

## **CHAPTER V**

### **CONCLUSIONS AND DISCUSSIONS**

#### **5.1 CONCLUSIONS**

Based on the findings, the rhetorical moves that appeared in the copy of Pempek such as Manufacturing Company, Naming the Product, Pricing, Targeting the Market, Extra Details, Illustrating the product with the picture, Listing Features, Listing Models, Evaluating the Products Positively, Justifying the Product, Urging Action. The rhetorical moves in the copy of Mie Celor such as Manufacturing Company, Naming the Product, Pricing, Targeting the Market, Extra Details, Illustrating the product with the picture, Listing Features, Evaluating the Products Positively, Justifying the Product, and Urging Action.

Meanwhile the Linguistic Features that appeared in the copy of Pempek such as Familiar Language, Potency, Use of Imperative, Present Tense, Association, Ellipsis, and Incomplete Sentence. In the copy of Mie Celor, the linguistic features were Familiar Language, Potency, Use of Imperative, Present Tense, Ellipsis, and Incomplete Sentence.

#### **5.2 SUGGESTIONS**

It is suggested that the students of English Department learn rhetorical guidelines and get an insight into persuasive linguistic features to help them to successfully write a persuasive copy in English. Using the insight gained from the study will enable them to write a copy. Teachers should adopt and adapt the move/step descriptors to facilitate students' comprehension of how every piece of text contributes to achieving a communicative purpose.

This study also suggests that small business participants of this study implement the resulted study. This will help them prepare the launching of a new advertisement, when they want to get into a new market, or are looking for ways to improve their advertising strategies. It is necessary for the small business to follow the rhetorical moves and linguistic features in order to make the advertisement more interesting so that they can make their advertisements stand

out in a strict business competition. Besides, the audiences will be more focus on the point that advertisement delivered. Therefore, the more interesting, the more audience attracted to take the action, and buy the product.