

## CHAPTER V

### CONCLUSIONS AND SUGGESTIONS

#### A. Conclusion

After analyzing the type of Persuasive Strategies in Woman Cosmetics Advertisement of skin whitening product on television commercials. The conclusions are as follow :

- (1) About fifty utterances that have been listed from the woman cosmetics advertisement there are three types of Persuasive Strategies of Woman Cosmetics in skin whitening product on Television Commercials according to Aristotle. That are Ethos, Pathos and Logos. There were 32 utterances that categorized as Ethos, 12 utterances categorized as Pathos, and 6 utterances categorized as Logos.
- (2) Two process happened in persuasive strategies they are Elaboration Likelihood Model (ELM) and The Heuristic Systematic Model (HSM). Elaboration Likelihood Model consists of 'central route' and the 'peripheral' route. The central route is were people think about arguments and elaborate on them, they use motivation and the ability to scrutinize issue relevant arguments. The 'peripheral' route, this occurs when motivation and/or ability are relatively low and attitudes are determined by positive or negative cues. The Heuristic Systematic Model. The model states that individuals can process message in two ways: Heuristically and Systematically. Heuristically processing are likely to agree with message

delivered by experts or message that are endorsed by others, or usually Artist or friends. Context of Systematically Processing, the ad must be relevant with the specific reason and relevant information, also response accordingly to the semantic content of the message. From this study the researcher found that were 31 utterances are Central Route as the process happen in ad and 19 utterances from the advertisement are Peripheral Route. Although the process happen in HSM Heuristicaly Processing 12 and Systematically Processing 38.

- (3) The reason for the use is the ways they are according to the examples of utterances from the woman cosmetics advertisement in television commercial. They are two reasons for the use is the way they are. First Elaboration Likelihood Model (ELM) that divided into Central and Peripheral and The Heuristic Systematic Model (HSM) divided into Heuristics and Systematically processing. Reason for it use depends from the use of word or utterances in the advertisement and it must be relevant with the characteristics of each types from ELM and HSM.

## **B. Suggestion**

In relation to the conclusions, some suggestions are given as following

1. The students of English Department especially to the literature students should learn more about the types and how persuasive can persuade others in many things. Especially in Advertisement. In order to add their

knowledge and information about Persuasive Strategies so they can understand how persuasive work in advertisement

2. For the future researchers, it is suggested that the research of linguistics especially to do further studies on the types of persuasive strategies. It can be the reference to help them study about it. And also to found the new information or knowledge about the persuasive strategies that didn't found in this research before.
3. To the viewer or readers it is very important to help them to understand the meaning and types of persuasive strategies in advertisements. In order to add their knowledge and information about persuasive and how persuasive used in advertisement especially in woman cosmetics.