

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### A. Conclusion

After analyzing the data, conclusions are drawn as the following.

- (1) The three modes of persuasion or rhetorical strategies, i.e. *Logos*, *Ethos*, *Pathos*, were used to convince the audience to realize the truth, to show the speaker's credibility and authority over the subject, and to arouse the emotion of the audience. The three should be combined to achieve successful persuasion. Jakarta governor candidates have successfully practiced rhetorical strategies in the Jakarta Electoral Debate 2017. The total number of rhetorical strategies used is 431.
- (2) The four realizations of rhetorical strategies, i.e. Evidence, Fear, Humor, and Varying in Language Intensity, are used to influence the persuasiveness of a message. Those realizations are very important to show the trustworthiness of the speaker, to show the speaker sociability, and to arouse the emotion of fear. In the debates, Jakarta governor candidates used them to strengthen the arguments or positions. The total number of realizations found is 312.
- (3) Jakarta governor candidates establish their preferability through acclaiming, attacking, and defending. Candidates dominantly acclaimed their positive characteristics or their policy positions in the debates. They also attacked to show the weaknesses of their opponents and defended themselves from all questions or attacks by their opponents.

## B. Suggestion

In relation to the conclusions, suggestions are staged as the following.

- (1) Rhetorical strategies are applicable in our daily life. Using the combination of *Logos*, *Ethos*, and *Pathos* will create a successful persuasion. Students, politicians, advertisers, journalists, or related practitioners, should understand those rhetorical strategies in order to compile their speech, writing, article, or other related in a better way.
- (2) There were four important factors in influencsing persuasiveness, i.e. Evidence, Fear, Humor, and Varying in Language Intensity. Practitioners should understand those factors in order to make them trustworthy and sociable, and to arouse specific emotions.
- (3) The reasons of using rhetorical strategies, i.e. acclaiming, attacking, and defending, depend on the situation. However, the three reasons are applicable wherever they are practiced in. Practitioners should understand those reasons in order to establish their preferability. The findings or any information in this study are important to understand and to practice, or to conduct any research in the future.