

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter presents the conclusion dealing with the data finding. The conclusion is the summary of the findings that has been discussed in chapter four. The suggestion is given to the next researcher.

5.1 Conclusion

According to the data finding and discussion in chapter four, the researcher concludes that in this modern era many company used persuasion technique which persuade customers to buy their product. In persuade the customers can see from model utterance, from the model utterance can see what the techniques used by company to persuade. In this product researcher focus on Pond's cosmetic.

However, the techniques of persuasion used ponds cosmetics are indicated not only by the creativeness of the advertisers in choosing the words to save the time and price but also the usage of an idol as the spokes person to attract the consumers' attention. The findings of the researcher showed that most of languages in advertisements used on Pond's cosmetics are; suggestion, rationalization, identification, projection and compensation techniques. On the other hand, the researcher founds source and receiver techniques in Aristotle theory and also the strategy of persuasion; pathos, logos and ethos.

5.2 Suggestion

Persuasion techniques are really important in advertisement to promote product in company. Without persuasion a company have difficult to promote their product. Furthermore, this research has many weaknesses. The researcher intended to take the type and strategy persuasion by Pond's cosmetics to be subject of her research. The scope of this research is also limited, it is very difficult to the researcher for wrote about techniques of persuasion in all aspect. Therefore, the researcher hopes that people who are interested in discourses field are challenged to continue this research better.

The researcher suggests to the next researcher have research such this topic in other and more aspects of techniques of persuasion. Finally, the researcher hope this researcher can give a beneficial contribution to people and reader especially to the researcher who will conduct a research with the same topic as this research by using other theories that more complete and better.