

## CHAPTER V

## CONCLUSION AND SUGGESTION

This chapter provides the conclusion of the findings and suggestions for the study. It included what have been discussed in chapter IV.

## 5.1 Conclusion

After discussing the data, the writer found some conclusions to answer her research problems. First, persuasive techniques are the important thing especially in the advertisement. It can be seen that most of the advertisement in Colours magazine used these two techniques to influence the reader. The advertiser uses several techniques of persuasion. To intensify their own good points and the weak point of the opposition, the advertiser uses the techniques of repetition, association and composition. While to downplay their own bad or weak point and the good point of the opposition, the advertisers used the techniques of omission and diversion. Besides, the writer also found the technique of omission that most commonly used.

Second, each of persuasive technique has the function to the advertisement. to intensify the good points and the weak point of the opposition, it uses repetition, association and composition. Repetition technique used to emphasize the message. Association technique used to associate with the thing that the reader like. Composition used to change the physical appearance of the message. While to downplay their own bad or weak point and the good point of the opposition by omission and diversion. Omission used to eliminate their own bad or weak point

