

CHAPTER I INTRODUCTION

A. The Background of Study

Rhetoric as the art of using language could be applied in some aspects human life. Rhetoric is applicable in daily conversation, in a campaign, in a talk show, in a text, and including in an art. One of a talk show which applied rhetoric is Mario Teguh Golden Ways Show. The speaker of this talk show program is famous motivator namely Mario Teguh. However this study will analyze how does Mario Teguh's rhetoric affect the people persuasively.

This study is focused on the rhetorical appeals strategy by employing the theory proposed by Aristotle, namely the common used are the triangle of rhetorical analysis (persuasive appeals) namely ethos or ethical appeals is focusing on the author's, speaker's persona. Logos or logical appeal is focusing on the message or subject or the text itself. And finally, pathos or path ethic appeal is focusing on the use of emotional appeals to alter the audience. The other two persuasive strategy are telos which is focusing on the purposes, while kairos is focusing on the setting. In order to limit the scope of the analysis the writer mainly focused on the logical function or logos namely reasoning.

For example

We often do more regret because we speak, than silence. People who often regret have to think it at least twice about goodness of his words. If you don't have good thing to talk about, just silence.

This utterance classified as Cause and effect as the basic rhetorical strategy. The rule is that when people are talking they will regret after realizing that they have some mistakes while speaking.

In some other countries rhetoric has become the part of subject in universities such as University of Texas English Department, in the Department of English at Miami University, Oxford, Ohio. There have been some researches on rhetoric; three of them are explained in the following. The first is *Rhetorical Empathy in Dustin Lance Black's 8: A Play on (Marriage) Words* by Lisa Blankenship, 2013. She focused on rhetorical empathy functions in 8 on a number of levels: by appealing to emotion and *pathos*, to shared identity, and to shared experiences that attempt to reduce the Other's sense of threat and promote empathy. And she said that rhetorical empathy functions in the play as a form of strategic essentialism; the characters are, for the most part, hetero-normative in their appearance and gender performance and, except for the fact that they're gays; they could easily be a member of any one of the straight couples in the audience.

The other previous researcher is James J. Brown 2012 with his article Louis C.K.'s 'Weird Ethic': *Kairos* and Rhetoric in the Network. In his article he mainly focused on the rhetorical *kairos* strategy. Louis C.K as a comedian employed method by his own way; attunes himself to the possibilities and predicaments of *kairos* by not only responding to unpredictable rhetorical situations but also by *constructing his own predicaments*. C.K.'s method is a response to the vulnerability of life in a networked society. C.K. is showing

progymnasmata for attuning to the unpredictability of *kairos*. In his own words, he does things in “the most complicated way possible.

The last is *A Rhetorical Analysis Approach to Natural Language Processing* by Benjamin England 2007. This research presents a novel approach, Rhetorical Analysis, to solving problems in Natural Language Processing (NLP). The NLP problems investigated with Rhetorical Analysis were the Author Identification problem - predicting the author of a piece of text based on its rhetorical strategies, Election Prediction - predicting the winner of a presidential candidate's re-election campaign based on rhetorical strategies within that president's inaugural address, Natural Language Generation - having a computer produce text containing rhetorical strategies, and Document Summarization. The writer in this article focused on the writers' credibility namely ethos or ethical appeals.

From these journals, Louis C.K.'s 'Weird Ethic': *Kairos* and Rhetoric in the Network by James J. Brown, Jr., 2012 is the most relevant. This journal is about how a particular person do interaction with people in a right and interesting. It is close related to about Mario Teguh's interaction in order to affect people as he intended.

B. The Problem of the Study

With reference to the background, the problems of the study are formulated as the following.

1. What kinds of rhetorical logos strategy are applied in *Mario Teguh Golden Ways* show?

2. Why are they applied as they are?

C. The Objective of the Study

In line with the problems, the objectives are

1. to identify the kinds of rhetorical logos strategy which are applied in *Mario Teguh Golden Ways Show*,
2. to elaborate why are they applied as they are.

D. The Scope of the Study

This study is focused on the observing of the rhetorical strategy logos or logical appeals namely reasoning or giving the argumentations by dealing with the theory proposed by Aristotle.

E. The Significance of the Study

Findings of the study are expected to offer theoretical and practical significances.

Theoretically, the findings can be applied in order to improve readers' ability or skill in speaking effectively. The findings are expected to be used as evidence that rhetorical strategies; especially logical appeals are effective to be applied in public speaking or debating and even daily speaking.

Practically the findings are relevant and useful

1. for those readers especially the students of English Department to those in term of having more information and competence about rhetoric, and
2. to be a reference for further study who want to investigate rhetoric aspects