



In the process of communication, there are five basic elements proposed by Harold Lasswell (1948). Success or failure a communication depends on the five basic elements, they are Who (source or communicator), Says What (the messages), In Which Channel (the channel), To Whom (Receiver), With What Effect (Kevin Hogan, 2004).

According to Nurudin (2011: 137), there are two kinds of communications such as personal communication and mass communication. Personal communication is communication that involve two people. Meanwhile mass communication is communication that involve a lot of people. Party campaign is a mass communication because it involves gatekeeper, many audiences, and use a mass media as a channel. Political campaign speech is a speech that intend to influence people to choose or vote party or someone who is running in general election. In political campaign speech, the communicator always uses persuasive utterances to persuade the listener to choose them in general election.

Persuasion is very necessary in the world of politics, for example as a means to build support for people who are running to be a president in a campaign. The campaign is a time when a politician or party try to persuade people to vote them. In a campaign, presidential candidates will be deliver a speech which aim to persuade and influence the listener to support and elect them as a president. Citizens of democratic countries have the opinion to go to the ballot boxes on election days and vote for one person or one party. Whether their decision goes along with a political conviction or

not, it is most likely based on communication through language (Charteris –Black, 2005:1).

Jones and Wareing (1999) argue that the ability to convey the message that speaker and listener want the something plays a decisive role in the process of establishing an ideology (Jones & Wareing, 1999:34). To achieve a sense of congruence between audience and speaker, politician often make use of symbols to foster national unity (Ball & Peters, 2000:81).

In the political speeches during the election campaigns, the words and expression are used or omitted to affect meaning in different ways. Political speeches are composed by a team of professional speech writer, who are educated in the use of persuasive language. A political speech is not necessarily a success because of correctness or truth, rather it may be a matter of presenting valid arguments (Beard, 2008:18).

Study of persuasive language can not be separated from the pragmatic theory. In this research, the researcher uses speech act theory to analyze the data. The researcher uses speech act theory because there are some reasons. The first reason is if analyze the data use speech act theory, so we can know and understand about the contents, the messages, and the purposes of speech in persuasive utterances. The second reason is persuasive is form of directives principles. Both of them have the same function, such as to commanding, ordering, or asking the audiences to take action. Besides the directive, persuasive characteristics can also be found in other kinds of speech acts, such as the representatives, expressives, commissives, and

declaratives. Therefore, in this analysis the researcher wants to discuss the kinds of speech acts contained in persuasive utterances in Barack Obama's speech and to explain the relevance of persuasion with kinds of speech act and persuasive techniques used by Barack Obama in order can be studied intact and integrated, so illocutionary function that spoken by the communicator can be understood by the listeners.

According to Horn and Ward (2004) there are some philosophers who proposed speech act theory they are, Austin (1962) and Malinowski (1923). Austin (1962) is a British philosopher who put forward the speech acts theory through the Malinowski's theory (1923). Besides Austin and Malinowski, there are some linguists who developed the speech act theory they are, Jakobson (1960), Searle (1969) and Kridler (1998).

Austin (1976) classified speech act into three types of action: (a) locutionary act is physical actions to produce speech, (b) illocutionary act is acts done on purpose speech uttered, (c) perlocutionary act is the effect produced through acts locutions and illocutionary. The meaning of an utterance can not be concluded through locutionary act, but should be based on illocutionary act too. If the meaning that contained in illocutionary speech act is understood well, then the listener will give a response well too. Meanwhile, Searle divided illocutionary acts into five kinds such as representative, expressive, commissive, declarative, and directive. The researcher give more explanation about kinds of speech acts by Searle in the next chapter.

This research describes study of persuasive utterances used by Barack Obama in his political campaign speeches. The specific aims of this research are to describe the kinds of speech act contained in persuasive utterances used by Barack Obama in the political campaign speeches, the functions of persuasive utterances, and the persuasive techniques used by Barack Obama to influenced the audiences to supported him as a president in his political campaign speeches by Keraf's theory. Barack Obama used persuasive utterances to influence his audiences to elect him as a America President. In this study, the researcher also compares the frequency of persuasive techniques used by Barack Obama in the first period and the second period of candidacy for US president. Barack Obama won the election because he has a great ability to communicate with his audiences. So, the audiences will understand the message conveyed by him easily.

The researcher is interested in analyzing the persuasive utterances used by Barack Obama when he delivered a speeches on his nomination to be an America president. The reason why the researcher chose to analyze a political campaign speech because of the political campaign speech has so many persuasive utterances that used by presidential candidates to influence and persuade their audiences to choose and support themself. Barack Obama also use persuasive utterances to influence his audience to elect him to be a president of America.

The researcher also has some reasons why choosing speeches from Barack Obama. The reasons are Barack Obama is a phenomenal figure in the world of politics in the United States. Barack Obama appointed as president for the first time

defeated John McCain in 2009. In the second period Barack Obama won re-election defeated Mitt Romney. According to Munf (2008) Barack Obama is the only black American president and he can prove that everyone can achieve their dreams without discriminate ethnicity, race, or culture. Besides that, Barack Obama is also known for good speaking ability. Barack Obama has a way of speaking that is polite but firm. Reportedly, this makes the American people are interested and empathetic to him. Obama is known smart enough to convey political ideas. Because of his expertise and ability in speech, Obama always get the attention of his audience. Barack Obama always gives pause at every sentence that he said, so the listeners can understand the meaning of his utterances. Barack Obama always looks calm and relaxed in his speeches, because of that Barack Obama able to control the emotions of listeners, so they will follow everything that he wants. Obama is regarded as someone who could be a bridge between poor and rich, black and white even Democrats and Republicans. Obama promises to begin the reform process that actually started from the demands of the American people, especially in terms of building a new image of America in the eyes of the world.

The researcher uses some related studies in the same topic to conducting this research, such as Fatmah Nur (2005), Kani Sulam Taufik (2014), and Sugeng Santoso (2015). The first previous study was done by Fatmah Nur (2005). She analyzed persuasive communication used by a mother to made her children wanted to do islamic activities, such as prayer, reading holly quran, fasting and so on. Her research used an approach of simbolic interaction and used qualitative method. The simbols

used was persuasive symbols that has functions as appeal and persuasion. In her research, she proved that persuasive communication could shape the behavior of prayer in children without made the child felt burdened or forced. She conducted research for five months. In her research, she did a few stages included selected who will be the object of research and dig up information on the object to be studied, she did observations and interview, the last stage is the analysis data which she had got.

The second previous study was done by Kani Sulam Taufik (2014). He described the result of the research studied of persuasive utterances used by the campaign speakers of the Regent and vice Regent election at Pasuruan, East Java. The specific aim of his study is to describe the patterns, strategies and culture-social norms of persuasive utterances used in the political campaign based on the pragmatic perspective. Taufik and the researcher have same similarity that is use descriptive qualitative approach, because we explain the persuasive utterances of someone who is running in the election. The result of Taufik's research are the patterns of persuasive utterances which are theoretically categorized into "directive speech acts", mostly used indirect utterances (assertive, commissives, expressives, and declaration), most of the strategies used by the speakers were indirect strategies, both the forms and strategies of persuasive utterances used in the campaigns mostly reflected the positive social norms, namely: the culture of politeness, the reciprocally helping, the unity or harmony, and the obedience to the *kiai or ulama* (scholars) so that the politeness values became higher.

The last previous study was done by Sugeng Santoso (2015). He analyzed about persuasive strategies in Barack Obama's speech. In his analysis, he focused on explained the types of persuasive strategies in Obama' speeches (2009) and the language functions related to the persuasive strategies in Obama's speeches. He used qualitative approach. He used persuasive theory proposed by Bee&Bee (2012) and theory of language functions proposed by Holmes (1996). After conducted the research, he concluded that persuasive strategies was very needed in speech, especially in campaign speech. He also found the language functions related to persuasive strategies in Barack Obama's speeches.

Based on the previous studies above, there are some similarities and differences between their research and this research. The similarities are that we have the same interest about persuasive utterances. Some previous studies above used video of campaign speech as research object. We also use qualitative approach in conducting the research. Meanwhile, the differences are that Nur (2005) used a mother and her child as an research object and she focused on how the persuasive communication could made a child to did a prayer activities. Taufik (2014) used campaign speech of regent and vice regent in Pasuruan and he focused on described the patterns, the strategies and culture-social norms of persuasive utterances used in the political campaign based on the pragmatic perspective, but he did not discussed about functions of persuasive and persuasive techniques in his research. Santoso (2015) only focused on explained the types of persuasive strategies and functions of speech by Holmes's theory (1996). So, in this analysis, the researcher focuses on to







