TABLE OF CONTENTS

Inside Cover i
Inside Title ii
Declaration Page iii
Dedication Page iv
Advisor's Approval Page v
Examiner's Approval Page vi
Motto vii
Acknowledgement..... viii
Table of Contents x
Abstract xiv
Intisari xv

CHAPTER 1 INTRODUCTION

1.1. Background of the study 1
1.2. Research of Problems 9
1.3. Objectives of the Study 9
1.4. Significance of Study 10
1.5. Scope and Limitation 10
1.6. Operational Definitions 11

CHAPTER II REVIEW OF RELATED LITERATURE

2.1. Speech Acts Theory 12
2.1.1. Kinds of Speech Acts 13
2.1.1.1. Representatives 13
2.1.1.2. Commissives..... 15
2.1.1.3. Expressives 16
2.1.1.4. Declaratives 17
2.1.1.4. Directives 18
2.2. Techniques of Persuasion 20

digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id

2.2.1. Rationalization 20
2.2.2. Identification 21
2.2.3. Suggestion 21
2.2.4. Conformity 22
2.2.5. Compensation 22
2.2.6. Displacement 23
2.2.7. Projection 23
2.3. Functions of Persuasion 25
2.4. Persuasion 26
2.5. Campaign Speech 27
2.6. Review of Previous Studies 28

CHAPTER III METHODOLOGY

3.1. Research Approach 32
3.2. Data and Data Source 31
3.3. Research Instrument 34
3.4. Data collection 34
3.5. Data analysis 37
3.5.1. Identifying the Data 38
3.5.2. Classifying and determining the Data 40
3.6. Interpret the data 42
3.7. Drawing conclusion 42

CHAPTER IV FINDINGS AND DISCUSSIONS

4.1. Findings 43
4.1.1. Kinds of Speech Acts Theory 44
4.1.1.1. Representatives 45
4.1.1.2. Expressives 46
4.1.1.3. Commissives 48
4.1.1.4. Directives 50
4.1.1.5. Declaratives 52

digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id

4.1.2. Functions of Persuasive Utterances 53
4.1.2.1. Command 55
4.1.2.2. Request 56
4.1.2.3. Hope 57
4.1.2.4. Suggestion 58
4.1.2.5. Allow..... 60
4.1.2.6. Persuasion 60
4.1.2.7. Appeal 61
4.1.2.8. Invitation 62
4.1.2.9. Urging 63
4.1.2.10. Prohibition 64
4.1.2.11. Congratulation 65
4.1.2.12. Curse 66
4.1.2.13. Convince 68
4.1.2.14. Assert 69
4.1.2.15. Pressure 70
4.1.2.16. Permission 70
4.1.3. Kinds of Persuasive Techniques 71
4.1.3.1. Rationalization 73
4.1.3.2. Identification 74
4.1.3.3. Suggestion 75
4.1.3.4. Conformity 77
4.1.3.5. Compensation 78
4.1.3.6. Displacement 79
4.1.3.7. Projection 81
4.2. Discussions 82

CHAPTER V CONCLUSION AND SUGGESTION

5.1. Conclusion 90
5.2. Suggestion 92

digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id

REFERENCES 94
APPENDICES 95

digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id