

## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

#### **5.1. Conclusion**

This research entitled “An Analysis of Persuasion in Herbalife Catalog” was conducted to find out how the successful food supplement product brand “Herbalife” convinces the catalog readers to buy their expensive products. Investigating with a descriptive qualitative method, this study has two research questions. The first question is what the persuasion techniques employed in Herbalife health product advertisement, and the second one is how the advertisement implements the techniques in their advertisement texts.

Based on the analysis of the language in Herbalife health product catalog, it was identified several techniques of persuasion according to the indicators taken from the theory of persuasion of Sean Brierley (2002) and Max Sutherland (2008). They are Raising Awareness, Expressing Proximity, Sustaining Interest and Winning Consent, Performing Fear, Testimonial and Celebrity Endorsement.

In implementing the techniques, the advertisement uses the relevant lexical choices which can remind readers to healthy life and persuade them to consume the healthy product in the advertisement texts. In addition, it was also found the use of cohesion namely grammatical and lexical cohesion. In the part of grammatical cohesion, there are reference and conjunction. The references which occur in the Herbalife catalog are personal and demonstrative reference. The personal references which are found in this advertisement text dominantly ‘you’ and ‘your’, the rest are ‘I’ and ‘my’. This aims to address and involve the catalog readers. The advertisement tries to create proximity between the catalog readers and the advertisement. By the closeness and the involvement, the readers will feel familiar and try to use the products. Meanwhile, the demonstrative reference is shown by the words ‘this’ and ‘that’. Another grammatical cohesive device is conjunction. In this data, it is found three types of conjunction. They are additive conjunction which is indicated by the word ‘and’, adversative conjunction which is shown by the word ‘but’, and the last is causal conjunction which is identified by the word ‘so’. Furthermore, the lexical cohesion appears in the form of

collocation and reiteration. The collocation can be found on the combination of adjective and noun in the same environment which the meanings relate each other. Then the reiteration is indicated by the use of repetition. The use of the cohesive devices makes these advertisement texts unified and easy to understand. Thus, the messages and the purposes of the advertisement can be fully stated.

## **5.2. Suggestion**

Finally, it is really expected that this research can give a contribution for other researchers who want to conduct studies especially in the term of persuasion. The result of this study hopefully can be a source of information and reference for the next researcher to the further studies.

The next researchers can utilize other interesting data and use other theory of persuasion. Hopefully, it would be a new contribution of the persuasion theory. In addition, it can be considered to have other studies of persuasion in new and current media, for instance, analyzing the persuasion used in commercial break of television or radio, advertisement text on website, and even, on social media like Facebook, Instagram, Line, BBM, etc.