

6.	Thalia Dina	Baby Product
7.	Cecilia	Women Health care
8.	Dewi Cania	Baby Product and Facial Wash
9.	Yunita Sisil	Facial Wash
10.	Tina Malisa	Mouthwash
11.	Catherina	Baby Product
12.	Agatha Cintia	Baby Product
13.	Skolastika	Baby Product
14.	Deddy Firiya	Mouthwash
15.	Orlando	Mouthwash

*The names of the participants are not the real names*

It can be expected that there is probably the participants that have known the Johnson and Johnson brands will use the baby care products when they need them, recalling the reading of the text.

Therefore it can be said that the text succeeds to persuade the participants in particular to negotiate the corporation intended meanings to share with others, to buy and to use the products.

## CHAPTER V

### CONCLUSIONS AND SUGGESTIONS

The present chapter contains the conclusions of the research finding and the suggestion for future researches.

#### 5.1 Conclusions

##### 5.1.1 The Composition of the Aristotle's Rhetorical Appeals of The 2013 Johnson and Johnson *Baby Care Products Official Website Text*

The research finds that the Aristotle's Rhetorical Appeals captured by the twenty-four valid participants is Ethos 168, Logos 217 and Pathos 149.

### 5.1.2 The Participants' Meaning Making of the Text

The 2013 Johnson and Johnson *Baby Care Products* Official Website Text is constructed following Aristotle's suggestion. The result shows that the dominant numbers of Ethos (two digits) found in the first few paragraphs (paragraph one, paragraph two and paragraph six). The wide range of products, the world-wide marketing network, the corporation's vision (paragraph one), the Johnson and Johnson guaranteed products, the act of the Johnson and Johnson corporation's willingness to listen to the customers (paragraph two) and the act of the Johnson and Johnson Corporation's caring for the babies and the Johnson and Johnson high qualified products (paragraph six) create Ethos.

The Johnson and Johnson understanding about baby's skin conditions (paragraph fourteen) and the research on baby's skin done by the Johnson and Johnson (paragraph fifteen) create Ethos.

The Johnson and Johnson guaranteed *Baby Care Products* (paragraph twenty-seven) and the Johnson and Johnson regular products assessments (paragraph twenty-eight) create ethos.

In conclusion, the wide range of products, the world-wide marketing network, the corporation's vision, the Johnson and Johnson guaranteed products, the act of the Johnson and Johnson corporation's willingness to listen to the customers, the act of the Johnson and

Johnson Corporation's caring for the babies, the Johnson and Johnson high qualified products, the Johnson and Johnson understanding about baby's skin conditions, the research on baby's skin done by the Johnson and Johnson, the Johnson and Johnson guaranteed *Baby Care Products* and the Johnson and Johnson regular products assessment create ethos meaning create the Johnson and Johnson Corporation's credibility.

The facts concerning the baby's skin condition supported by numerical data (paragraph sixteen), the availability of the Johnson and Johnson scientific formula products (paragraph thirty-two), the fundamental researches concerning baby's eyes, skin, and hair and the availability of the Johnson and Johnson pure, gentle and mild products (paragraph nine), the Johnson and Johnson understanding concerning the development of the baby's eyes condition supported by numerical data (paragraph twelve), the Johnson and Johnson pioneering research on baby's eyes supported by numerical data and the availability of the Johnson and Johnson treatment products (paragraph thirteen), the Johnson and Johnson understanding baby's skin as compare to adult's skin (paragraph fifteen), the invention of the comforting formula (paragraph twenty-three), the baby's skins problems, the invented product to overcome the problems, the availability of the invented products and the citing of the experts' opinion and sources (paragraph thirty-one), the wide range of

products, the world-wide product marketing network and the vision of the corporation (paragraph one) construct the logical arguments of the text.

In conclusion, the logical arguments of the text are constructed by stating the facts about the Johnson and Johnson corporation, the baby's condition done through research supported by numerical data, the availability of the Johnson and Johnson scientific products and the citing experts' opinion and sources.

The love-bonding relationship between mothers and their babies (paragraph eleven), the enhancement of the mothers' feeling toward their babies (paragraph five), the Johnson and Johnson acts to help mothers by providing *Baby Care Products* (paragraph three) and the Johnson and Johnson guaranteed products (paragraph two) stir up the participants' feelings.

In conclusion the Johnson and Johnson Corporation does not sell the *Baby Care Products perse* but sells the nuance of nurturing and motherhood in particular the loving-bond between mother and her child.

The paragraph contains dominant number of Ethos and Logos (paragraph one) tells about the information concerning the wide range of products, the world-wide product marketing network and the vision of the corporation (logos) builds up the Johnson and Johnson Corporation's credibility (ethos).

The paragraph contains dominant number of Logos and Ethos (paragraph fifteen) tells about the fact about baby's vulnerable skin condition (Logos) and the availability of the *Baby Care Products* that make mothers feel safe and comfortable rise up credibility (*Ethos*).

The paragraph contains Ethos and Pathos (paragraph two) tells about The Johnson and Johnson corporation guarantees the product safety and care commitment (ethos). The paragraph arouses the smell of credibility and evokes the feeling of trust (Pathos).

### **5.1.3 The Persuasiveness of the Text toward the Participants**

The 2013 Johnson and Johnson *Baby Care Products* official website text succeeds to give information, to educate and to negotiate the corporation intended meanings towards the participants.

Fifteen out of twenty four recognize the Johnson and Johnson Brand. Those persons acknowledge that the text gives them information. The same persons admit the text educates them. Nine out of fifteen acknowledge that they know The Johnson and Johnson *Baby Care Product*. Eight

out of fifteen participants confess that they have used the Johnson and Johnson *Baby Care Products* in their childhood and use the products at present. Three out of eight participants commit that they will use the Johnson and Johnson *Baby Care Products* for their children

## **5.2 Suggestion for Future Research**

Working on the research, I have not contacted people in The Johnson And Johnson Corporate Communication Department. I suggest that the future research may include the people in The Johnson And Johnson Corporate Communication Department to get insights concerning the making and the construction of the message.

I have not discussed a lot concerning the diction and the language styles to analyze the text. I suggest that the future researches may concern with the diction and the language style of the text to analyze the text.

## Bibliography

- Aristotle, & Roberts, W. (2004). *Rhetoric*. Mineola: Dover Publications.
- Bisen, V., & Priya. (2009). *Business Communication*. New Delhi: New Age International.
- Buckley, T. (. (1995). *Treatise on Rhetoric*. New York: Prometheus Books.
- Chiappini, F. (2009). *The Handbook of Business Discourse*. Great Britain: Edinburgh University Press.
- Christensen, L. T., Morsing, M., & Cheney, G. (2008). *Corporate Communications: Convention, Complexity, and Critique*. London: SAGE Publications Ltd.
- Corbett, E. (1965). *Classical Rhetoric for the Modern Student*. U.S.A: Oxford University Press.
- Cowie, N. (2009). Observation. In R. J. Heigham, *Qualitative Research in Applied Linguistics A Practical Introduction* (pp. 165-168). Great Britain: Palgrave MacMillan.
- Crocker, R. (2009). *An Introduction to Qualitative Research in Applied Linguistics*. Great Britain: Palgrave MacMillan.
- Denzin, N., & Lincoln, Y. (2003). (eds) *The Landscape of Qualitative Research: Theories and Issues. Second Edition*. London: Sage.
- Erikson, E. (1963). *Childhood and Personality (2nd ed.)*. New York: Norton.
- Floyd, C. (2014). Aristotle's Rhetoric: The Power of Words and the Continued Relevance of Persuasion. *PDXScholar of the Portland State University*.
- Freeman, R. (1984). *Strategic Management: A Stakeholder Approach*. Boston: MA: Pitman.
- Gardberg, N., & Fombrun, C. (2002). For Better or Worse- the most visible American Corporate Reputation Review. 385-391.
- Guffey, E. M. (2012). *Communication for Business Success (Canadian Edition)*. McLean, Scott; Murray, Moman.
- Hartley, P., & Brugman, C. (2002). *Business Communication*. London: Routledge.
- Institute, T. R. (2009). *Johnson and Johnson Ranks as Most Reputable and Recommended U.S Company on Reputation Institute's Pulse Study; AIG Finishes at Bottom*. New York: The Reputation Institute.
- Krizan, B., Merrier, P., Logan, J., & Williams, K. (2008). *Business Communication Seventh Edition*. Canada: Thomson South-western.
- Maier, H. (1969). *Three Theories of Child Development Revised Edition*. New York: Harper & Row Publishers.
- Maslow, A. H. (1954). *Motivation and Personality*. New York: Harper & Row.
- Master of the Definition (2015). *rhetoric* Retrieved on October 3, 2017, from <http://google.scholar.com/>

- Mifflin, H. (1985). *The American Heritage Dictionary*. Boston: Houghton Mifflin Company.
- Murthy, M., & Gasal, M. (2016). A Study on Aristotle's Rhetoric Applied to Industrial Communication. *The British Journal of English Linguistics* Vol. 4 No. 1.
- Ober. (1995). *Contemporary Business Communication (2nd ed)*.
- Ramage, J., & Bean, J. (1998). *Writing Arguments 4th Edition*. MA: Allyn & Bacon.
- Ready, R., & Burton, K. (2010). *Neuro-linguistics Programming for Dummies (2nd edition)*. West Sussex: John Willey and Sons, Ltd.
- Slavin, R. (2006). *Educational Psychology: Theory and Practice Eight Edition*. Boston: Allyn and Bacon.
- Swhom, B., & Snyder, L. G. (2012). *Business Communication--Polishing Your Professional Presence*. Boston: Prentic Hall.
- Tashakkori, & Teddlie. (2003). *Handbook of Mixed Methods in Social and Behavioral Research*.
- Thill, J. V., & Bovee, C. L. (2011). *Excellence in Business Communication*. Boston: Pearson.
- Thomson, P. (1998). *Persuading Aristotle*. Australia: Allen & Unwin.
- Turnbull, J. (Ed). (2010). *The Oxford Dictionary the New 8th Edition*. New York: Oxford University Press.
- Van Riel, C., & Fombrun, C. J. (2007). *Essentials of Corporate Communication*. New York: Routledge.
- Wikipedia. (2017). *12 Key Roles of Corporate Communication Department*. Retrieved on August 01, 2017, from <http://en.wikipedia.org/wiki/Corporate-communication-dept>.
- Wikipedia. (2017). *rhetoric* Retrieved on October 13, 2017, from <http://en.wikipedia.org/wiki/rhetoric-arist>.
- Yin, R. (2003). *Case Study Research Design and Methods Second Edition*. London: SAGE Publication.