CHAPTER V

CONCLUSION AND SUGGESTION

The fifth part of this research is conclusion and suggestion.

5.1. Conclusion

After conducted this research, the researcher finds out that persuasive utterances are important for someone who is running in the election. Because they need supports from other people to achieve their goals. Here, the researcher focused on describing the kinds of speech act contained in persuasive utterances used by Barack Obama in his political campaign speeches, the functions of persuasive utterances used by Barack Obama in his political campaign speeches, and the persuasive techniques used by Barack Obama in his political campaign speeches to influence his audinces. In this research, the researcher used speech act theory by Searle and persuasive techniques theory by Keraf.

The findings of this result showed that there is 230 data included in the kinds of speech act that found in Barack Obama's campaign speeches in the first period and second period. Kinds of speech act were most used are directives. All of the data about directive speech acts can be seen in the appendix 1. The characteristic of the directive speech act is the utterance that has function to make or persuade the other people to do something. Directive utterances and persuasive utterances have the same function to influence or persuade the other people to take an action. For example, Barack Obama says "So, **let us** begin. **Let us** begin this hard work together. **Let us** transform this nation. **Let us** be the generation that reshapes our economy to compete in the digital age." He often uses the words "let

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

something, use the words and tone of authoritative, the speaker is considered a knowledgeable, and so on. In his campaign speeches, Barack Obama behaved as if only he can give prosperity for Americans through the ways or programs that he offers in his speeches. Barack Obama deliveres his vision and mission with authoritative words and a voice full of conviction. So, Barack Obama able to control the emotions of his audiences and attract the sympathy from his audience easily, so the audiences will elect him as a president of the United States.

5.2. Suggestion

Based on the research findings that have been presented at the conclusion above, the researcher offers some suggestions related to the benefits of research.

The findings of this study are expected can give contribution for the development of the theory of the study of meaning using a pragmatic approach. Every findings that related to kinds of speech act contained in persuasive utterances, functions of persuasive utterances and persuasive techniques are expected to enrich the study of meaning by pragmatics approach. For this purpose, it is advisable for language experts and observers of the field of study of meaning to utilize this research findings regarding the persuasive utterances as contribution to developing the discipline of pragmatics as fields of linguistics.

The researcher hopes the next research can improve the validation, correct, and complete the results of this study, so it can provide more adequate contribution to the development of study of meaning field.

For users of speech acts, in specially for the orators or speakers, when conveying information to the public they can amke some promises, but they have

94

to realize their promises after they were elected in the election. To receivers (audiences), the researcher hopes that they are not convinced by the invitation and promises delivered by speakers. Audiences should be critical people so, they can choose a good leader for their country.

