

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

This study was concerned on the realization of persuasive used by the candidates of the governor of Jakarta in Mata Najwa 2017. It was aimed at describing the types of persuasive strategies, the way of performing speech acts in persuasive strategies and the reasons of using persuasive strategies in the ways they are. After all the data have been analyzed, the conclusion can be stated as the following:

1. There were six strategies of persuasive strategies that used by the candidates of the governor of Jakarta on Mata Najwa 2017, they are consistence, authority, reciprocal, social-evidence, preference and rareness strategy. The mostly types of persuasive strategies used by the candidates was consistency.
2. There were five types of speech acts that realized by the candidates in using persuasive strategies, those are, directives, assertives, commisives, expressive and declarative. There were 2 the way speech acts used in the utterances namely direct way and indirect way. The dominant types of speech act realized in persuasive strategies were representatives.
3. There were 3 reasons why the candidates used persuasive strategies in the ways they are, those are to convince, to actuate and to stimulate. Stimulate was mostly realized in the utterances of the persuasive strategies used by the candidates in the election debate on Mata Najwa 2017.

5.2 Suggestions

The suggestions are as the following:

1. It is suggested for the other researchers to study about the language of politics used in campaign, speeches, inauguration, debates, etc to analyze the utterances or language used by the politicians.
2. It is suggested for other researchers who want to elaborate the study about persuasive strategies to do the research in other fields, such as marketing, or even in teaching and learning process.
3. It is suggested for the students who want to study about the theory of persuasive strategies, the way of performing speech acts in persuasive strategies, and the reasons of using persuasive strategies in social interaction or to apply in other field also.