



### 3.3. Data and Source

The source of the data is the script from video when Obama orated. The writer used the text or script as the object that the writer analyzed.

### 3.4. Data Collection

In collecting the data, the writer did several steps. Firstly, the writer looked for the Obama's videos from the internet ([www.americanhethoric.com/barackobamaspeeches.html](http://www.americanhethoric.com/barackobamaspeeches.html)) that has contained with the scripts. After getting the data, the writer only used the scripts to make it easier and the videos are to prove that the scripts are exist. Then, the writer started to read it several times, and then tried to understand. Next, the writer identified the persuasive strategies from the text and underlined those utterances. Then, the writer started to analyze the data.

### 3.5. Data Analysis

In analysis the data, the writer follows some procedures. First, the writer will classify the data into table 3.1 to make the writer easier to analyze. Allen Bloomer (2006, p. 205) said if your project provides you with result in the form of numbers, there is a good chance that presenting them in graphs. Then, based on the table the writer analyzed and identified which utterances can be categories as the types of persuasive strategies and speech function based on Beebe & Beebe (2012) and Holmes (1996).

Table 3.1 The Types of Persuasive Strategies Used in Obama's Speech.

No	Utterances	Persuasive Strategies

After doing the classification of persuasive strategies and getting all the data. First, the writer counted the occurrence of persuasive strategies and put them in the table 3.2 in a form of percentage, the formula is as follows;

$$\frac{\text{Number of each types of persuasive strategy}}{\text{Total Utterances}} \times 100\%$$

Table 3.2 Occurrence of Persuasive Strategies Used by Obama's Speech.

Persuasive Strategies		Total
<b>1. Using Evidence</b>		
A	Use credible evidence	
B	Use new evidence	
C	Use specific evidence	
D	Use evidence to tell a story	
<b>2. Using Emotion</b>		
A	Use concrete example that help the listener or audience visualize what the persuasive speaker describes	
B	Use emotion-arousing word	
C	Use appropriate metaphor and similes	
D	Use appropriate fear appeal	
E	Consider using appeal to several emotions	
	1. Hope	
	2. Pride	
	3. Courage	
	4. Reverence	