

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

After analyzing the data, finally the writer went to the conclusions that presented as follows:

1. There are seven techniques of persuasion which were applied in the commercial advertisement on billboard. They are rationalization, identification, suggestion, conformity, compensation, displacement, and projection. The persuasion technique which is the most often used is suggestion technique. One advertisement applied one persuasion technique at least and could be more than one persuasion technique. In billboard advertisement, the advertisers use the picture to promote their products in the public places. The pictures and the writings in the advertisement are used as the techniques to persuade people.
2. The advertisers used the persuasion technique to influence the readers or viewers so that they are interested in reading, believe what is presented about the advertised product, then they want to buy the product consciously and use it without any coercion or discrimination from anybody. The persuasion techniques help the advertisers to promote their products in the public place to avoid the obstacles, so that the advertisement can be accepted by anyone. The advertisements can be more interesting to attract the readers' sight.

B. Suggestion

There are several suggestions that can be offered based on the analysis of the study, they are:

1. The writer suggests the readers of the advertisement not to easily trust the information which has been delivered in the advertisement because some advertisements exaggerated when promoting the product.
2. This study can be review for the next researchers who want to analyze about persuasive technique in different point of view. The writer suggests to use the other object such as electronic advertisement.
3. For the advertisers, they can use the pictures which contain of Indonesian's cultures or even tourism object in promoting their product so the readers can know more about Indonesia besides the main purpose is persuading the readers to buy and consume the product which is being advertised.