

## CHAPTER V

### CONCLUSION AND SUGGESTION

In this chapter, the writer presents the conclusions and the suggestions deal with the finding of study. The conclusion is answering the statement of problems which is formulated in the first chapter. Then, suggestion is the recommendation for the next researchers who are interested in doing the future research in this area.

#### 5.1 Conclusion

Discourse analysis, persuasion and advertisements are three points that related each other. Discourse Analysis is a branch of linguistic where persuasion becomes the part of its study. Persuasion is purposely used to influence the people believe and guide them to the certain idea or believe through verbal and non-verbal language. Thus, it is most used by the advertiser to promote their products.

In doing so, Smartfren Company uses commercials as its mediator to covey its message through television media. The advertiser utilized audio visual and verbal element to create an interesting commercials. So, people catch the information maximally. Here, Smartfren advertiser combines Pictures, Music, Speech and written to introduce their product on television commercial.

Picture refers to the story that is brought by the advertiser to transfer information or idea to the viewer. It may present a landscape of mountainous, field, town and also the products which is going to introduce in close up shot.

Music on advertisement means the jingle of its company. Jingle is a short tune that contains of words explicitly promotes the hook products. Here, Smartfren has two jingles in English.

Then, speech and written all language that appears to explain the commercial briefly. Written appears during the scenes, conveys the idea or information of the product. Moreover, spoken usually appears in the end of commercial that used to emphasize the message of the commercial. All of pictures and lyric of the song or jingle that are used by the advertiser combined in such a way to support and hopefully affect the persuasion of the commercial.

Based on the analysis, it was found that Smartfren Advertiser used several techniques of persuasion on their commercial. They are: Rationalization, Identification, Suggestion, and Conformity. Compensation, Displacement and projection techniques are not applied in Smartfren commercial. It is because the data are in the form of suggestion, a rationalization, expectation, and identities of the object. Furthermore, in the use of persuasion technique, Smartfren advertiser used several ways to persuade people. Such as: (1) the personal character of the speakers; (2) the ability in controlling the consumers' emotion; and (3) the presenters and the advertisers should give the evidences. The advertiser also uses some appeals to support a persuasion act, such as: feature appeal, competitive appeal, news appeal, price appeal and popular appeal.

In Islamic perspective, a persuader has to consider the ‘honesty and right word’ to be the basis of any persuasion act or advertisement.

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ ﴿يَا أَيُّهَا الَّذِينَ ءَامَنُوا اتَّقُوا اللَّهَ وَقُولُوا قَوْلًا سَدِيدًا﴾

*In the name of Allah, Most Gracious, Most Merciful. O you, who have believed, fear Allah and speak words of appropriate justice (Qs. Al-ahzab, 33:70).*

Allah SWT has command people to speak in a right word or truthfully. In the context of commerce, a producer has to explain the characteristic and superiority of the product clearly to avoid a falsehood. In one side, Smartfren advertiser has done this concept on its commercials. It denotes by some features and tariff which promote on its commercial and they are truly provided on Smartfren's gadget.