

PERSUASIVE STRATEGIES IN BARACK OBAMA'

SPEECH (2009)

A THESIS

**Submitted as Partial Fulfilment of the Requirements for the
Sarjana Degree of English Department Faculty of Letters and
Humanities UIN Sunan Ampel Surabaya.**



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2015

DECLARATION

This thesis contains materials which have been accepted for the award of Sarjana degree of English Department Faculty of Letters and Humanities UIN Sunan Ampel Surabaya. It contains the best of my knowledge and belief, no material previously published or written by other person except due reference is made in the text of the thesis.

Surabaya, 30th of July 2015

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Surabaya, 10th of August 2015

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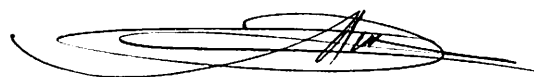


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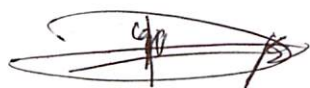
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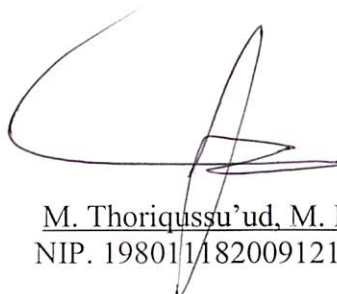
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ABSTRACT

Santoso, Sugeng. 2015. Persuasive Strategies in Barack Obama' Speech (2009). Thesis. English Department. Faculty of Letters and Humanities. State Islamic University of Sunan Ampel Surabaya.

The Advisor : Endratno Pilih Swasono, M.Pd

Key Words : Language Variation, Persuasion, Persuasive strategy, Sociolinguistic, Speech function

This study is conducted to analyze persuasive strategies. The study focuses on the persuasive strategies used by Barack Obama when he orated especially in January 2009. The writer believes that most of the Obama's speech contains about persuasion and also relate with speech function. Therefore, the aims of this thesis are to explain the types of persuasive and the speech functions related to the types of persuasive strategies used by Obama.

In conducting this research, the writer uses qualitative approach. The writer uses the theory of persuasive strategies from Beebe & Beebe (2012) Holmes (1996). The data is taken from the utterances in Obama's speech in text form and focus only in persuasive strategies. The writer analyzed the data collected by classifying the data into table 3.1 to make the writer easier to analyze. Then, based on the table the writer analyze and identify which utterances can be categories as the types of persuasive strategies and speech function based on Beebe & Beebe (2012) and Holmes (1996).

After doing this analysis, the writer finds out that persuasive strategies are also important to politician when the politician deliver a speech. The most strength persuasive strategies that Obama used is hope by giving motivation to America and the people there to have brighter future and change their minds to be better again. The writer also finds that speech function is related with persuasive strategies in Obama's speeches. Finally, the writer hopes with this study can contribute in language use or study especially in persuasive strategies.

INTISARI

Santoso, Sugeng. 2015. *Persuasive Strategies in Barack Obama' Speech (2009)*. Thesis. English Department. Faculty of Letters and Humanities. State Islamic University of Sunan Ampel Surabaya.

Pembimbing : Endratno Pili Swasono, M.Pd

Kata Kunci : Language Variation, Persuasion, Persuasive strategy, Sociolinguistic, Speech function

Penelitian ini ditujukan untuk menganalisis strategi persuasif. Penelitian ini focus pada strategi persuasif yang digunakan oleh Barack Obama ketika beliau berpidato khususnya pada bulan Januari tahun 2009. Penulis percaya bahwa sebagian besar pidato Obama berisi tentang persuasif dan juga berhubungan dengan dengan fungsi bahasa. Oleh karena itu, tujuan dari penelitian ini adalah untuk menjelaskan tipe-tipe dari persuasif dan fungsi-fungsi bahasa yang berhubungan dengan tipe-tipe strategi di dalam persuasif yang digunakan Obama.

Didalam pembuatan penelitian ini, penulis menggunakan pendekatan kualitatif. Penulis menggunakan teori strategi persuasif dari Beebe & Beebe (2012) dan teori fungsi bahasa dari Holmes (1996). Data diambil dari kata-kata dalam pidato Obama didalam bentuk teks dan hanya focus pada strategi persuasif. Penulis menganalisa data dan mengklasifikasikan kedalam tabel 3.1 untuk membuat penulis lebih mudan mengahsanya. Kemudian, berdasarkan tabel tersebut penulis mengalisa dan mengidentifikasi kata-kata yang mana bisa dikategorikan sebagai tipe-tipe strategi persuasif dan berhubungan dengan fungsi bahasa menurut Beebe & Beebe (2012) dan Holmes (1996).

Setelah menyelesaikan penelitian, penulis menyimpulkan bahwa strategi persuasif juga penting bagi orang-orang politik ketika mereka menyampaikan pidatonya. Strategi paling sering digunakan oleh Obama adalah hope (harapan) dengan memberikan motivasi kepada Amerika dan orang-orang disana agar memiliki masah depan yang lebih cerah dan merubah pola mikir mereka menjadi lebih baik lagi. Penulis juga menemukan bahwa fungsi bahasa berhubungan dengan strategi persuasif didalam pidatonya Obama. Yang terakhir, penulis berharap penelitian ini bisa memberikan kontribusi pada penggunaan bahasa atau penelitian lain khususnya didalam strategi persuasif.

CHAPTER I

INTRODUCTION

This first part is introduction of study which consists of background of the study, statement of the problems, significance of the study, scope and limitation, and definition of the key terms.

1.1. Background of the Study

In communication to other people, people not only express their feelings, argument or needs but also influence other people do. In our daily lives we also find the condition when we get influenced by or influence others in daily communication. Influence can be related to persuasion. It can be included in the group of interpersonal persuasion as when we wanted to persuade our parents to give money or when we were in the kindergarten, the teacher usually persuades us to colour picture or to spell words. Those examples are one kind of influence in general. Influence can also refer to one person behaviour that makes change in behaviour or attitude other person (Larson, 2004, p.4) and persuasion itself is kind of influence but not all influence is persuasion. Moreover, persuasion helps people or persuasive speaker to make a better choice and it is essential to live in our ever-changing world (Larson, 2004, p.1). By doing persuasion, persuader give better choice for audience implicitly, so the audience will be better.

Persuasion is present in people's lives, therefore it is important for people to understand how persuasion works (Beebe & Beebe, 2012, p.313) and that is why the writer wants to analyze persuasion. Meanwhile, when the persuasive speaker try to influence their listener's point of view; he or she needs to think carefully about the way he or she structures his or her message to achieve his or her specific purpose. Therefore, persuasion is defined as human communication design to influence others by modifying their beliefs, values and attitudes.

In a persuasive speech, the speaker asks the audience (directly or indirectly) to make a choice rather than inform them of options. As the persuasive speaker, he or she will do more than teach, he or she makes sure that the audience or listener respond to the information he or she shares with it. So, the audience is the crucial one to achieve her or his goal (Beebe & Beebe, 2012, p.314).

Meanwhile, when someone uses persuasion usually he or she uses

persuasive strategies to attract someone to follow him or her. According to Larson (2004, p.20), persuasive strategy is the overall step by step program for reaching some goals. Strategies relay on tactics, which are the specific kind of arguments or points the persuader tries to make. According to Beebe & Beebe (2012), in persuasive strategy there are some types, such as using evidence consist of using credible evidence, using new evidence, using specific evidence, and using evidence to tell the story, and using emotion consist of concrete example that help the listeners or audience visualize what the persuasive speaker describes, using emotion-arguing words, using appropriate metaphor and similes, using appropriate fear appeals, and consider using appeal to several emotions which

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have some emotion such as hope, pride, courage, reverence. The writer will explain more in chapter two regarding the use of the theory of persuasive strategies from Beebe & Beebe (2012).

In this study, the writer uses Barack Obama's speech as the object especially when he orated in Januari 2009. Barack Hussein Obama is also known as Barack Obama. He is current President of the United States, and the first African American to hold this office. Born in Honolulu, Hawaii, Obama is graduated of Columbia University and Harvard Law School, where he served as president of the Harvard Law Review. He was a community organizer in Chicago before earning his law degree. In 2004, Obama received national attention during his campaign to represent Illinois in the United States Senate with his victory in the March Democratic Party primary, his keynote address at the Democratic National Convention in July, and his election to the Senate in November. He began his presidential campaign in 2007 and, after a close primary campaign against Hillary Rodham Clinton in 2008 he won sufficient delegates in the Democratic Party primaries to receive the presidential nomination. He then defeated Republican nominee John McCain in the general election, and was inaugurated as president on January 20, 2009. Nine months after his election, Obama was named the 2009 Nobel Peace Prize laureate. This encourages the writer to choose the Obama's speech as the object.

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1.2. Statement of the Problems

The researcher wants to investigate persuasive strategies used by Obama in his speech. Therefore, in order to get the answer to the problem, this research is intended to answer following research questions:

1. What are the types of persuasive strategies used by Barack Obama?
2. What are the speech functions related to the types of persuasive strategies used by Barack Obama?

1.3. Purpose of the Study

1. To explain the types of persuasive strategies are used by Obama.
2. To explain the speech functions related to the types of persuasive strategies are used by Obama.

1.4. Significance of the Study

Related to the research topic, the writer hopes this research can give some helps and also authentic data about persuasive strategies in speech. Also, from this study can be applicable to the linguistic student who conducts a research in the same object of researchers, so the student can get some input in their research in the different perspective.

1.5. Scope and Limitation

The scope of this research is a study on sociolinguistic analysis; the specific is about language variation, which is part of speech function. The limitation of this research is persuasive strategies based on types. The writer chooses Obama's speech as the object and looks some speeches of Obama when he orated in 2009. The data is taken from Obama's speech because the writer believes that most of the Obama's speech contain about persuasion.

1.6. Definition of Key Terms

- a. Language Variation is how we say the same thing in different way.
- b. Persuasion is the process of communication to influence others people by modifying their beliefs or attitudes.
- c. Persuasive strategy is the overall step by step program for reaching some goal. Strategies rely on tactics, which are the specific kinds of arguments or points the persuader tries to make (Larson, 2004, p.14).
- d. Sociolinguistic is the study of the relationship between language and society.
- e. Speech functions have 6 types; expressive, directive, referential, metalinguistic, poetic, and phatic.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter consists of two parts. The first part is about the review of related theories, which consists of all the theories used to help the writer in answering the research questions. The main theories, used in this study are the use of persuasive strategy as proposed by Beebe and Beebe (2012). The second part is about the review of two previous studies.

2.1. Review of Related Theories

The theory of persuasion is part of discourse analysis. The first part in this chapter is concerned with persuasion in general and the second part is about the persuasive strategy as proposed by Beebe and Beebe (2012).

2.1.1. Persuasion

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People throughout the world always face persuasion all day long. Persuasion is considered to be successful if the one to be persuaded begins to think of his or his own will and changes it to the persuader's will. Therefore, persuasion is defined as human communication design to influence others by modifying their believes, values, or attitudes. Understanding persuasion is important to help us make better choices and Larson (2004, p.3) states that we spend more time in receiving persuasion than sending persuasion. Persuader in order to persuade effectively needs to know how to solve any response of the persuader and how he or she intends to achieve the goal. The listener is being persuaded, it needs to know how to be aware of any persuasive techniques that persuader may use.

2.1.2. Persuasive strategy proposed by Beebe & Beebe (2012)

According to Beebe & Beebe (2012), persuasion is the process of organizing ideas to people and people to ideas. If the persuasive speaker wants to be an audience centred, he or she should use the effective strategies to organize the message so that the audience or listener will thoughtfully respond to her or his persuasion.

Beebe & Beebe (2012) establishes the types of persuasive as follows:

1. Using evidence

Using evidence is important to support the persuasive speaker's statement. There are some characteristic such as;

a. Use credible evidence

Credible evidence could be in the forms of reluctant testimony.

Reluctant testimony is a statement by someone who has reversed his or her position on a given issue. For example, the owner of Construction Company wanted the contract to build a new dam to create a water reservoir. Then, he changed his mind to be against building the dam. The reluctant testimony of that construction company owner would support the speaker argument that the dam is useless and money wasting. It demonstrates how another person has changed his or her mind and implicitly suggests that listener should do the same.

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b. Use new evidence

The evidence should be new and up to date. So, the listener never heard the information before. For example, this is “the new” report about this country. But, the persuasive speaker still makes sure that the report is really new to make the audience keep focusing on he or she about the message. So, the audience likes to listen more on something new.

c. Use specific evidence

This evidence should be specific. For example, “many people will be hurt if we don’t do something now to stop global warming”, said Julia. Here, it is not specific, how many people will be hurt? What will happen? She does not give the specific amount and also what disaster will happen. So, it is more specific if she says “identify how many homes would be lost as a result ocean levels”. This one is better than say “many people or a lot of people”.

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d. Use evidence to tell story

Use evidence to tell story should be use fact, example, statistic, and opinion and may be credible, new and specific that can make the evidence more powerful if it fits together to tell the story. For example, the speaker will not tell about the effect of global warming but tell about how the rising oceans levels will hurt individual families. Then, the speaker gives some statistic data, example, and his or her opinion. So, how the speaker tells about the evidence seem to be less abstract.

2. Using emotion

Emotion is a powerful way to move an audience and support the persuasive speaker's purpose. There are some characteristics of use the emotion such as;

a. Use concrete example that help the listener or audience visualize what the persuasive speaker describes

Here, the speaker creates the example to help listener visualize. Usually, persuasive speaker uses a description of the tragedy. For example the storm of tornado that happened in Texas. The persuasive speaker tells the whole situation what happened in there. Then to persuade the listener to take proper precaution when a storm warning is sounded.

b. Use emotion-arguing word

In this persuasive, when the speaker wants to gain the emotion by using word and phrase such as, *mother, flag, freedom, salary* or patriotic slogan such as, "remember Pearl harbor" and "remember 9/11". It can produce strong emotional responses.

c. Use appropriate metaphor and similes

A metaphor is an implied comparison between two things. For example, when a person says "our lives are quilts upon which stitch the patterns of our character. If you don't pay attention to the ethical dimension of the decision you make, you will be more likely to make a hideous pattern in your life quilt." Meanwhile, a simile makes a direct visiting your academic counsellor regularly is like being a

gambler in high stakes poker games, your taking big chance that you're taking the right course."

d. Use appropriate fear appeal

Persuasive speakers also use the threat that harm will come to the listener unless they follow the persuasive speaker advice is an appeal to fear. So the audience can be motivated to change their behaviour if appeals to fear are used appropriately. For example, you will be killed in an auto accident unless you wear safety belt. It shows that is more effective than moderate or low appeals.

e. Consider using appeal to several emotions

There are some emotions to help the persuasive speaker to reach the goal;

1) Hope: this appeal could be motivated to respond to the prospect of a brighter. For example, when Franklin Roosevelt said “The only thing we have to fear is fear itself,” or when Obama in his upbeat campaign phrase, “Yes, we can!”. So, those politicians were invoking hope for the future of that country.

2) Pride: it is persuasive appeal to achieve a goal based on pride in oneself in oneself or one’s country, state, or community can be very powerful. For example, when the politician said “it’s time to restore our nation’s legacy as a freedom for all people.” The politician use appeal to national pride, so the listener or audience

will gain their national pride.

3) Courage: this appeal is to challenge the audience to have brave or to insist that can make emotional that probably can change the audience to take the action. For example, when Patrick Hendry said “give me liberty or give me death”. So, when the audiences hear, his audience will take a courageous stand on the issues before them.

4) Reverence: the appeal is to the sacred and revered. Sacred tradition, revered intuitions and cherished, cherished and celebrated individuals that can inspire the audience to change or reinforce

attitudes, belief, values and behaviour. For example, when the persuasive speaker want to persuade the audience or listener, he or she uses or gives example of people, things or intuitions that the audience may perceive as sacred.

2.1.3. Speech Function proposed by Holmes (1996)

There are number of ways of categorising the function of speech. The following list has proved a useful one in sociolinguistic research.

1. Expressive

Utterances express the speaker's feeling, e.g. *I am feeling great today.*

2. Directive

Utterances attempt to get someone to do something, e.g. *Clear the table.*

3. Referential

Utterances provide information, e.g. *At the third stroke it will be three o'clock precisely.*

4. Metalinguistic

Utterances comment on language itself, e.g. *'Hegemony'* is not a common word.

5. Poetic

Utterances focus on aesthetic features of language, e.g. a poem, an ear-catching motto, a rhyme: *Peter Piper picked a peck of pickled peppers.*

6. Phatic

Utterances express solidarity and empathy with others, e.g. *Hi, how are you, lovely day isn't it!.*

Those theories will help the writer to clarify the Obama's speech into persuasive strategies proposed by Beebe & Beebe (2012). So, the writer will be able to analyze and answer the research questions. Moreover, the writer also uses another theory that supports the main theory. The supported theory proposed by Holmes (1996).

2.2. Previous Related Studies

In doing the research, the writer also uses some studies related to his topic. The two previous studies were conducted by Witono (2007) and Sucipto (2009).

2.2.1. The Study of Persuasive Strategy through the Illocutionary Acts of Alex, Gloria and Marty in Persuading each other in Madagascar (Witono, 2007)

In his research Witono used Alex, Gloria and Marty from Madagascar movie, as the object of his research focused on persuasive strategies and illocutionary acts as stated by Hurford and Heasley (1983).

In analyzing the data, the writer used descriptive quantitative approach because she tried to find out the persuasive strategies and illocutionary act used by Alex, Gloria and Marty, also how illocutionary act explains persuasive strategies. His finding show that there are two types of persuasive strategies used by Alex, Gloria and Marty, which are co-active and combative, but inside the two types have side types in co-active, named rhetoric of identification (dispositional similarities and

membership group similarities), emotional appeal, and rational persuasion, while in combative, named rhetoric of division, rhetoric of inducement and constraint and forced compliance.

There are one similarity and three differences between the writer's study and Witono's study. Both the previous study and the writer identify the types of persuasive strategies. However, the previous study has several differences because the writer will focus on types of persuasive strategy used in Obama's speech and were taken from Obama's speech in campaign, while in the previous study the writer used the dialogs of the characters in Madagascar movie.

By reading Witono's research, it broadened the writers' knowledge that there are persuasive strategies that can be explained by illocutionary act. This research inspires the writer to do a research about the persuasive

strategies used in speech and also speech function can influence the persuasive strategies.

2.2.2. The Study of Persuasive strategies produced by four main character of Gossip Girl (Sucipto, 2009)

In his research Sucipto used four main characters of Gossip Girl, i.e. Natanael Archibald, Charles Bass, Serena Van Der Woodsen, and Blair Waldorf, as the subject of his research which focused on persuasive and social factors. In order to answer his research questions, she used the theory of persuasive strategy as proposed by Simon (1976) and social factors by Holmes (2000).

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In analyzing the data, the previous writer used descriptive quantitative approach because she tried to find out the most striking type persuasive strategies produced by Gossip Girl's main characters. His findings show that there are two types of persuasive strategies used by Gossip Girl's main characters, which are co-active and combative, but the most striking types in gossip girl is co active strategy that was about 68% instead of combative strategy that was about 31,56% and that mostly occurs were emotional appeal (17,54%) and rational persuasion (36,84%).

There are one similarity and three differences between the writer's study and Sucipto's study. Both the previous study and the writer's identify the types of persuasive strategies. However, the previous study has several differences because the writer's study focuses on persuasive strategy were used by Barack Husein Obama and the speech function that

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related with the persuasive strategies, while Sucipto's research she analyzed the relation between persuasive strategies and social factors. Moreover, in this research, the writer used one main theory, which is by Beebe and Beebe (2012) and Holmes (1996), whereas the previous study used two theories, the theory as proposed by Simon (1976) and Holmes (2000). Another difference, the writer's in this research the data will be taken from Obama speech, while the previous study used the main characters in Gossip Girl.

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The findings in Sucipto's research gives an idea to the writer's present study that even social factor also influences the way people used persuasive strategies, and it inspires the writer to conduct a research using the same topic with different subject, in this case speech. Therefore, in this present study, the writer would like to find out how persuasive strategies get influence by speech function was used by Obama.

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CHAPTER III

METDHODOLOGY

This chapter presents the methods of gaining and processing the data. It covers approach of the study, instrument, data and source, data collection and data analysis.

3.1. Approach of the Study

In conducting this research, the writer used qualitative approach. According to Dornyei (2007), qualitative research is an approach which seeks to understand, by means of exploration, human experience, perceptions, motivations, intentions and behaviours. So, listening and observation may give more information than sending questions. Also, qualitative research involves analysis of data such as words (e.g. from interview), pictures (e.g. video) or object (e.g. an artifact) It deals with quality and description.

3.2. Instrument

In this study, the instrument is the writer himself who collected and analyzed the data. In analyzing, the writer is the most important instrument for gathering and analyzing the data. The writer collected and analyzed the data by using types of persuasive strategies and related it with speech function.

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.americanhetoric.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;

Number of each types of persuasive strategy

Total Utterances

X 100%

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

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

CHAPTER IV

FINDINGS AND DISCUSSION

In this chapter, the writer discusses the analysis to answer the research question. The readers can see the types of persuasive strategies used by Barack Obama in his speech at 2009 and also the speech function that influence the persuasive strategies.

4.1. Findings

4.1.1. The Overall Finding of Persuasive Strategies Used by Barack Obama

Before the writer explains the persuasive strategies used by Barack Obama, it will be appropriated to present the finding of persuasive strategies used by Barack Obama.

Table 4.1 Data Findings

No	Utterances	Persuasive Strategies
Barack Obama’s Speech in 8th January		
1	Now, I don't believe it's too late to change course, but it will be if we don't take dramatic action as soon as possible.	Hope
2	If nothing is done, this recession could linger for years	Appropriate fear
3	The unemployment rate could reach double digits. Our economy could fall 1 trillion dollars short of its full capacity, which translates into more than 12,000 dollars in lost income for a family of four.	Hope

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4	We arrived at this point due to an era of profound irresponsibility that stretched from corporate board rooms to the halls of power in Washington, D.C.	Use Specific Evidence
5	Our problems are rooted in past mistakes, not our capacity for future greatness. It will take time -- perhaps many years -- but we can rebuild that lost trust and confidence. We can restore opportunity and prosperity	Hope
6	We should never forget that our workers are still more productive than any on Earth. Our universities are still the envy of the world. We are still home to the most brilliant minds, the most creative entrepreneurs, and the most advanced technology and innovation that history has ever known. And we are still the nation that has overcome great fears and improbable odds. If we act with the urgency and seriousness that this moment requires, I know that we can do it again.	Arousing
7	It's a plan that represents not just new policy, but a whole new approach to meeting our most urgent challenges	Hope
8	For if we hope to end this crisis, we must end the culture of anything goes that helped create it, and this change must begin in Washington. It's time to trade old habits for a new spirit of responsibility. It's time to finally change the ways of Washington so that we can set a new and better course for America.	Hope
9	There is no doubt that the cost of this plan will be considerable. It will certainly add to the budget deficit in the short term. But equally certain are the consequences of doing too little or nothing at all, for that will	Hope

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	lead to an even greater deficit of jobs, incomes, and confidence in our economy.	
10	That's why we need to put money in the pockets of the American people, create new jobs, and invest in our future. That's why we need to restart the flow of credit and restore the rules of the road that will ensure a crisis like this never happens again.	Arousing
11	Now this plan begins with -- this plan must begin today, a plan I am confident will save or create at least three million jobs over the next few years. It's not just another public works program.	Hope
12	To finally spark the creation of a clean energy economy, we will double the production of alternative energy in the next three years. We will modernize more than 75 percent of federal buildings and improve the energy efficiency of 2 million American homes, saving consumers and taxpayers billions on our energy bills.	Hope
13	In the process, we will put Americans to work in new jobs that pay well and can't be outsourced, jobs building solar panels and wind turbines, constructing fuel-efficient cars and buildings, and developing the new energy technologies that will lead to even more jobs, more savings, and a cleaner, safer planet in the bargain.	Hope
14	And that's why the American Recovery and Reinvestment Plan won't just throw money at our problems; we'll invest in what works. The true test of policies we'll pursue won't be whether they're Democratic or Republican ideas, whether they're conservative or liberal ideas, but whether they create jobs, grow our economy, and put the	Hope

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	American Dream within the reach of the American people.	
15	Every American will be able to hold Washington accountable for these decisions by going online to see how and where their taxpayer dollars are being spent	Hope
16	And as I announced yesterday, we will launch an unprecedented effort to eliminate unwise and unnecessary spending that has never been more unaffordable for our nation and our children's future than it is right now.	Hope
17	Now, this recovery plan alone will not solve all the problems that led us into this crisis. We must also work with the same sense of urgency to stabilize and repair the financial system we all depend on.	Hope
18	No longer can we allow Wall Street wrongdoers to slip through regulatory cracks. No longer can we allow special interests to put their thumbs on the economic scales. No longer can we allow the unscrupulous lending and borrowing that leads only to destructive cycles of bubble and bust. It is time to set a new course for this economy, and that change must begin now	Hope
19	That is not the country I know. It is not a future I accept as President of the United States. A world that depends on the strength of our economy is now watching and waiting for America to lead once more. And that is what we will do.	Hope
20	It will not come easy or happen overnight, and it is altogether likely that things may get worse before they get better. But that is all the more reason for Congress to act without delay. I know the scale of this plan is unprecedented, but so is the severity of our situation. We	Arousing

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	have already tried the wait-and-see approach to our problems, and it is the same approach that helped lead us to this day of reckoning.	
21	That's why I'm calling on all Americans -- Democrats and Republicans and Independents -- to put -- to put good ideas ahead of the old ideological battles; a sense of common purpose above the same narrow partisanship; and insist that the first question each of us asks isn't, "What's good for me?" but "What's good for the country my children will inherit?"	Hope
22	More than any program or policy, it is this spirit that will enable us to confront these challenges with the same spirit that has led previous generations to face down war, and depression, and fear itself. And if we do, if we are able to summon that spirit again, if we are able to look out for one another, and listen to one another, and do our part for our nation and for posterity, then I have no doubt that years from now, we will look back on 2009 as one of those years that marked another new and hopeful beginning for the United States of America	Hope
Barack Obama's Speech in 18th January		
23	But despite all this despite the enormity of the task that lies ahead I stand here today as hopeful as ever that the United States of America will endure, that it will prevail, that the dream of our Founders will live on in our time.	Hope
24	And yet, as I stand here today, what gives me the greatest hope of all is not the stone and marble that surrounds us, but what fills the spaces in between. It is you	Pride

	Americans of every race and region and station who came here because you believe in what this country can be and because you want to help us get there.	
25	It's the same thing that gave me hope from the day we began this campaign for the presidency nearly two years ago: a belief that if we could just recognize ourselves in one another and bring everyone together Democrats, Republicans, Independents; Latino, Asian and Native American; black and white, gay and straight, disabled and then not only would we restore hope and opportunity in places that yearned for both, but maybe, just maybe, we might perfect our union in the process	Pride
26	This is what I believed, but you made this belief real. You proved once more that people who love this country can change it. And as I prepare to assume the presidency, yours are the voices I will take with me every day when I walk into that Oval Office the voices of men and women who have different stories but hold common hopes; who ask only for what was promised us as Americans that we might make of our lives what we will and see our children climb higher than we did.	Hope
27	It is this thread that binds us together in common effort; that runs through every memorial on this mall; that connects us to all those who struggled and sacrificed and stood here before. It is how this nation has overcome the greatest differences and the longest odds because there is no obstacle that can	Hope

	stand in the way of millions of voices calling for change. That is the belief with which we began this campaign, and that is how we will overcome what ails us now.	
28	There is no doubt that our road will be long, that our climb will be steep. But never forget that the true character of our nation is revealed not during times of comfort and ease, but by the right we do when the moment is hard. I ask you to help reveal that character once more, and together, we can carry forward as one nation, and one people, the legacy of our forefathers that we celebrate today.	Hope
Barack Obama's Speech in 21st January		
29	but because We the People have remained faithful to the ideals of our forbearers, and true to our founding documents.	Pride
30	Today I say to you that the challenges we face are real. They are serious and they are many.	Arousing
31	They will not be met easily or in a short span of time. But know this, America – they will be met	Hope
32	On this day, we gather because we have chosen hope over fear, unity of purpose over conflict and discord	Hope
33	On this day, we come to proclaim an end to the petty grievances and false promises, the recriminations and worn out dogmas, that for far too long have strangled our politics.	Hope
34	We remain a young nation, but in the words of Scripture, the time has come to set aside childish things.	Hope
35	The time has come to reaffirm our enduring spirit; to choose our better history; to carry forward that precious gift, that noble idea, passed on from	Arousing

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	generation to generation: the God-given promise that all are equal, all are free, and all deserve a chance to pursue their full measure of happiness.	
36	Our journey has never been one of short-cuts or settling for less.	Arousing
37	It has not been the path for the faint-hearted – for those who prefer leisure over work, or seek only the pleasures of riches and fame	Arousing
38	Rather, it has been the risk-takers, the doers, the makers of things – some celebrated but more often men and women obscure in their labor, who have carried us up the long, rugged path towards prosperity and freedom	Arousing
39	For us, they packed up their few worldly possessions and traveled across oceans in search of a new life.	Arousing
40	For us, they toiled in sweatshops and settled the West; endured the lash of the whip and plowed the hard earth.	Arousing
41	For us, they fought and died, in places like Concord and Gettysburg; Normandy and Khe Sahn	Arousing
42	Time and again these men and women struggled and sacrificed and worked till their hands were raw so that we might live a better life.	Arousing
43	They saw America as bigger than the sum of our individual ambitions; greater than all the differences of birth or wealth or faction.	Arousing
44	This is the journey we continue today.	Hope
45	We remain the most prosperous, powerful nation on Earth.	Pride
46	Starting today, we must pick ourselves up, dust ourselves off, and begin again the work of remaking America	Hope
47	For everywhere we look, there is work to be done	Hope

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48	The state of the economy calls for action, bold and swift, and we will act – not only to create new jobs, but to lay a new foundation for growth.	Hope
49	We will build the roads and bridges, the electric grids and digital lines that feed our commerce and bind us together	Hope
50	We will restore science to its rightful place, and wield technology's wonders to raise health care's quality and lower its cost.	Hope
51	We will harness the sun and the winds and the soil to fuel our cars and run our factories.	Hope
52	And we will transform our schools and colleges and universities to meet the demands of a new age.	Hope
53	All this we can do. And all this we will do.	Hope
54	know that America is a friend of each nation and every man, woman, and child who seeks a future of peace and dignity, and that we are ready to lead once more.	Arousing
55	Recall that earlier generations faced down fascism and communism not just with missiles and tanks, but with sturdy alliances and enduring convictions. They understood that our power alone cannot protect us, nor does it entitle us to do as we please. Instead, they knew that our power grows through its prudent use; our security emanates from the justness of our cause, the force of our example, the tempering qualities of humility and restraint.	Use evidence to tell story
56	We will not apologize for our way of life, nor will we waver in its defense, and for those who seek to advance their aims by inducing terror and	Pride

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	slaughtering innocents, we say to you now that our spirit is stronger and cannot be broken; you cannot outlast us, and we will defeat you.	
57	we cannot help but believe that the old hatreds shall someday pass; that the lines of tribe shall soon dissolve; that as the world grows smaller.	Hope
58	our common humanity shall reveal itself; and that America must play its role in ushering in a new era of peace.	Courage
59	Know that your people will judge you on what you can build, not what you destroy.	Arousing
60	To those who cling to power through corruption and deceit and the silencing of dissent, know that you are on the wrong side of history.	Courage
61	But that we will extend a hand if you are willing to unclench your fist.	Hope
62	For the world has changed, and we must change with it.	Hope
63	It is precisely this spirit that must inhabit us all.	Hope
64	For as much as government can do and must do, it is ultimately the faith and determination of the American people upon which this nation relies.	Hope
65	Our challenges may be new. The instruments with which we meet them may be new. But those values upon which our success depends – hard work and honesty, courage and fair play, tolerance and curiosity, loyalty and patriotism – these things are old.	Hope
66	With hope and virtue, let us brave once more the icy currents, and endure what storms may come.	Hope

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67	Let it be said by our children's children that when we were tested we refused to let this journey end, that we did not turn back nor did we falter; and with eyes fixed on the horizon and God's grace upon us, we carried forth that great gift of freedom and delivered it safely to future generations.	Pride
Barack Obama's Speech in 24th January		
68	In short, if we do not act boldly and swiftly, a bad situation could become dramatically worse.	Use Appropriate fear appeal
69	I am pleased to say that both parties in Congress are already hard at work on this plan, and I hope to sign it into law in less than a month.	Hope
70	the fact that there are millions of Americans trying to find work even as, all around the country, there's so much work to be done.	Hope
71	It's one that will invest in our most important priorities like energy and education, health care and a new infrastructure that are necessary to keep us strong and competitive in the 21st century	Hope
72	To accelerate the creation of a clean energy economy, we will double our capacity to generate alternative sources of energy like wind, solar, and biofuels over the next three years.	Hope
73	We'll begin to build a new electricity grid that lay down more than 3,000 miles of transmission lines to convey this new energy from coast to coast	Hope
74	We'll save taxpayers \$2 billion a year by making 75% of federal buildings more energy efficient, and save the average working family \$350 on their energy bills by	Hope

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	weatherizing 2.5 million homes.	
75	To lower health care cost, cut medical errors, and improve care, we'll computerize the nation's health record in five years, saving billions of dollars in health care costs and countless lives.	Hope
76	And we'll protect health insurance for more than 8 million Americans who are in danger of losing their coverage during this economic downturn.	Hope
77	To ensure our children can compete and succeed in this new economy, we'll renovate and modernize 10,000 schools, building state-of-the-art class rooms, libraries, and labs to improve learning for over five million students. We'll invest more in Pell Grants to make college affordable for seven million more students, provide a \$2,500 college tax credit to four million students, and triple the number of fellowships in science to help spur the next generation of innovation.	hope
78	We won't just throw money at our problems -- we'll invest in what works.	Hope
79	Instead of politicians doling out money behind a veil of secrecy, decisions about where we invest will be made public, and informed by independent experts whenever possible. We'll launch an unprecedented effort to root out waste, inefficiency, and unnecessary spending in our government, and every American will be able to see how and where we spend taxpayer dollars by going to a new website called	Hope
80	No one policy or program will solve the challenges we face right now,	Hope

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	nor will this crisis recede in a short period of time. But if we act now and act boldly; if we start rewarding hard work and responsibility once more; if we act as citizens and not partisans and begin again the work of remaking America, then I have faith that we will emerge from this trying time even stronger and more prosperous than we were before.	
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Table 4.2 Occurence of Persuasive Strategies Used by Obama’s Speech

Persuasive Strategies		Total
1. Using Evidence		
A	Use credible evidence	-
B	Use new evidence	-
C	Use specific evidence	1 (1,25%)
D	Use evidence to tell a story	1 (1,25%)
2. Using Emotion		
A	Use concrete example that help the listener or audience visualize what the persuasive speaker describes	-
B	Use emotion-arousing word	15 (18,75%)
C	Use appropriate metaphor and similes	-
D	Use appropriate fear appeal	2 (2,5%)
E	Consider using appeal to several emotions	
	1. Hope	53 (66,25%)
	2. Pride	6 (7,5%)
	3. Courage	2 (2,5%)
	4. Reverence	-

Table 4.1 above is made to answer the first research question which is about characteristic of persuasive strategies used by Barack Obama. From the table, we can see there seven from twelve characteristic of persuasive strategies that are used by Barack Obama. There are Use specific evidence, Use evidence to tell a story, Use emotion-arousing word, Use appropriate fear appeal, Hope, Pride, and

Courage. Then the writer discusses it from the most often occurs persuasive strategy.

a. Hope

Persuasive Strategies that often used by Barack Obama's speeches in 2009 is *Hope*. According to Beebe & Beebe (2012, p. 353) *Hope* is the utterances that can be motivated to respond to the prospect of a brighter tomorrow. This characteristic occurs about 53 (66,25%) times from the total number of 80 persuasive strategies found in the speeches. *Hope* can be found in this research when Obama wants the audience do some actions through his speeches in the future. Here are the examples of *hope*;

1. *Now, I don't believe it's too late to change course, but it will be if we don't take dramatic action as soon as possible. (8th January)*
2. *But despite all this despite the enormity of the task that lies ahead I stand here today as hopeful as ever that the United States of America will endure, that it will prevail, that the dream of our Founders will live on in our time. (18th January)*
3. *They will not be met easily or in a short span of time. But know this, America – they will be met. (21st January)*
4. *It's one that will invest in our most important priorities like energy and education; health care and a new infrastructure that are necessary to keep us strong and competitive in the 21st century. (24th January)*

The speech above show that Obama often uses persuasive strategies by using *hope*, he implies his opinion and suggestion in his speech. Like what he said in one of his speech, he persuades (*It's one that will invest in our most important priorities like energy and education; health care and a new infrastructure*) and then he tells the benefit of what he persuades (*that are necessary to keep us strong and competitive in the 21st century*). By using *hope*, Obama hopes that the audience will do what he implies in his speech. *Hope* in a speech, especially Obama's speech, can be a motivation and a solution for the problem that is faced by the audience and the American people wholly.

b. Emotion-Arousing Words

The second mostly persuasive strategies used by Obama are *Emotion-Arousing Words*. Beebe & Beebe (2012, p. 352) said words and phrases can trigger emotional responses are included in *emotion-arousing words* strategy. This characteristic of persuasive strategy is used about 15 (18,75%) times from the total persuasive strategies. The examples of persuasive strategy in Obama's speech are:

1. *We should never forget that our workers are still more productive than any on Earth. Our universities are still the envy of the world. We are still home to the most brilliant minds, the most creative entrepreneurs, and the most advanced technology and innovation that history has ever known. And we are still the nation that has overcome great fears and improbable odds. If we act with the urgency and seriousness that this moment requires, I know that we can do it again. (8th January)*

2. *That's why we need to put money in the pockets of the American people, create new jobs, and invest in our future. That's why we need to restart the flow of credit and restore the rules of the road that will ensure a crisis like this never happens again. (8th January)*
3. *Today I say to you that the challenges we face are real. They are serious and there are many. (21st January)*
4. *The time has come to set aside childish things. The time has come to reaffirm our enduring spirit; to choose our better history; to carry forward that precious gift, that noble idea, passed on from generation to generation: the God-given promise that all are equal, all are free, and all deserve a chance to pursue their full measure of happiness. (21st January)*

The writer finds that *emotion-arousing word* is often used by Obama in his speech. By arousing, the emotion of the audience can be raised when they hear the speech. Like what Obama says in his speech, “*we should never forget that our workers are still more productive than any on Earth. Our universities are still the envy of the world. We are still home to the most brilliant minds, the most creative entrepreneurs, and the most advanced technology and innovation that history has ever known. And we are still the nation that has overcome great fears and improbable odds. If we act with the urgency and seriousness that this moment requires, I know that we can do it again*”. By this speech, Obama often uses the word “most”, it implies that America is still the best country in the world and the people can keep

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this condition. This speech can raise the audience's emotion up, and then their spirit to keep their country and the quality of the people raise up also.

c. Pride

The third mostly strategies used by Obama is *Pride*. According to Beebe & Beebe (2012, p. 354) *Pride* is a persuasive appeal to achieve a goal based on pride in oneself or one's country, state or community. This type is used about 6 (7,5%) times in Obama's speech from the total 80 persuasive strategies. The examples of *pride* are:

1. *It's the same thing that gave me hope from the day we began this campaign for the presidency nearly two years ago: a belief that if we could just recognize ourselves in one another and bring everyone together Democrats, Republicans, Independents; Latino, Asian and Native American; Black and white, gay and straight, disabled and then not only would we restore hope and opportunity in places that yearned for both, but maybe, just maybe, we might perfect our union in the process. (18th January)*
2. *But because We the People have remained faithful to the ideals of our forbearers, and true to our founding documents. (21st January)*
3. *We remain the most prosperous, powerful nation on Earth. (21st January)*

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The purpose of *Pride* is to raise the pride of oneself in oneself or one's country, state or community in order to be more powerful. The example of pride in Obama's speech can be seen in the sentence, "*we remain the most prosperous, powerful nation on Earth*". In this sentence, Obama tells his opinion to the audience that America is the most prosperous and powerful nation around the world. Here, the writer thinks that sentence can foster the pride of the audience, and every people of America who hear the speech, to their nation. The use of the word "we" also influences the speech, it makes the audience feel involved to the speech itself and makes the *pride* appears stronger.

d. Use Appropriate Fear Appeal

The fourth, Obama uses *appropriate fear appeal*. Beebe & Beebe (2012, p. 352) said the threat that harm will come to the listener unless they follow the persuasive speaker advice is an appeal to fear. So the audience can be motivated to change their behaviour if appeals to fear are used appropriately. This characteristic of persuasive strategies is used about 2 (2,5%) times of the total persuasive strategies in the speech. The examples of appropriate fear appeal in Obama's speech are:

1. *If nothing is done, this recession could linger for years. (8th January)*
2. *In short, if we do not act boldly and swiftly, a bad situation could become dramatically worse. (24th January)*

In this persuasive strategy, use some words which occurs fears to the audience. The example of appropriate fear appeal in Obama's speech, "*In short, if we do not act boldly and swiftly, a bad situation could become dramatically worse*". Here, Obama uses the phrase "bad condition" to make some fears to the audience if they do not do Obama's suggestion. The use appropriate fear appeal has the purpose to make the audience do or not do some actions and they can be motivated to change their behaviour.

e. Courage

The next persuasive strategy used by Obama is Courage. This appeal is to challenge the audience to have brave or to insist that can make emotional that probably can change the audience to take the action. (Beebe & Beebe 2012, p.354). This characteristic is used about 2 (2,5%) times of the total

are:

1. *our common humanity shall reveal itself; and that America must play its role in ushering in a new era of peace. (21st January)*
2. *To those who cling to power through corruption and deceit and the silencing of dissent, know that you are on the wrong side of history. (21st January)*

Courage is used to push the audience to take action for something that is discussed in the speech. It makes the audience become brave to do something that they actually must do. The example of courage in Obama's speech can be seen in the sentence below. *"To those who cling to power through corruption and deceit and the silencing of dissent, know that you are on the wrong side of history"*. In this sentence, Obama wants to encourage the audience to be brave against the corruption in their nation and reveal their opinion.

f. Use specific evidence

This kind of persuasive strategies is only found one time (1,25%) in Obama's speech. The sentence is, *"we arrived at this point due to an era of profound irresponsibility that stretched from corporate board rooms to the halls of power in Washington. D.C. (8th January)"*. In this sentence, Obama used the specific evidence by the phrase "power in Washington.D.C.", It refers to the government.

Obama wants the audience also take responsibility to the nation.

g. Evidence to tell story

Like the previous persuasive strategies, the use of evidence to tell story is only once (1,25%) in Obama's speech. The sentences are *"Recall that earlier generations faced down fascism and communism not just with missiles and tanks, but with sturdy alliances and enduring convictions. They understood that our power alone cannot protect us, nor does it entitle us to do as we please. Instead, they knew that our power grows through its prudent use; our security emanates from the justness of our cause, the force of our example, the tempering qualities of humility and restraint"*. Here, Obama tells the story about the earlier generation of their nation. By telling it story, he hopes the audience's

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nationality can be stronger. One thing that must be pointed is the using of evidence to tell story should be use fact, or if it is an opinion, it should be credible, to make the evidence more powerful.

There are many persuasive strategies that are not used in Obama's speech which is become the data of this study, they are *use credible evidence, use new evidence, use appropriate metaphor and similes, use concrete example that help the listener or audience visualize what persuasive speaker describes, and reverence (consider using appeal to several emoticon)*. In this research, those persuasive strategies cannot be found. Obama does not use those types when he delivers his speech.

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4.1.2. The Overall Finding of Speech Functions that Relate with Persuasive Strategies Used by Barack Obama

Table 4.3 Speech Function that Relate with Persuasive Strategies

Persuasive Strategies		Speech Function											
		Ex		Di		Re		Me		Po		Ph	
1. Using Evidence		n	%	n	%	n	%	n	%	n	%	n	%
A	Use credible evidence	-	-	-	-	-	-	-	-	-	-	-	-
B	Use new evidence	-	-	-	-	-	-	-	-	-	-	-	-
C	Use specific evidence	-	-	-	-	1	1,25	-	-	-	-	-	-
D	Use evidence to tell a story	-	-	-	-	1	1,25	-	-	-	-	-	-
2. Using Emotion													
A	Use concrete example that help the listener or audience visualize what the persuasive speaker describes	-	-	-	-	-	-	-	-	-	-	-	-
B	Use emotion-arousing word	5	6,25	1	1,25	7	8,75	-	-	-	-	2	2,5
C	Use appropriate metaphor and similes	-	-	-	-	-	-	-	-	-	-	-	-
D	Use appropriate fear appeal	2	2,5	-	-	-	-	-	-	-	-	-	-
E	Consider using appeal to several emotions												
5.	Hope	13	16,25	13	16,25	21	26,25	-	-	-	-	6	7,5
6.	Pride	4	5	1	1,25	1	1,25	-	-	-	-	-	-
7.	Courage	1	1,25	1	1,25	-	-	-	-	-	-	-	-
8.	Reverence	-	-	-	-	-	-	-	-	-	-	-	-

From the table above, the writer sees very significant patterns that related in doing persuasion in Obama's speech. This table is made to answer the second research question which is about the speech functions that related with types of persuasive strategies used in Obama's speech. From the previous table, the writer finds that there are many speech functions influence Obama in doing persuasive strategies. Expressive, directive, referential, and phatic appears in the data. On the other hand, metalinguistic and poetic cannot be found.

- a. Referential become dominantly affect the activity in doing persuasive strategies. The referential of Obama's speech is percentage 38,75% (31 times).

It shows from examples bellow;

1. *We should never forget that our workers are still more productive than any on Earth. Our universities are still the envy of the world. We are still home to the most brilliant minds, the most creative entrepreneurs, and the most advanced technology and innovation that history has ever known. And we are still the nation that has overcome great fears and improbable odds. If we act with the urgency and seriousness that this moment requires, I know that we can do it again. (8th January)*
2. *It is this thread that binds us together in common effort; that runs through every memorial on this mall; that connects us to all those who struggled and sacrificed and stood here before. It is how this nation has overcome the greatest differences and the longest odds because there is no obstacle that can stand in the way of millions of voices calling for*

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change. That is the belief with which we began this campaign, and that is how we will overcome what ails us now. (18th January)

3. But because We the People have remained faithful to the ideals of our forbearers, and true to our founding documents. (21st January)

According to Holmes (1996, p.286), the meaning of referential is the utterance provide the information. From the underlined sentences above show that use *emotion-arousing word (1), hope (2), and pride (3)* have relationship with speech function because the sentence has information. So, the speech function here is giving the information while Obama used persuasive strategies. That is why both of this theories are related each other.

- b. Expressive is the other significant factor that affects the activity in persuasive

strategies. The percentage of expressive is 31,25% (25 times). It can be showed

from examples bellow;

1. *Today I say to you that the challenges we face are real. They are serious and they are many. (21st January)*
2. *On this day, we gather because we have chosen hope over fear, unity of purpose over conflict and discord. (21st January)*
3. *In short, if we do not act boldly and swiftly, a bad situation could become dramatically worse. (24th January)*

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Holmes (1996, p.286) said expressive is the utterances express the speaker's feeling. This is proven from the examples above. While Obama use *emotion-arousing word* (1), *hope* (2), and *appropriate fear appeal* (3), implicitly his speech is influenced by speech function (expressive) because he delivers his speech by expressing his feeling. The underlined sentences show that speech function is related with the persuasive strategies because the function is to express his feeling while giving persuasive strategies.

- c. Directive is the next speech function that influences the persuasive strategies that used by Obama. The percentage of directive is 20% (16 times). It can be showed from the examples below;

1. *That's why we need to put money in the pockets of the American people, create new jobs, and invest in our future. That's why we need to restart the flow of credit and restore the rules of the road that will ensure a crisis like this never happens again. (8th January)*

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2. *Starting today, we must pick ourselves up, dust ourselves off, and begin again the work of remaking America. (21st January)*

3. *We will not apologize for our way of life, nor will we waver in its defense, and for those who seek to advance their aims by inducing terror and slaughtering innocents, we say to you now that our spirit is stronger and cannot be broken; you cannot outlast us, and we will defeat you. (21st January)*

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Directive is utterances that attempt to get someone to do something (Holmes, 1996, p.286). Based on the examples above, Obama uses *emotion-arousing word (1), hope (2) and pride (3)*. These strategies are related with speech function. It can be showed from that sentences have meaning someone should do something. So, the speech function in directive here also proven that is related with persuasive strategies.

- d. Phatic is the last speech function that related with persuasive strategies used by Obama. The percentage is 10% (8 times). It can be showed from the examples below;

1. *Our journey has never been one of short-cuts or settling for less. (21st January)*
2. *We will not just throw money at our problems, we will invest in what works. (24th January)*

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Phatic is utterances that express solidarity and empathy with others (Holmes, 1996, p.286). Maybe it is not really showed in the examples above but Holmes (1996, p.287) said that phatic communication conveys an affective or social message. So, based on those sentences, the writer puts both sentences in phatic function. Both sentences show that Obama give persuasive strategies by giving social message. So, the speech function of phatic is proven here.

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4.2. Discussion

After analyzing and classifying the data into persuasive strategies, the writer intends to discuss the findings that there are seven out of twelve types of persuasive strategies that are used by Obama. The most often used is using appeal for several emotion (hope) with occurrence 53 times of 80 utterances, then use emotion-arousing word is 15 times, follow with using appeal for several emotion (pride) is 6 times. Next use appropriate fear appeal and using appeal for several emotion (courage), both occurrence are twice. The last, use specific evidence and use evidence to tell story, they are only appear one times in Obama's speech. In contrast, use credible evidence, use new evidence, use concrete example, use appropriate metaphor and similes, and using appeal for several emotions (reverence) are not found in these speeches.

In addition, from the explanation above, it shows the flow of the strategy.

The most strength persuasive strategies that Obama used is hope by giving motivation to America and the people there to have brighter future and change their minds to be better again. Then, for making stronger persuasive Obama uses emotion-arousing word. This emotion-arousing word is to raise the audience's emotion up and then keep their spirit to keep their country. Moreover, Obama uses pride to foster the pride and make the audience feel involved to the speech itself and makes the pride appears stronger. Also, Obama uses appropriate fear appeal to show Obama will threat people who do not follow what he said. This is a good strategy because by using this strategy, Obama shows that he is assertive. The last, Obama uses evidence (specific evidence and evidence to tell story) to

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ensure that what he said is fact, real and precise so the audience will be not confuse because the data is specific.

On the other hand, the writer is also referring between persuasive strategies and speech function. The findings it can be seen that there four of six speech functions. First is referential is used 31 times, expressive is used 25 times, directive is used 16 times, and phatic is used 8 times. In contrast, metalinguistic and poetic is not found in these speeches.

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CHAPTER V

CONCLUSION

After doing this analysis, the writer finds out that persuasive strategies are also important to politician when the politician deliver a speech. Here, the writer intends to find o persuasive strategies used by Barack Obama and also the speech function that relates with persuasive strategies in Obama's speech. The writer did this research to answer his curiously about the types of persuasive strategies that Obama used in his governor election campaign and influence from speech function in persuasive strategies. The writer uses theory from Beebe & Beebe (2012) and Holmes (1996).

The findings are seven out of twelve types of persuasive strategies that are used by Obama. They are using hope, use emotion-arousing word, using appeal for several emotion (pride), use appropriate fear appeal, using appeal for several emotion (courage), use specific evidence and use evidence to tell story. On the other hand, the writer is also referring between persuasive strategies and speech function. The findings it can be seen that there four of six speech functions. They are referential, expressive, directive, and phatic.

Furthermore, from the finding above, it shows that speech function is related with persuasive strategies in Obama's speeches. Also, it shows that the persuasive strategies that Obama used have functions. Then, the writer hopes with this study can contribute in language use or study especially in persuasive strategies.

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