

## **BAB 6. KESIMPULAN DAN SARAN**

### **5.1. Kesimpulan**

Wawancara ZMET menghasilkan metafora yang jelas tentang kesan lukisan kontemporer oleh konsumen. Hal itu membuat penelitian ini memiliki pemahaman yang lebih luas tentang reaksi kognitif dan emosi informan terhadap bentuk komunikasi persuasif ini. Sebagai contoh, saat peneliti menemukan bahwa harga sebuah lukisan kontemporer tergantung dari seberapa banyak informasi yang diketahui konsumen, dan nilai-nilai yang dipersepsikan oleh konsumen.

Berdasarkan hasil penelitian tersebut dapat diambil kesimpulan bahwa faktor dominan yang menentukan penetapan harga adalah kualitas karya, reputasi seniman dan reputasi galeri.

### **5.2. Saran**

Saran yang dapat direkomendasikan adalah perlu adanya intervensi pemerintah dalam dunia seni yang menyebabkan mekanisme pasar dan harga secara khusus. Perlu adanya pemahaman yang lebih baik mengenai hubungan antara kebutuhan akan keunikan dan pembelian produk seni dalam menentukan harga sebuah karya.

### 5.3. Rekomendasi

Penelitian ini menawarkan banyak peluang penelitian. Pertama, penelitian ini menggunakan wawancara ZMET yang mengharuskan para informan menghabiskan waktu untuk memikirkan dan mengumpulkan gambar hingga dua minggu sebelum wawancara; dengan demikian, informan menjadi sangat "terlibat" dengan topik pada saat wawancara. Kedua, temuan disini mengisyaratkan berbagai keterkaitan antara kognisi yang dihasilkan konsumen (misalnya, gambar ideal), emosi (misalnya, kesenangan dan kedamaian), dan perilaku (misalnya, beli).

Meskipun penelitian ini memberikan kemampuan untuk mendapatkan pemahaman yang luas tentang masalah konsumen, namun penelitian lainnya dimasa yang akan datang sangat dibutuhkan untuk bisa menambahkan penelitian ini dengan membandingkan masalah yang ada disini dengan lebih banyak fokus pikiran. Penelitian lebih lanjut bisa berupa studi kuantitatif, menyelidiki keberadaan dan kekuatan hubungan dalam sikap terhadap lukisan kontemporer dengan mempertimbangkan apakah metafora bervariasi tergantung pada karakteristik ekonomi, sosial dan pendidikan konsumen.

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