

## CHAPTER V

### CONCLUSIONS AND SUGGESTIONS

#### 5.1 CONCLUSIONS

This study was concerned on the realization of persuasive utterances by the mayor and vice mayor candidates 2015 in Medan in political campaign. It was aimed at describing the types of persuasive strategies, the way of performing speech acts in persuasive utterances and the reasons of using persuasive utterances by the mayor and vice mayor candidates 2015 in Medan in political campaign. After all the data have been analyzed, the conclusion can be stated as the following:

1. There are only five strategies of persuasive utterances that utilized by mayor and vice mayor candidates 2015 of Medan in the campaign, they are consistence, authority, social-evidence, preference and rareness strategy. While, the reciprocal strategy was not found in all persuasive utterances that uttered by the candidates.
2. All types of speech acts were found in realization of persuasive utterances that utilized by the candidates. They were directives, assertives, commissives, expressives, and declaratives. Based on the data analysis only the directives were performed by direct way (on-record), while, assertives commissives, expressives, and declaratives were performed by indirect way (off-record).
3. There were some reasons of persuasive utterances utilized by the candidates, namely to convince, to actuate and to stimulate the audiences.

The three of these reasons supported each other to make the complete persuasive utterances.

## 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 utterances 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 utterances (persuasive strategies, the way of performing speech acts in persuasive utterances, and the reasons of using persuasive utterances) in social interaction or to apply in other field also.