

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, The winner of Indonesian Bright Awards Advertisements 2016 uses commercials as its mediator to convey 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, the advertiser combines Pictures, Speech and writing 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 an activity in the kitchen , field, house and also the products which is going to introduce in the form of images.

love. All of pictures and lyric of the song or jingle combined in such a way to support and hope the commercial.

In analysis, it was found that almost all of the winners techniques of persuasion on their commercial advertisement, Identification, Suggestion, Conformity and Displacement techniques are not applied. Only Djarum 76 Advertisement used compensation technique in order to give the entertain of comedy to their consumer. In persuasion technique, the winners of advertisements use the following people. Such as: (1) the personal character of the speaker, (2) controlling the consumer's emotion, and (3) the product.

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Only Djarum 76 Advertisement used compensation and humor in order to give the entertain of comedy to their consumers. As a persuasion technique, the winners of advertisements used to influence people. Such as: (1) the personal character of the speaker, (2) controlling the consumer's emotion, and (3) the price.

pective, a persuader has to consider the “honesty and integrity” of any persuasion act or advertisement.

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, all of the winner Indonesian Bright Awards Advertisements 2016 has done used this concept on its commercials.

5.2 Suggestion

This present study concentrates the analysis on persuasion technique that used in the winner of Indonesian Bright Awards advertisements. The persuasion technique can be seen through modes and advertising appeal. Further research is suggested to use or apply the other theories in order to see in what way advertisers persuade to the consumer. Combining persuasion strategy with other various related theories would make the further research more interesting to conduct.