

CHAPTER V

CONCLUSION

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This chapter is divided into two parts : summary and suggestions. In the summary, all of the main points that have been discussed in the previous chapters are summarized. Meanwhile, the writer presents some suggestions on the next part.

5.1 Summary

This study examined the persuasive language used by a sales representative of LIPPO LIFE to influence the prospects in taking insurance. As such this study described the persuasive language and strategies used by a sales representative of LIPPO LIFE during the sales presentation under the light of the theories of Persuasion, Sociolinguistics, Marketing, and Public Speaking.

Using a tape recorder (Goldstar) and a diary, the writer recorded two conversations. The conversations are quite long because the writer recorded all the speeches. After recording, the writer transcribed the conversations and analyzed them under given parameters (such as AIDA sequence : Attention - Interest - Desire - Action and Sources of Persuasive Influence : Personal Appeal, Logical Appeal, Motivational Appeal).

The analysis brought the following results as the answer to each research problem and hence fulfill each objectives.

- 1) Persuasion, indeed, is very important in insurance business communication. As a matter of fact, selling insurance is not an easy job. It is because most Indonesian people are not 'insurance minded'. Many people think that taking an insurance can cause a bad luck. They also think that taking insurance means wasting a lot of money on something that is not important. In other words, they don't want to miss the money.

In short, Indonesian people still have a negative thinking about insurance. Therefore, in order that the prospects adopt the new ideas - meaning that they become interested in taking insurance, the salesperson should use persuasive power to achieve personal selling. In other words, persuasion should be involved in selling.

- 2) Based on the data analysis, the writer found out that Mr. Wahyudi used **AIDA** sequence in every sales presentation. He started the presentation by getting the prospect's attention. After getting the prospect's attention, he began to generate interest in the product. Then he emphasized his prospect's desire by drawing attention to its positive benefit and value of the product. He also emphasized his prospect's desire from company profile point of view. Finally, he tried to lead the prospect to take insurance. Besides using **AIDA** models, Mr. Wahyudi also worked with three types of appeals. They are personal appeal (ethos), logical appeal (logos), and motivational appeal (pathos). He used these appeals in a combination and balanced them in a way that evoke the desired response from the prospect.

5.2 Suggestions

This study is limited to one subject - a sales representative of LIPPO LIFE; therefore it is far from being perfect. The writer suggests the next researchers to take more subjects. In addition, the next researchers could choose to study the persuasive language used by a sales representative of the other companies besides insurance company.

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