastery.