

CHAPTER V

CONCLUSION

After doing the research in this thesis, the writer found out the answers what the writer wants to know is the influence of the students' attention to the TV slogan language advertisement to the students' vocabulary achievement as the title of the writers' thesis.

Here, to know the students' attention to the TV slogan language advertisement, the writer gave the questionnaire to the students as much as 10 questionnaires about the students' attention in the TV slogan language advertisement. And the writer counts mean of the questionnaire is **36**, that used a mean formula which has been written in the previously chapter. The writer tries to analyze it, the result is high, so the writer predicts that the students always watch the television in their house and know the TV slogan language advertisement.

After doing the test that is given to the students about the TV slogan language advertisement, for knowing the students' vocabulary achievement is too high. The writer counts mean of the students test result is **21** from the 40 TV slogan language advertisement questions.

The correlation of the TV slogan language advertisement to the students' vocabulary achievement is strong or high. It is proven by the product moment calculation result is **0.733**. The value of **0.73** is existing between 0.70 – 0.90, and the category of it is **there are a strong or high correlation** between X variable (the TV slogan language advertisement) and Y variable (the students' vocabulary achievement).

After knowing the correlation between both of them, the writer wants to know the influence of X variable (the students' attention to the TV slogan language advertisement toward Y variable (the students' vocabulary achievement) is **53.7**. So, the influence of the students' attention to the TV slogan language advertisement toward the students' vocabulary achievement about **53.7%** and more about **46.3%** is come from another influences.