

CHAPTER V

CONCLUSION AND SUGGESTION

The explanation of the conclusion and suggestion of this research is conducted in this chapter. The conclusion is going to present the review or summary of the research's findings. Also, the suggestion section is going to provide suggestions and recommendations for future researchers.

5.1 Conclusion

This research aims to identify the felicity condition of persuasive utterances in Taylor Swift's commencement speech at New York University (NYU). Based on the data, the researcher found that from 79 utterances there are only 59 utterances that are felicitous to the felicity condition of persuasive speech act; thus, these 59 utterances are considered to be persuasive utterances. These 59 utterances are analyzed based on persuasive strategies based on Beebe & Beebe (2017). Then, the researcher drew some conclusions based on the analysis:

1. After analyzing the data, the researcher found that only 59 utterances fulfilled all of the four types of felicity conditions of persuasion. Therefore, these utterances are going to be analyzed as their persuasive strategies to answer the research question.
2. The researcher discovered that the 59 felicitous utterances contain five types of persuasive strategies of using evidence and nine types of persuasive strategies of using emotion. Those are using credible evidence (1 utterance), using new evidence (1 utterance), specific evidence (1 utterance), using evidence to tell the story (10 utterances),

and using evidence appropriate to a diverse audience (1 utterance). For the persuasive strategy of using emotion, there are using a concrete example that helps the listener or audience visualize what the persuasive speaker describes (2 utterances), using the emotion-arousing word (14 utterances), telling stories with an emotional message (4 utterances), using appropriate metaphors and similes (4 utterances), using an appropriate fear appeal (6 utterances), considering using appeal to several emotions; hope (4 utterances), pride (4 utterances), courage (6 utterances), and reverence (1 utterance). The most dominant persuasive strategy used by Taylor Swift is using the emotion-arousing word. Using emotion is intended to influence the audience to act based on her opinion right away. People can be persuaded by reason, but they are moved by emotion. This is agreed upon by many studies. However, in using an emotional strategy, the message delivered should be logically approved.

3. The effectiveness of the felicity conditions of persuasion can be proven by the researcher since all of the 59 utterances that can fulfill the felicity conditions of persuasion contain a persuasive strategy.

5.2 Suggestion

The researcher suggests future researchers who are interested in the same field to examine and conduct a more in-depth analysis of persuasiveness in speech acts, which can indicate persuasiveness from other perspectives. As this research uses the felicity condition of the persuasive speech act to decide the persuasive

utterances, the future researchers may use other ways in indicating the persuasive utterances such as using Illocutionary Force Indicating Devices (IFID). If the future researchers want to analyze the persuasive strategies, they can use the different fields of speech which can be used as the object of the study. As the object of this research is in the academic field, the future researchers may use speeches from other fields such as politics, marketing, and entertainment.

