

## CHAPTER 5

### CONCLUSION AND SUGGESTION

This chapter will present the conclusion and some suggestions of this study.

#### 5.1. Summary

Advertisement had several components which were constructed together to send an effective message to the audience. One of the components was advertisement text which contained persuasive language. This study was conducted for the purpose of analyzing what and how persuasive language was used in the advertisement text. The discourse analysis method was used to analyze the pattern of persuasive language used. In analyzing the data, the writer used parameters based on the theories of tools of rhetoric and language features of advertisement to answer the research questions. The data was taken from an English print newspaper *the Jakarta Post*, from Sept 5<sup>th</sup> to 10<sup>th</sup>, 2016. The writer chose three advertisement groups to be analyzed: food and beverages, accommodation, and exhibition advertisements.

The findings of this study are; 1) logos and pathos are more commonly used in the advertisement rather than ethos; and 2) there are six language features used in the advertisement: metaphor, language game, word and phrase repetition, parallelism, word and phrase omission, and persuasive word.

## 5.2. Conclusion

After analyzing the data, the writer drew several conclusions. First, in convincing readers, logos is used in forms of explanation. Readers should be convinced enough before deciding to order by looking on the features or facilities shown in the advertisement. Second, ethos is found the least from the other two tools of rhetoric because of two reasons; 1) it may not be necessary to put ethos in the advertisement since the brand advertiser has already had the market, and; 2) readers who want to know more about the brand including the credibility can search it by themselves from the contact given. Some components just contain information and general claims about the brand but it is still considerable as important things in the advertisement.

Pathos, as shown in the language features of advertisement, is found the most among the other two tools of rhetoric to affect readers' emotions to do an act such as booking room or flight and joining the event. Due to its efficiency and effectiveness, the most language features of advertisement used by advertisers are language game, word and phrase repetition, word and phrase omission, and persuasive word. Language game comes in the form of compounding words while persuasive word mostly comes in the form of adjectives.

### 5.3. Suggestion

Since the advertisement consists of many groups and media, the writer only limits his study on three advertisement groups found in newspaper: food and beverages, accommodation, and exhibition. The writer hopes the next researcher to analyze other advertisement groups and more than one advertisement medium.

The writer also limits the parameter only on twelve language features of advertisement to analyze the data. The writer realized that some data may not be analyzed deeper with this parameter. The writer also hopes the next researcher to add or use different parameters of language features of advertisement which are more detailed to analyze the data by looking for more references of language features of advertisement.

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