

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

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.

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.