

## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

#### **A. Conclusion**

This research looks at the shoes seller's persuasive strategies on the TAFT Instagram account. As of the data analysis, there were 84 posts from TAFT. The study's analysis reveals that, first, only six of Keraf's seven types of persuasive strategies were used in this study, despite a total of 84 posts. They are rationalization (23 posts), identification (7 posts), suggestion (40 posts), conformity (3 posts), compensation (6 posts), and projection (5 posts). Suggestion was the most prevalent method of persuasion used by users. It was because people were invited or persuaded to accept a certain conviction without being given a principle or logical belief to back it up. It involves getting the viewers to accept the promotion without thinking about an idea, belief, or action.

Second, while this study revealed six different sorts of persuasive approaches, it only used Aristotle's three persuasion strategies. Ethos, Phatos, and Logos were the three gods. The logo strategy had become one of the most popular in the TAFT Instagram account. When a user used the Logos technique to market a shoe, it demonstrates that the user was provided evidence and logical information about the shoe. The user persuades the audience by providing factual information or reasoning. For example, the user may input the data of TAFT events, provide information on the event venue or

a new shoe design attraction and make a statement of features based on images that he shares on the TAFT wall.

## **B. Suggestion**

Concerning the finishes of the research, the researchers proposes a few ideas for the accompanying gatherings.

- a. For the students, It is suggested that the student should learn more about the use of language especially in Social Network such as instagram as the one easier way to connect with other people and to explore anything.
- b. For the other researches, It is suggested should make further researcher about shoes seller, such as customer perception about shoes promotion. It can be useful to know the customer or viewer responses for shoes promotion.
- c. For TAFT, It is suggested that the user of TAFT must care for the strategy and the technique that they use to persuade people. So it can get their belief and their interesting to the shoes.