

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

In this chapter, the researcher presents the conclusions and the suggestions deal with the finding of study. The conclusions were the summary findings that have been discussed in chapter IV. The conclusions were the answer of the research problems that formulated in chapter I, while the suggestions were recommended to the next researchers who are interested in doing the future research in this area.

5.1. Conclusions

The finding of this research is the techniques of persuasion in advertisements. There are several types of techniques persuasion that used in this research, they were: rationalization, identification, suggestion, conformity.

The other techniques to persuade the consumers are also depend on the intended meaning of using Modes persuasion, they were: (1) the personal character of the speakers; (2) the presenters' ability in controlling the consumers' emotion; and (3) the presenters and the advertisers should give the evidences.

The persuasive languages used to justify the product's quality are clear, simple, informative, and convincing. It makes the consumers interested in the product. In addition, the justification is used to control the consumers' emotion; it is hopefully that they can be persuaded rationally after receiving the argument.

5.2. Suggestion

For the next researchers, the researcher hopes that this research can give an aspiration in techniques of persuasion research by using other theories that more complete and better.

Hopefully, this research can be used as the starting point to analyze more deeply about techniques of persuasion.