

## CHAPTER IV

### CONCLUSION AND SUGGESTION

#### 4.0 Conclusion

Based on the discussion above, there are a number of things that can be concluded which hopefully can provide a brief and useful explanation as follows:

The first is the use of persuasive communication method discovered by the famous literature Aristotle in the 350 BCE, this method has 3 pillars namely Ethos, Logos, Pathos, initially this method was used as a reference for public speaking to attract people's beliefs in his era, but the writer tried to apply it to promotional article writing on a campus scholarly website, by applying these 3 pillars that make the article more interesting because it is structured and is expected to add more interest and can make student get influenced to apply in the program.

The second is to find the correct diction in arranging the words used so that the promotional articles become easier to understand and more attractive to the target audience, because the target readers of this website are students from Universitas Airlangga, researchers and academicians, so that the compiled language must be formal but can also easy to understand. It is not easy to find the perfect choice of words because of the limited knowledge of vocabularies the writer since the writer's nationalism is not a native speaker, but thanks to amazing

literature who found the type of diction and procedures for using it, so that makes it easier for writer to choose good words to perfect promotional articles become more attractive to the target readers

There are a number of obstacles that the writer faced when conducted this case study that made this case study work more challenging. Like the website administrator operating system that was not good and slow and also partner university's unprofessionalism in providing an unclear mandate so that AGE could not promote the program easily and in great demand, but this is actually a lesson that sometimes things don't always go smoothly.

Besides all the obstacles that occurred, the writer also got a lot of meaningful experience while working on this case study including the insight of the writer about the world of literature, offices, journalism and developing the ability of writers to make interesting articles

#### **4.1.1 Suggestion**

#### **4.2.1 Suggestion for AGE (Airlangga Global Engagement)**

The writer suggests AGE keep the spirit of hard work in achieving of Universitas Airlangga's dream to become the top 500 best universities in the world, the writer also suggests that AGE continues to increase creativity in creating prestigious and attractive programs to enhance university credibility and improve communication between people so there will be no more misunderstandings works, improve work professionalism and keep humble in serving the clients. If necessary, AGE can advise the university to make

fingerprint attendance, so that discipline can be further improved. The last suggestion is for staff, division heads and volunteers to continue to work together and respect each other.

#### **4.2.2 Suggestion for D-III Bahasa Inggris**

The writer suggests that D-III Bahasa Inggris should continue to create new innovations in the world of education, create new subjects or develop subjects such as public speaking in journalism which later can emphasize students' abilities in the world of journalists such as being a reporter and so on. Or add persuasive communication material that is reviewed in detail, so it makes D-III become more superior than other vocational study departments which can later increase the credibility and accreditation of D-III Bahasa Inggris study programs.