## Chapter V

## **CONCLUSION AND SUGGESTION**

## **5.1** Conclusion

After the findings of the data in chapter IV, the researcher makes conclusion for this research including the answer for each research problem. For common advertisement, persuasion is important thing to make consumers are interested with the product. It can be seen from Lazeta skin Care advertisement which becomes popular product on Instagram because the persuasive technique that they use to promote their product. In Lazeta skin care advertisement, there are two techniques to influence the consumers. To intensify their own good point or the bad point of the opposition, the advertiser uses repetition, association and composition technique. And then to downplay their bad or good point of the opposition, they use omission and confusion technique. The writer also finds common techniques that Lazeta skin care used in their advertisement, it is association technique.

Secondly, another technique that is used to persuade the costumers also depends on the intended meaning of persuasion modes such as personal character, putting the audience into a certain frame of mind or ability to control emotion and apparent the proof and evidence.

The other techniques to persuade the consumers are also depend on the intended meaning of using Modes persuasion, they were the personal character of the speakers, the presenters ability in controlling the consumers emotion, and the the advertisers should give the evidences.

## **5.2** Suggestion

Finally, the researcher hopes this research can give contribution to other researchers especially for those who will conduct a similar research with the same topic in order to use other theory and more complete and better. The researcher also suggests for the next researcher to take another subject for persuasive technique such as use film, phenomenon in our environment, newspaper, or other subject.