

CHAPTER 5

CONCLUSION AND SUGGESTION

This chapter presents the conclusion and suggestion based on the findings of the analysis in the chapter 4. It concludes overall the finding of the analysis that has been discussed and also gives suggestion for the reader of this research.

5.1 Conclusion

Based on the analysis data of the dialogue between the three sellers and the buyer. It is identified 10 persuasion techniques are used to persuade the buyer. They are: navigation, ease, interest, desire, action, repetition, distraction, changing perspective, expressing proximity and narrative technique. There are only 10 persuasion techniques which is found from 15 persuasion techniques which is presented in chapter 2. It shows that the seller no need more persuasion techniques to get buyer, because the merchandise is daily need which is automatically needed by all consumers.

Mostly, the sellers do persuasion using navigation technique, although the researcher only analyzes 2 data that use navigation because almost the seller use same utterances in navigating the buyer, that are: *yeh* (ok) and *yeh* (here is). Those utterances become dominant in navigation, so that the seller did not analyze the same utterances which are considered also has same meaning. Yet, the other techniques are used for completing the navigation technique that has already used in almost the dialogue.

Thus, the buyer actually already has will to buy the merchandise because the merchandise is daily needs for everyone. But the seller only needs to navigate and call the buyer to come closer, so that the buyer becomes more interested to the merchandise by applying the persuasion techniques. The researcher also identified the used of the linguistics devices based on the Madurese Language to know how the sellers apply the persuasive techniques in persuading their buyer.

5.2 Suggestion

Hopefully this research can give good contribution for the next researchers who want to conduct studies especially in the term of persuasion. The result of the study also can be a source of information and reference for the next researchers to the further studies.

It is really expected that the next researchers who conduct persuasion as the main theory in their researches can utilize other interesting data. It will be better if the next researchers also use other theory of persuasion. In addition, it will nice if the new research of persuasion is out of the marketing world, for instance, in the political campaign, teaching and learning process, etc.