CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Persuasive text is a written text that invites, persuades, and encourages readers to do what the writer wants in a better direction. The diversity of texts written by KEMENKES seeks to make the public aware of COVID-19 which is written in a persuasive slogan of COVID-19. This study is unique from other studies. The uniqueness of this research is that researchers discuss texts on the prevention of COVID-19 which are currently booming in the public. In these texts, researcher can persuasively recognize COVID-19 prevention texts written by *KEMENKES* during the pandemic.

After doing this research, there are three conclusions that the writer can draw. The first one is all the construction of persuasive text in slogan COVID-19 by *KEMENKES*. In this research, the writer found 42 (forty-two) data persuasive text by constructing elocutionary, illocutionary, and perlocutionary act in slogan COVID-19 by *KEMENKES*. This research's elocutionary act is to find the base in the context of persuasive text slogan COVID-19 by *KEMENKES*. The illocutionary act of this research aims to know the purpose of the persuasive text in the slogan COVID-19 by *KEMENKES*. However, this research's perlocutionary is to see the effect or power of community influence on the response of the persuasive text in slogan COVID-19 by *KEMENKES*.

The second is there are four techniques of persuasive text in slogan COVID-19 by *KEMENKES*. It consists of rationalization, identification, suggestion, and conformity technique in this research. The first one is the rationalization technique. There are 16 (sixteen) data as a strategy in the rationalization technique. The second is the identification technique. There are 6 (six) data of identification technique in a persuasive text. The third is the suggested technique. There are 11 (eleven) data in the suggestion technique as a strategy in a persuasive text. The last one is the conformity technique. There are 9 (nine) data in conformity technique of persuasive text in slogan COVID-19 by *KEMENKES*.

In the last conclusion, the writer concludes that there are three persuasive text functions in this persuasive text in slogan COVID-19 by *KEMENKES*. The first function is the writer found 24 (twenty-four) data in the control function in a persuasive text. The second is the consumer protection function in a persuasive text. There are 2 (two) data of persuasive text in slogan COVID-19 by *KEMENKES*. The last function is the knowledge function. There are 16 (sixteen) data in knowledge function of persuasive text in slogan COVID-19 by *KEMENKES*.

This research is expected to provide good benefits for researchers and readers in achieving optimal results regarding the prevention of COVID-19 as well as producing systematic and generally useful reports. This research can provide benefits for the development of linguistics, especially in pragmatic studies. The theoretical benefits are expected to increase understanding of the persuasive texts in the slogan

COVID-19 (Corona Virus Disease 2019) in the use of Indonesian in accordance with the theory presented in this study.

As for practicality, this research is expected to be useful as an illustration for linguists to popularize the sentence structure used in the slogan COVID-19 by KEMENKES towards preventing the transmission of COVID-19 which is often practiced in daily communication, with the hope that readers will be more aware of COVID-19 and can do good advice from the *KEMENKES* on prevention of COVID-19. In a pragmatic view, the use of persuasive text can be understood by making the subject as a government and agent regulated by the Indonesian people, especially in preventing the pandemic situation of COVID-19 (Corona Virus Disease 2019) that is rampant in Indonesia. This research can be used as a comparative material with other existing studies, especially in analyzing persuasive text construction, persuasive text techniques, and persuasive functions.

5.2 Suggestion

Persuasive text is a sentence or paragraph that convinces you to accept a certain point of view or take certain actions. The persuasive text contains invitations or persuading readers to do or follow what the author says in the text. Persuasive text is important for the reader especially linguistic students, to gain more knowledge about the text's meaning. Moreover, the writer also hopes for other researchers to discuss persuasive text more deeply by using more data from different sources and different theories.