

CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

This study aims to analyze the use of persuasive sentences in printed tourism promotion brochures for North Nias Regency. Based on interviews with the Tourism Office and document analysis of the brochure content, several important findings were obtained regarding the types of persuasive sentences used, namely *ethos*, *pathos*, *logos*, and call to action (CTA), as well as linguistic elements based on Gorys Keraf's theory. From the research findings, it can be concluded that only two types of persuasive sentences, namely *pathos* and *logos*, were consistently used both in the interviews and in the brochure content. Meanwhile, *ethos* and CTA, although mentioned in the interviews, are not clearly reflected in the documents. This indicates that although the Tourism Office understands the importance of variety in the use of persuasive sentence types, its application is still limited to emotional and informative aspects only. The consistency level of the use of persuasive sentence types in these promotional documents only reaches 50%.

Additionally, out of the nine linguistic elements analyse imperative sentences, repetition, metaphors, personification, pronouns, hyperbole, assonance, synecdoche, and modifiers only two elements were found to be consistently present: repetition and personification. Other elements such as imperatives, pronouns, and metaphors were found to be inconsistent between the interview statements and the content of the document, while some elements were not found at all. The consistency level of linguistic elements in the brochure only reached 22.2%, indicating that the language style used in the brochure's composition is still limited and not yet optimal in building persuasive appeal.

It can be concluded that the four types of persuasive sentences, *ethos*, *pathos*, *logos*, and call to action (CTA), are known and understood by the authors through interviews. However, in practice, only *pathos* and *logos* are consistently found in the content of the brochure. *Pathos* is used to evoke readers' emotions through descriptions of the atmosphere and natural beauty, while *logos* is evident in the presentation of information and data that support the promotion. Meanwhile, *ethos*

and CTA have not been optimally applied, even though they were mentioned in the planning stage. The research results show that the formulation of linguistic elements in persuasive sentences is still done intuitively, without a systematic linguistic approach. Elements such as repetition and personification are used to create a poetic impression and bring the destination to life, while other important elements such as pronouns and imperatives have not been utilized to their full potential. This indicates that the construction of persuasive sentences still has significant room for improvement to be more effective in attracting tourists' interest.

Based on the research results, the researcher concluded that the types of persuasive sentences used in the tourism promotion brochures of the North Nias Regency Tourism Office include pathos and logos, which are applied consistently. Meanwhile, ethos and call to action (CTA) have not been maximally utilized in the brochure content, although they were acknowledged in the interviews. Linguistic elements in persuasive sentences, such as repetition and personification, are used to build emotional appeal. However, other linguistic elements are still not applied in a structured manner and tend to be intuitive. Thus, the researcher concludes that there is great potential to increase the effectiveness of tourism promotion through the strengthening of more comprehensive persuasive strategies and the use of more diverse linguistic elements.

5.2 Recommendation

To address the findings and improve the quality of the North Nias tourism brochures, the researcher provides the following recommendations:

1) Increase the use of persuasive sentence.

The proportion of persuasive sentences, especially those of the ethos, logos, and CTA types, needs to be increased in order to create a more convincing narrative. Brochures should not only provide information, but also encourage action and build trust.

2) Expand the variety of linguistic elements. The use of varied language styles such as metaphors, imperative sentences, personal pronouns, and

hyperbole needs to be increased to strengthen emotional appeal and reader engagement.

3) Enhancing cultural appeal content.

Cultural tourism should be communicated using more imaginative and evocative language. Storytelling techniques, emotional diction, and cultural sensitivity should be prioritized to enhance promotional value and balance informative and persuasive content, tailored to the characteristics of each destination and target audience.

4) Providing training and capacity building.

Staff involved in brochure development should be trained in persuasive writing, rhetorical theory, and communication strategies to ensure that field practices align with theory.

5) Collaborating with experts.

The Tourism Department is advised to collaborate with language experts, academics, or creative writers to improve narrative quality and linguistic accuracy.

6) Conducting further research and obtaining audience feedback.

Future research should involve feedback from readers or tourists to assess the extent to which persuasive language influences decision-making. It is also recommended to explore visual and multimedia aspects to understand tourism communication strategies more comprehensively.