

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

A. CONCLUSIONS

Persuasion is about changing the minds and behavior of people. The form of persuasion may vary widely, ranging from simply providing information, to framing that information to 'nudge' an individual in a particular direction, to strong forms of social control (Stewart, 2015:3). The analysis in Jafra beauty products advertisements are divided into two sections. First, to know the kinds of persuasive techniques that are used in Jafra beauty product advertisement. The kinds of persuasive techniques in these research are: a). Repetition techniques, that are means that the advertisement for a product or service are repeated in order to attract the audience attentions (O'Shaughnessy & O'Shaughnessy, 2004), b). Strong arguments and clear text techniques, in advertising strong arguments and clear text are using short words, short sentence and simple punctuation (Amstrong, 2010), c). Forceful text techniques, that are used in advertisement are words which have power that sometimes can change the way people look at the product (Amstrong, 2010), d). Personal tone techniques is the ad writer should pretend to be writing a personal letter on behalf of a client, because personal pronoun like 'you' can create more persuasive (Ogilvy, 1983), e). Metaphor techniques is express the message of the advertisement quickly in a few words (Sullivan, 2008).

Second, to reveals how those persuasive techniques used in these advertisements. First, reveals the meaning of each words, phrases and sentences which contain persuasive techniques by using Cambridge and Oxford dictionary. Second, the writer analyse how the persuasive techniques used with the theory of persuasive techniques above. Third, analysing of meaning of the advertisements by using theory of discourse by (Cook, 2001 and Hymes, 1972) and theory linguistic devices by (Simpson, 2002 and Leech and Svartvik, 2002).

B. SUGGESTIONS

The analysis of persuasive techniques in advertisements, discourse of advertisements and linguistic devices of advertisements can be beneficial not only for those who deal with advertising but also for English teachers and students studying language. In addition, this study can be a reference for conducting further research.

a. For English Teachers

English teachers can use this study as a reference to improve learning materials, especially about discourse and linguistic devices in advertising.

b. For English Department Students

Students in the English Department may find difficulties in learning linguistics because of the lack of real examples. Advertising can be an interesting example for students to learn more about linguistics. Moreover, this study can be a reference for students to broaden their background knowledge in teaching English language use in advertising.

c. For Future Researchers

This study can help future researchers who conduct studies related to persuasive techniques, discourse of advertisements and linguistic devices used in advertisements. Since, this study only analyzed beauty product advertisements in *Jafra* catalog, future research can study advertisements from other companies. In addition, future studies may analyze advertisements from other media. Apart from this, future studies may also consider a wider analysis on semiotic aspects of advertisements.