

## CHAPTER I

### INTRODUCTION

#### 1.1 The Background of the Study

Everyone has certain intention in communication. The communication is expected to be understood by people who are involved in the process of communication. Communication process cannot always run smoothly because some participants in communication do not understand the message received. Therefore, the important of rules in language communication is needed to make the good communication process so that the purpose of communication can be reached. When people communicate to each other, they will send and reply ideas by the utterances. It is important to understand the meaning of someone utterances, in order that both the speaker and the hearer understand each other and they can communicate well.

In transferring the message from the speaker to the listeners, the speaker always has purposes on stating the utterances, whether only to give information, ask to do something or to persuade the listeners to think or act as the speaker stated. Mostly the aim of communication is persuasion. In daily lives, people get persuaded through television, newspaper, magazine, politician, family, friends, and etc. Meanwhile, when the persuasive speaker tries to influence their listeners' point of view; he or she will need to think carefully about the way he or she structures her or his message to achieve her or his specific purpose (Pramithasari and Gunawan, 2016). Persuasion can helps people on extending their messages

and purposes smoothly with using polite ways. Thus, people use persuasion to achieve the aim of their communication.

The way people persuade other people to think or act as the speaker stated with some tactics called persuasion. Keraf (2004) defines persuasion as an art of verbal communication with the intention to assure someone to do something appropriate with the speaker purposes. (O'Keefe, 2002) describes persuasion as a deliberate attempt to influence the mind of the opposite side through communication where he/she is free to certain extent. Therefore, the aim of persuasion is to influence the opposite side by using different methods and motivate him/her in the desired direction. Persuasive technique has some area to be investigated, such as social, advertising, sales promotion, and others. In this research, the researcher find out that persuasive strategies are used by the candidates of Governor of Jakarta in The Election Debate 2017 on Mata Najwa, so the researcher will focus on persuasive strategies used in election debate.

Study of persuasive language cannot be separated from the pragmatic theory. One of the main aspects of pragmatics is 'speech acts' which was first introduced by Austin (1960). Since one of the main goals of communication is to be understood, another important goal is needed that is how to affect the audience's beliefs, desires, and actions. Hence, it is the core of what pragmatic theorists are interested in; whereas analyzing how attitudes change is made would be the focus of social psychologists. Various types of speech acts have been investigated in terms of functions and uses of the language such as 'imitation', 'refusals', 'apologies', 'congratulations', 'persuasion' and so on. Pragmatically,

the persuasion target interprets the information to be communicated with a particular persuasive intention, i.e., speech acts are frames with conventional meaning or intent (Goffman 1974). In this respect, Robin Lakoff (1982) presented the best definition of persuasion as “the nonreciprocal attempt or intention of one party to change the behavior, feelings, intentions, or viewpoint of another by communicative means.”(c.f. Hardin, 2010:155). In the same realm, Searle (1969) regarded persuasion as a directive speech act in which the speaker intends to make the hearers perform some form of action.

In this research, the researcher uses speech act theory to analyze the data. The researcher uses speech act theory because by using speech act theory, we know and understand about the contents, the messages, and the purposes of the persuasive utterances in the election debate. Persuasive is form of directives principles, both of them having the same function, such as to commanding, ordering, or asking the audiences to take action. Therefore, in this analysis the researcher wants to discuss the kinds of speech acts contained in persuasive utterances in the election debate of governors election in Jakarta and to explain the relevance of persuasion with kinds of speech act and persuasive techniques used by the governors in order can be studied intact and integrated.

It is a part of democratic systems where people elect the future leaders directly since Indonesia is also a democratic country. Jakarta, is the capital city of Indonesia that hold the election of the new governor and vice governor for the next five years on. There were two couple candidates, the first candidate is Anies Baswedan (AB) as the governor with Sandiaga Uno (SU) as the vice governor and

the second couple candidate is Basuki Tjahaja Purnama (BTP) as the governor with Djarot Saiful Hidayat (DSH) as the vice governor. They were invited to Mata Najwa talk show and challenged to debate their program.

In this election debate, there are just the candidates of the governors present. The researcher would like to identify the persuasive strategies used by both of the candidates during answer the question from the host. The candidates used persuasive strategies in their own way to attract the people to involve in their campaigns directly. They were trying to convince the people to vote for them in the election.

The followings are some examples of persuasive strategies used by the candidates of Governor of Jakarta in The Election Debate 2017 on Mata Najwa Jakarta (27 Maret 2017) said by the first candidate (BTP):

*“Kalau saya masih jadi gubernur, 2 program itu akan kita teruskan.” (If I still will be the governor, those 2 programs will be continue). (BTP/MataNajwa/27/03/2017)*

By showing the preliminary data above, it could be said that the candidate convince the citizen in case if they vote him then the programs planned will be continue. In this case, the candidate used the authority strategy from the persuasive strategies.

Moreover, it is also exist in the second candidate (AB)

*“Sebenarnya kalau petahana itu menunjukkan karya bukan meluncurkan program, kalau meluncurkan program kampanye itu adalah calon, tapi kalau petahana tunjukkan yang sudah*

*dikerjakan bila direncanakan 2013 dan gak jalan sampai sekarang bagaimana kita bisa mengharapkan ini tereksekusi dikemudian hari, ini catatan mendasar bagi pemilih untuk memikirkan.”(Actually, the petahana should be showing work not program, the one who show the program is the candidate but if the petahana had planned since 2013 and had not been worked until 2017 how can we expect that this would be work one day, this is the basic note for the voters to think about it.) (AB/MataNajwa/27/03/2017)*

By showing the preliminary data above indicate that the candidate persuaded the citizen by showing mistakes from the other candidate and asked the citizen to choose carefully. In this case the candidates use the preference strategy from the persuasive strategies.

In the study of persuasive, there are several studies that have described and raised many issues on the different strategies in their way of uttering the utterances. This research is related with the previous study conducted by Kahari (2013) showed that the Mothers use different persuasive strategies to make their children eat dinner hence the need for them to strategically shape their communicative actions to achieve their overall discourse of persuading children to eat. This research is also related with the previous study conducted by Meluwa (2016) that investigated speech act and show their intended persuasive effects in parliamentary discourse. The findings of the paper revealed that members of parliament have the potential to use a variety of persuasive strategies in their speech acts by means of some rhetorical devices. It was concluded that most MPs deliberately make use of these speech acts as a persuasive mechanism in their discourse. And then a research by Orji (2016) in her journal explores how the responsiveness to Cialdini's six persuasive strategies (authority, reciprocity,

scarcity, liking, commitment, and consensus) vary by cultural background. The researcher examined the effects of cultural differences between Asians and North Americans on their susceptibility to the six strategies. The results of a large-scale study of 335 participants suggest that individualists and collectivists differ significantly with respect to their susceptibility to the strategies – with collectivists being more susceptible to most of the strategies. Some strategies are more suitable for persuading one cultural group than the other. Finally, the results show that irrespective of culture, some strategies are more persuasive overall and therefore more likely to influence participants from both cultures.

Based on the preliminary data showed above, it is important to conduct a research by using persuasive strategies by Cialdini's theory (1999) namely, consistence, authority, reciprocal, social-evidence, preference, and rareness), the way of performing speech acts (Searle,1979), (direct or indirect) that realized in types of speech acts (directives, assertives, commissives, expressives and declaratives), in analyzing the candidates' persuasive utterances, people knew comprehensively about what is actually the meaning of the candidates' utterance in the campaign.in order to know how creative the candidates of governor of Jakarta in utilizing the persuasive utterances by doing some strategies of persuasive and the way they intend the act by the language (speech acts).

## **1.2 The Problems of the Study**

Based on the background of the study, the problems of this research are formulated as the following.

1. What types of persuasive strategies are used by the candidates of governor in the election debate?
2. How are those types of persuasive strategies realized in speech acts that utilized by the candidates of governor in the election debate?
3. Why are those types of the persuasive strategies used in the ways they are?

## **1.3 The Objectives of the Study**

In relation to the problems, this research aimed to.

- a. Analyze the strategies of persuasive used by the candidates of governor in the election debate
- b. Elaborate the strategies of speech act used by the candidates of governor in the election debate
- c. Explain the reason of utilizing persuasive strategies in the election debate

## **1.4 The Scope of the Study**

The scope of the study in this research is limited to the subject of the persuasive strategies, namely: consistence, authority, reciprocal, social-evidence, preference, and rareness by Cialdini's theory the realization of persuasive utterances in types of speech acts (directives, assertives, commisives, expressives

and declaratives) by performing the way (direct or indirect) and the reasons of using persuasive that utilized by the candidates of governor in the ways they are.

### **1.5 The Significance of the Study**

The findings of this research are expected to give some relevant contributions both theoretically and practically.

Theoretically, this research is expected to:

1. enrich the theories of pragmatics,
2. give a better understanding and new insight on how speech acts used in persuasive strategies are related to the aspects of pragmatic study.

Practically the findings will be useful for:

1. the researchers who are interested to use as a model to identify the speech acts in persuasive strategies used for social interaction in formal situation.
2. for the readers, it will be useful to add more knowledge of how to know the pattern of persuasive strategies in the debate.
3. for the linguistic practitioners who are interested in studying pragmatics study especially in Persuasive.