

CHAPTER V

CONCLUSION AND SUGGESTIONS

The final chapter summarizes the key findings of the study on the role of lexical features and persuasive techniques in UMKM advertisements on Instagram and provides strategic recommendations that UMKM can use to increase the appeal and effectiveness of their marketing campaigns on social media.

5.1 Conclusion

This research has purpose to investigate the usage of lexical features and persuasive technique in Advertisement for UMKM on Instagram. The research utilized Grey (2008), Cialdini (2007), and Momayezalashjar and Shuraki (2022) theory to answer research question. The research analyzes the types of lexical features, persuasive technique and their function that applied in the caption of UMKM advertisement. Furthermore, this research used descriptive qualitative method to analysed 30 captions of the UMKM products advertisement in East Nusa Tenggara. Also, the researcher used documentation and interview as the research instrument in this study.

The researcher found that there are nine out of ten lexical features namely, hyperbole, neologism, weasel words, simple vocabulary, repetition, familiar language, humor, euphemism, and potency. Meanwhile glamorization was not found in the 30 data analysed. Also, not all persuasive techniques were found in this study, there are five of the six persuasive techniques found, namely reciprocity, social proof, authority, liking and scarcity, while commitment and consistency were

not found in this data. The lexical features identified play a role in emphasizing or exaggerating product advantages, introducing new products, and explaining the effects of product use. Meanwhile, the persuasive techniques used aim to convince consumers to purchase new products, compete with other products, and manage the product's presence in the market.

A new finding from this study is the important role of familiar language and the use of humor in UMKM advertisements. Although not directly included in primary functions such as highlighting product advantages or explaining the effects of use, familiar language and humor have proven highly effective in building emotional connections and increasing audience engagement. The use of these two elements creates a relaxed atmosphere, strengthens personal connections with consumers, and increases the likelihood of the audience interacting with and remembering the advertising message. The implications of these findings suggest that UMKM advertisers can further optimize the use of familiar language and humor to strengthen loyalty and expand their market reach on social media.

In addition, this study proves that a strategic combination of lexical features and persuasive techniques tailored to the cultural context of the UMKM market in NTT significantly increases the effectiveness of Instagram advertising. Understanding and integrating local language nuances and persuasive appeal allows UMKM advertisers to more easily connect with their target audience, build trust, and encourage consumer action.

5.2 Suggestions

1. UMKM Digital Marketing Advertisers

It is recommended that UMKM digital marketing advertisers optimize the use of simple vocabulary and familiar language in social media captions. The use of simple and easy to understand words and familiar and everyday language can make it easier for audiences to capture messages and feel close to the brand. Meanwhile, the selection of strong and convincing words helps to effectively highlight the advantages of the new product. In addition, the utilization of persuasive techniques such as scarcity needs to be tailored to marketing objectives in order to effectively increase consumer trust, create urgency, and maintain customer loyalty.

2. For Other Researchers

This research is limited to analysed lexical features and persuasive techniques in UMKM Instagram captions. Therefore, it is recommended that future researchers examine the use of lexical as well as syntactic features that function as persuasive techniques in other objects such as advertisements on different platforms, movies, or other social media. In addition, further research can explore the relationship of lexical features with other aspects of marketing or communication that have not been widely researched to broaden the insights and applications of the theory.