

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

This chapter presents the conclusions and suggestions based on the result of the final report.

5.1 Conclusions

Advertisement is used as a communication tool for business with the purpose of attracting and persuading customers. Persuasion can be achieved by using persuasive devices that are implemented in verbal and visual content in copy advertisements. By using persuasive devices effectively, advertisements become attractive and can persuade viewers to purchase the product as the final decision.

In this study, the writer analyzed two video advertisements of Pempek and Mie Celor. After analyzing the persuasive devices based on the theory of rhetorical features and visual elements, it was found that the two video advertisements were used some features of visual and verbal persuasive devices. The verbal persuasive devices used by the copywriter of pempek advertisement were rhetorical questions, adjectives, rule of three, imperative moods, and pronouns. Copywriter of Mie Celor was used rhetorical questions, adjectives, imperative moods, and pronouns as the form of verbal persuasive devices. The form of visual devices used by the copywriters of two advertisements were logo, attractive object, color theory, and typographic composition.

Furthermore, the contents of the two video advertisements were in accordance with the four stages in the AIDA Model as suggested by Lewis (1898). Based on the needs of the AIDA model, each step must be taken for the aim to attract the attention of potential clients, arouse their interest and desire to the final buying action. In the advertisement of Pempek and Mie Celor, the persuasive devices were distributed in each stage according to the purpose of the stages.

5.2 Suggestions

Advertisements circulating on electronic media or analog media are increasing and increasingly competitive. To make advertisements that stand out and get noticed by the audience, advertiser need interesting and informative advertisements. So, the copywriters must design an advertisement that is appealing both in verbal and visual.

To design good and persuasive copywriting, copywriters must take advantage of various persuasive devices so that the ad content is more varied and not bland. Persuasion devices are designed and applied to verbal and visual elements. Emphasize the benefits and advantages of the product as the focus of the copywriting content.

In addition, the copywriting of an advertisement should follow a tried-and-tested model. One of these models is the AIDA Model. This model helps the copywriter in identifying the stages that an individual goes through during the process of purchasing a product.