

## ABSTRACT

**Simanjuntak, Yenni Rofina. Registration Number: 8156111069. Persuasive Strategies used by the Candidates of the Governor of Jakarta in the Election Debate 2017 on Mata Najwa. Thesis. English Applied Linguistics Study Program, Postgraduate School, State University of Medan. 2018.**

This research dealt with the persuasive strategies used by the candidates of the governor of Jakarta on Mata Najwa. The objectives of this study were: (1) to investigate the types of persuasive strategies used by the candidates of governor of Jakarta in the election debate on Mata Najwa 2017; (2) to describe the types of speech acts that realized in the candidates of governor in the election debate; (3) to explain the reasons of utilizing persuasive strategies used in the ways they are. The data were obtained from the persuasive strategies sentences of the candidates of Governor of Jakarta on Mata Najwa. This research applied qualitative research design. The data were collected through observation by taking video recording. The findings of this study showed that: 1) There were six strategies of persuasive strategies that utilized by the candidates if governor of Jakarta, they are consistence, authority, social-evidence, reciprocal, preference and rareness strategy. 2). All types of speech acts were found in realization of persuasive strategies that utilized by the candidates. They were directives, assertives, commissives, expressives, and declaratives. 3). There were some reasons of persuasive utterances utilized by the candidates, namely to convince, to actuate and to stimulate the audiences. The three of these reasons supported each other in utilizing the persuasive strategies.

**Keywords:** Persuasive strategies, speech act, debate, the candidates of governor, Jakarta,

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Penelitian ini membahas strategi persuasif yang digunakan oleh calon gubernur Jakarta di Mata Najwa. Tujuan dari penelitian ini adalah: (1) untuk menyelidiki jenis-jenis strategi persuasif yang digunakan oleh calon gubernur Jakarta dalam debat pemilihan pada Mata Najwa 2017; (2) mendeskripsikan jenis-jenis tindak tutur yang direalisasikan dalam debat pemilu calon gubernur 2017; (3) untuk menjelaskan alasan calon gubernur menggunakan strategi persuasif yang digunakan dalam cara mereka. Data diperoleh dari kalimat strategi persuasif calon Gubernur DKI di Mata Najwa. Penelitian ini menggunakan desain penelitian kualitatif. Data dikumpulkan melalui observasi dengan mengambil rekaman video. Temuan penelitian ini menunjukkan bahwa: 1) Ada enam strategi strategi persuasif yang digunakan oleh para calon gubernur Jakarta, yaitu consistence, authority, social-evidence, reciprocal, preference and rareness strategy. 2). Semua jenis tindak tutur ditemukan dalam realisasi strategi persuasif yang dimanfaatkan oleh kandidat, yaitu: directives, assertives, commisives, expressives, and declaratives. 3). Ada beberapa alasan ucapan persuasif yang dimanfaatkan oleh para kandidat, yaitu untuk meyakinkan, untuk menggerakkan dan merangsang penonton. Ketiga alasan ini saling mendukung dalam memanfaatkan strategi persuasif.

