

CHAPTER V

CONCLUTIONS AND SUGGESTIONS

A. Conclusion

So far after, analyzing the data the conclusion can be drawn as the following:

1. Types of persuasive techniques were found in Joko Widodo's utterances in five selected speeches were those that defined as ethos, pathos, and logos. The total numbers of persuasive techniques from five selected speeches by Joko Widodo were 116 utterances. There were 25 utterances consist of ethos, 36 utterances consist of pathos, and 55 utterances consist of logos. The dominant type of persuasive techniques used in Joko Widodo political speeches was Logos (55) with the percentage (47.5%).
2. There were three reasons of using persuasion were found in five selected speeches by Joko Widodo's utterances. They were to convince, to actuate, and to stimulate. The total numbers of the reasons of using persuasive techniques from five selected speeches by Joko Widodo were 116 utterances. There were 40 consist of to actuate, 43 consist of to convince, and 33 consist of to stimulate. The ways performing persuasive speech mostly used was to convince (43) with the percentage (37%).

B. Suggestion

Considering the conclusion that had been forming above, several suggestions regarding the topic of this study were listed as follows:

1. Theoretically: the findings of this study were expected can be the reference to give a contribution for further study which criticized persuasive in political speech. Using the combination of Logos, Ethos and Pathos will create a successful persuasion. Students, politicians, advertisers, journalists, or related practitioners, should understand those persuasive techniques in order to compile their speech, writing article, or other related in better way.
2. Practically: the reasons of using persuasive techniques, i.e. to convince, to actuate and to stimulate. However the three reasons were applicable wherever they are practiced in. practitioners should understand those reasons in order to establish their prefer ability. The findings or any information in this study are important to understand and to practice, or to conduct any research in the future.