# **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	change don't ta possib		Норе		
2		ing is done, this recession linger for years	Appropriate fear		
3	double fall 1 t capaci than 12	nemployment rate could reach e digits. Our economy could rillion dollars short of its full ty, which translates into more 2,000 dollars in lost income amily of four.	Норе		

4	We arrived at this point due to an	Use Specific Evidence
	era of profound irresponsibility that	
	stretched from corporate board	
	rooms to the halls of power in	
	Washington, D.C.	
5	Our problems are rooted in past	Норе
	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	
6	We should never forget that our	Arousing
	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.	
7	It's a plan that represents not just	Норе
	new policy, but a whole new	Top
	approach to meeting our most urgent	
	challenges	
8	For if we hope to end this crisis, we	Норе
-	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.	
9	There is no doubt that the cost of	Норе
	this plan will be considerable. It will	110pc
	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	

	lead to an even greater deficit of	
	jobs, incomes, and confidence in our	
	economy.	
10	That's why we need to put money in	Arousing
	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.	
11	Now this plan begins with this	Норе
	plan must begin today, a plan I am	hope
	confident will save or create at least	
	three million jobs over the next few	
	5	
	years. It's not just another public	
10	works program.	TT.
12	To finally spark the creation of a	Норе
	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.	
13	In the process, we will put	Норе
	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.	
14	And that's why the American	Норе
14	Recovery and Reinvestment Plan	nope
	•	
	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	

	American Dream within the reach of	
	the American people.	
15	Every American will be able to hold	Норе
15	Washington accountable for these	nope
	decisions by going online to see how	
	and where their taxpayer dollars are	
16	being spent	Hone
16	And as I announced yesterday, we	Норе
	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.	
17	Now, this recovery plan alone will	Норе
	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.	
18	No longer can we allow Wall Street	Hope
	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	
19	That is not the country I know. It is	Норе
17	not a future I accept as President of	nope
	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.	
20		Arousing
20	It will not come easy or happen	Arousing
	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	

	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	Норе
	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?"	
22	More than any program or policy, it	Норе
	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	
1.09	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	
	1 0 0	
	United States of America	10.1 1
	Barack Obama's Speech ir	n 18th January
23	But despite all this despite the	Норе
	enormity of the task that lies ahead I	<b>r</b> -
	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	
2.4	on in our time.	D 1
24	And yet, as I stand here today, what	Pride
	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	
	spuees in oetween. It is you	

	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	Pride
	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 <mark>, w</mark> e	
	might perfect our union in the	
	process	
26	This is what I believed, but you	Hope
	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.	
27	It is this thread that binds us	Норе
21	together in common effort; that runs	nope
	-	
	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	

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	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	Норе
	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.	
	Barack Obama's Speech in	n 21st January
	Barack Obaina's Speech in	ii 21st Janual y
29	but because We the People have	Pride
	remained faithful to the ideals of our	
	forbearers, and true to our founding	
	documents.	
30	Today I say to you that the challenges	Arousing
	we face are real. They are serious and	0
	they are many.	
31	They will not be met easily or in a short	Норе
	span of time. But know this, America –	
	they will be met	
32	On this day, we gather because we have	Норе
	chosen hope over fear, unity of purpose	r•
	over conflict and discord	
33	On this day, we come to proclaim an	Норе
55	end to the petty grievances and false	nohe
	1 0 0	
	promises, the recriminations and worn	
	out dogmas, that for far too long have	
24	strangled our politics.	Hone
34	We remain a young nation, but in the	Hope
	words of Scripture, the time has come	
	to set aside childish things.	
35	The time has come to reaffirm our	Arousing
	enduring spirit; to choose our better	
1	history; to carry forward that precious	
	gift, that noble idea, passed on from	

<b></b>		
	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	Arousing
	short-cuts or settling for less.	6
37	It has not been the path for the faint-	Arousing
	hearted – for those who prefer leisure	
	over work, or seek only the pleasures of	
	riches and fame	
38	Rather, it has been the risk-takers, the	Arousing
	doers, the makers of things - some	0
	celebrated but more often men and	
	women obscure in their labor, who	
	have carried us up the long, rugged path	
	towards prosperity and freedom	
39	For us, they packed up their few	Arousing
39	worldly possessions and traveled across	Alousing
	oceans in search of a new life.	
40		Amousing
40	For us, they toiled in sweatshops and	Arousing
	settled the West; endured the lash of the	
	whip and plowed the hard earth.	
41	For us, they fought and died, in places	Arousing
	like Concord and Gettysburg;	
	Normandy and Khe Sahn	
42	Time and again these men and women	Arousing
	struggled and sacrificed and worked till	
	their hands were raw so that we might	
	live a better life.	
43	They saw America as bigger than the	Arousing
	sum of our individual ambitions;	Ç
	greater than all the differences of birth	
	or wealth or faction.	
44	This is the journey we continue today.	Норе
	This is the journey we continue today.	
45	We remain the most prosperous,	Pride
	powerful nation on Earth.	
16	Classing to loss and the line of the line	
46	Starting today, we must pick ourselves	Hope
	up, dust ourselves off, and begin again	
	the work of remaking America	
47	For everywhere we look, there is work	Норе
	to be done	
		1

48	The state of the economy calls for	Норе
	action, bold and swift, and we will act – not only to create new jobs, but to lay a	
	new foundation for growth.	
49	We will build the roads and bridges, the	Норе
	electric grids and digital lines that feed	nope
	our commerce and bind us together	
50	We will restore science to its rightful	Норе
	place, and wield technology's wonders	1
	to raise health care's quality and lower	
	its cost.	
51	We will harness the sun and the winds	Hope
	and the soil to fuel our cars and run our	
	factories.	
52	And we will transform our schools and	Норе
	colleges and universities to meet the	
52	demands of a new age.	II
53	All this we can do. And all this we will	Норе
	All this we can do. And all this we will do.	
54	know that America is a friend of each	Arousing
5-		rifusing
	nation and every man, woman, and	
	child who seeks a future of peace and	
	dignity, and that we are ready to lead	
	once more.	
55	Recall that earlier generations faced	Use evidence to tell story
	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.	
	nominey and restraint.	
56	We will not apologize for our way of	Pride
50	life, nor will we waver in its defense,	
	and for those who seek to advance their	
	aims by inducing terror and	
L	and of matching which 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.	
57	we cannot help but believe that the old	Норе
57	hatreds shall someday pass; that the	nope
	lines of tribe shall soon dissolve; that as	
	the world grows smaller.	
58	our common humanity shall reveal	Courage
	itself; and that America must play its	
	role in ushering in a new era of peace.	
	Tole in ushering in a new era or peace.	
	TT 1	
59	Know that your people will judge you	Arousing
	on what you can build, not what you	
60	destroy.	Courage
00	To those who cling to power through corruption and deceit and the silencing	Courage
	of dissent, know that you are on the	
	wrong side of history.	
61	But that we will extend a hand if you	Hope
	are willing to unclench your fist.	nope
	are winning to unclenent your rist.	
62	For the world has changed, and we	Hope
	must change with it.	
63	It is precisely this spirit that must	Норе
	inhabit us all.	1
	million us un.	
64	For as much as government can do and	Норе
	must do, it is ultimately the faith and	
	determination of the American people	
	upon which this nation relies.	
65	Our challenges may be new. The	Норе
	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.	
66	With hope and virtue, let us brave once	Норе
	more the icy currents, and endure what	
	storms may come.	

67 j		L L L L L L L L L L L L L L L L L L L
	Let it be said by our children's children	Pride
	hat when we were tested we refused to	
1	et this journey end, that we did not turn	
ł	back nor did we falter; and with eyes	
1	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.	
1	ature generations.	
	Barack Obama's Speech ir	1 24th January
68 I	In short, if we do not act boldly and	Use Appropriate fear appeal
	swiftly, a bad situation could	
	become dramatically worse.	
	am pleased to say that both parties	Норе
	n Congress are already hard at work	
	on this plan, and I hope to sign it	
i	nto law in less than a month.	
70 t	he fact that there are millions of	Hope
	Americans trying to find work even	
8	as, all around the country, there's so	
	much work to be done.	
71 l	t's one that will invest in our most	Hope
	mportant priorities like energy and	
	education; health care and a new	
	nfrastructure that are necessary to	
	keep us strong and competitive in	
	he 21st century	TT.
	Γo accelerate the creation of a clean	Норе
	energy economy, we will double our	
	capacity to generate alternative	
	sources of energy like wind, solar, and biofuels over the next three	
	years.	
	We'll begin to build a new	Норе
	electricity grid that lay down more	nope
	han 3,000 miles of transmission	
	ines to convey this new energy	
	from coast to coast	
	We'll save taxpayers \$2 billion a	Норе
	year by making 75% of federal	· r -
-	buildings more energy efficient, and	
	save the average working family	
	\$350 on their energy bills by	

	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	Норе
	costs and countless lives.	
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.	Норе
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	hope
	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.	
78	We won't just throw money at our problems we'll invest in what works.	Норе
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	Норе
80	No one policy or program will solve the challenges we face right now,	Норе

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.	

# Table 4.2 Occurence of Persuasive Strategies Used by Obama's Speech

	Total							
А	Use credible evidence	-						
В	Use new evidence	-						
C	Use specific evidence	1 (1,25%)						
D	Use evidence to tell a story	1 (1,25%)						
2. Using Emotion								
	Use concrete example that help the listener or audience							
Α	visualize what the persuasive speaker describes							
В	Use emotion-arousing word	15 (18,75%)						
С	Use appropriate metaphor and similes -							
D	Use appropriate fear appeal	2 (2,5%)						
Е	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 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)

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 persuasive strategies in the speech. The examples of courage in Obama's speech 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* 

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

	Persuasive		Speech Function											
Strategies			Ex		Di		Re		Me		Ро		Ph	
1.	Using Evidence	n	%	n	%	n	%	n	%	n	%	n	%	
А	Use credible evidence	-	-		-	-	-	-	-	-	-	-	-	
В	Use new evidence	-	-	-	-	- 8	-	1	1	-	-	-	-	
С	Use specific evidence	-	-	-	-	1	1,25	-	-	-	I	-	-	
D	Use evidence to tell a story	• •	-	-	-	1	1,25	1	1	-	4	-	-	
2.	<b>Using Emotion</b>													
А	Use concrete example that help the listene or audience visualize what the persuasive	r -		-	_	-		-	-		-	-	-	
	speaker describ	bes				1								
В	Use emotion- arousing word	5	6,25	1	1,25	7	8,75		-	-	I	2	2,5	
C	Use appropriate metaphor and similes	e -	- 1	1	-	-	-	I	-	-	-	-	-	
D	Use appropriat fear appeal	e 2	2,5	-	-	-	-	-	-	-	-	-	-	
E	Consider using appeal to sever 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	-	-	-	-	-	-	-	-	-	-	-	-	

Table 4.3 Speech Function that Relate with Persuasive Strategies

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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

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. <u>But because We the People have remained faithful to the ideals of our</u> 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)

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)
  - 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)

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)

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.

### 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 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.

