

CHAPTER FIVE

CONCLUSIONS, DISCUSSIONS AND RECOMMENDATIONS

This chapter presents (1) a summary of the study, (2) a summary of the findings, (3) discussions (4) conclusions, and (5) recommendations for further research.

5.1 SUMMARY OF THE STUDY

5.1.1 Objective of the Study

To achieve the provision of writing techniques that can simultaneously entertain and educate people.

5.1.2 Subjects, Materials, and Procedures

The Analysis of *Animals Inc.*: Writing Style and Use of Business Parables. Materials are journals, books, internet sources and web boards. This research is designed as a qualitative approach to analyze the writing style of a novel. Reviewing secondary sources such as library books, documentary research and database on-line was a must. Those sources can be reached through a variety of channels such as university libraries, leading book stores and search engines from several web sites.

5.2 SUMMARY OF THE FINDINGS

The results of the study can be summarized as follows:

5.2.1 Principles of literature applied in *Animals, Inc.* involve character and characterization, point of view, writing style and symbol.

Major characters in *Animals Inc.* are animals which can draw readers' attentions, interests, expectations and empathy. Animals can be divided into four types of characters such as the protagonist, the antagonist, a character foil and a stereotype. Next, characters can be characterized by selecting a name, setting individual physical appearance and providing physical setting. The degree of character development is either flat or round characters.

The author uses the third-person-limited point of view to tell readers a story from an outside view, including what the major characters such as Mo and Scarecrow think. As Mo represents a leader and President while Scarecrow symbolizes an employee who needs to make a revolution for his job role, readers are allowed to know the thought of both main characters.

Simple style is used to create a story. Words are simple and sentences are straightforward so that the facts can be expressed directly.

Symbols are animals, human beings, places and modern equipment which represent all abstract ideas related to people and business management.

5.2.2 Some parts of business management theory consist of leadership, 360-degree review/appraisal and job design.

Leadership should belong to a leader or executive who runs a business. He or she must possess leader traits such as drive, leadership, integrity, self confidence and knowledge; vision of imagining an ideal future for an organization; and a change approach for better management of an organization to handle company problems.

360-degree review/appraisal is one of the essential tools to decide employees' job functions. Those employees are rated by their colleagues, managers or executives on a particular statement to suggest how well they perform their jobs by emphasizing their strengths and weaknesses.

Job design is the process of changing work for increasing both quality and quantity of work including high motivation of employees.

5.2.3 Using principles of literature like animal characters to create a story while inserting serious lessons like management can either entertain or educate readers.

5.3 DISCUSSIONS

5.3.1 Animal characters are created to tell serious lessons about business management in a story. Readers can identify a character, a personality and what is

tangible when picking up the book for reading. This can be supported by Jazexhiu (2001, para. 3). She pointed out that certain animals were used to portray specific personality traits. Sometimes authors have to explore deeply the behavioral characteristic of the actual creature before applying them into the story line. Authors can use actions and behavior of animals as a metaphor to arouse feeling and thoughts in readers' minds effectively rather than mention them directly.

5.3.2 Serious lessons of management revealed through animal characters are the effective writing style for generating a business parable. This can support what was written in ("Parable, definition, meaning, explanation," 2004, para. 2). It stated that parables involved a character encountering a particular moral dilemma or making a questionable decision. It suggested how a person should behave or what he or she should believe. Furthermore, parables give a comparative language that allow people to discuss tough or complicated ideas more easily.

5.4 CONCLUSIONS

The following conclusions can be drawn from the discussion above.

5.4.1 In *Animals, Inc.*, animal characters are invented for revealing serious contents because they can be identified and are tangible for readers. Also they can arouse feeling and thoughts into readers' minds effectively.

5.4.2 The effective writing style for creating a business parable in *Animals Inc.* is to reveal serious lessons of management through animal characters.

5.5 RECOMMENDATIONS FOR FUTHER RESEARCH

Based on the findings and conclusions of this study, the following recommendations are made for future research.

5.5.1 This research does not cover all business management theories, so frame of study can be prolonged. For example, type of leader which can be further divided as a democracy or tyrant. Or apart from 360-degree review, tools used to decide a job for employees can be further studied for IDP (Individual Development Plan), Competency Based Management and Performance Management.