

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

After analyzing the data, the conclusions are stated as follows:

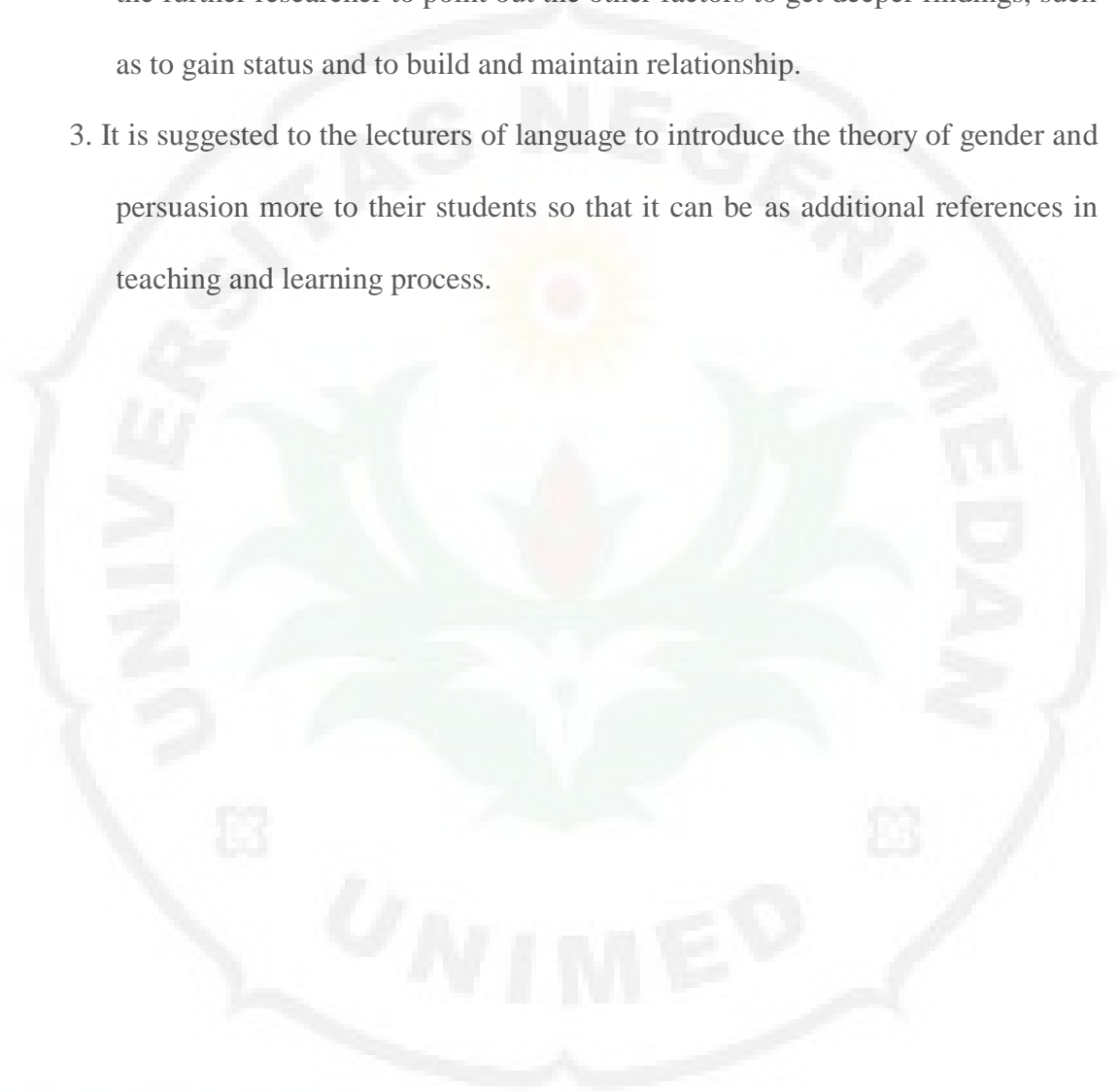
1. The male and female sales promoters used both male and female ways of communication in persuading buyers. They used all of the male and female ways of persuasion. On persuading buyers, male promoters used highly ways which is there are 133 utterances of persuasion more than female did which is used only 117 utterances of persuasion. Meaning that, the male promoters were succeeded on persuading buyers more than female promoters.
2. The reason causing male promoters do the way they do is to giving factual information while female promoters do the way they do is because of to negotiate closeness and intimacy.

5.2 Suggestions

In relation to the conclusions, suggestions are offered as the following:

1. Since the subjects of this study are limited to the ways of gender's persuasion in the sales promotion communication commonly, it is suggested to further research with the subject of different gender interaction or the modus of persuasion itself to increase their understanding of how males and females promoters communicate to other people since gender differences in communication potentially create misunderstanding.

2. Based on the findings, this study is focused on the ways only, it is suggested to the further researcher to point out the other factors to get deeper findings, such as to gain status and to build and maintain relationship.
3. It is suggested to the lecturers of language to introduce the theory of gender and persuasion more to their students so that it can be as additional references in teaching and learning process.



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