



us” to invite his audiences to make a better future for America. So, the audience will think that Barack Obama can be a good leader for America. Beside that, Barack Obama also uses the words “*That’s why I am asking for your*” at the end of his speech to ask support from his audience and persuade them to vote him in general election.

The functions of persuasive were most used in Barack Obama’s campaign speeches is convince with total data is 56 data or 24,3% from 230 data. All of the data about convincing utterances can be seen in the appendix 2. The characteristic of convincing utterance is that utterance has function to make the people believe with the truth that we say. For example, in the second period of campaign speeches, Barack Obama tells the truth that as long as he becomes Americapresident in the first period, he has been discontinued war in Iraq in accordance his promise during the campaign. The truth will change the thinking of the audience, so the audience will think that Obama not only makes promises but he is also able to realizes his promises. Barack Obama uses the function of convincing to influence his audiences to vote for him as a president. He convincing his audiences that he can do whatever he said and can fulfill all the needs of Americans.

There is also 230 data about persuasive techniques found in Barack Obama’s campaign speeches. The dominant techniques that were mostly used are suggestion with the total of 40,8% or 94 data. All of the data about utterances that use the suggestion techniques can be seen in the appendix 3. The characteristics of suggestion techniques are the utterances can persuade the other people to do



