

## CHAPTER V CONCLUSION AND SUGGESTION

### A. Conclusion

This study deals with persuasive strategies of samosir promotion in visit samosir facebook page. There are 60 status from visit samosir as the data had analyzed. The analysis of the study shows that:

1. From the 7 types of **persuasive technique** by Keraf, there were only six types of persuasive technique in this study. They are **rationalization** (17 status), **identification** (3 status), **suggestion** (32 status), **compensation** (6 status), **projection** (2 status), **displacement** (1 status). The most usual types of persuasive technique that the user use is suggestion. It is due to invite or persuade people to accept the certain conviction without giving a principle or logical belief. It is involved getting the viewers to accept the promoting without thinking an idea, belief, and action.
2. While there were six types of persuasive technique that found in this research, the three **strategies of persuasive** by Aristotle used in this study. They were **Ethos**, **Phatos** and **Logos**. Logos strategy become one of the most commonly strategy used in visit samosir facebook page. When the user use Logos strategy in promoting of Samosir tourism, it shows the user give evidences and logical information about the tourism. The user persuade the viewers by giving them the fact information or reason. Such as, the user input the date of the events that will be held in Samosir, the user inform about the location of tourist attraction in Samosir, and the user make a

statement of features based on the photos that he share in the wall of visit samosir.

### **B. Suggestion**

Having seen the result of this study, the writer would like to offer some suggestion to be considered by those who are interested in studying about persuasion and in making futher reserach about it. They are as follows:

1. It is suggested that the student of English literature should learn more about the use of language especially in Social Networking such as Facebook as the one easier way to connect with the other people.
2. It is suggested to the other researcher should make futher researcher about tourism, such as the tourist perception about tourism promoting of Samosir. It can be useful to know thw tourist responses for Samosir promoting.
3. It is suggested that the user of visit samosir must care for the strategy and the technique that they use to persuade people. So it can get their belief and their interesting to Samosir island.