

CHAPTER IV

CONCLUSION AND SUGGESTION

4.1 Conclusion

This research aims to identify the modes of persuasion and persuasive strategies used in all English version videos on *Indonesia.Travel* YouTube channel. After analysing persuasive utterances, there are 38 utterances that contain it. There are two modes of persuasion used by the speakers in the all English version videos and one mode of persuasion appeals in the YouTube channel. There are pathos and logos; pathos occurs the most in the videos. Regarding the persuasive strategy, it is found that there are three strategies used by the speaker in all English version videos. There are presentational, quasilogical, and repetition strategies.

Furthermore, the speakers in the videos might avoid the analogy to minimize misunderstanding and misinterpretation due to the variety of the listener's culture. Pathos as the modes of persuasion, focus on the emotion's listener, and presentational focus on the rhythmic flows of sounds, making the utterance remarkable and catchy. Moreover, the speakers used a fact and logical process but not in a strict way to persuade the listeners as it can be seen on the quasilogical and logos used in three data.

The result of the analysis shows the pathos and presentational occurrences the most in all of *wonderful Indonesia* English version videos. It may indicate the emotion and feelings are mostly targeted by listeners to persuade. The speakers use pathos and presentational to sway the emotions and feelings of their listeners.

4.2 Suggestion

After all, this thesis aims to conclude the modes of persuasion and persuasive strategy used in all *wonderful Indonesia* English version videos of *Indonesia.Travel* YouTube channel. This thesis provides the conclusions on the persuasive utterance used in the advertisement in spoken form. Due to the lack of data in English version, this thesis cannot analyze further modes of persuasion and persuasive strategies used on the utterance in *Indonesia.Travel* YouTube channel. The writer suggests for the next researcher examine the persuasive utterance on travel channels in social media such as Twitter, Instagram, and others. This research could not find the analogy and the ethos on the utterance. The next researchers can emphasize analogy and ethos more.

