

ABSTRACT

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This research deals with persuasive techniques used in Joko Widodo political speeches. The aims of the research were to (1) analyze the techniques of persuasive which were used in five selected speeches by Joko Widodo, (2) to describe the categorization of persuasive techniques and the reason of using persuasion. This research was conducted by using descriptive qualitative design. The source of data downloaded from official website Indonesian government centre. The result of the research show that the three persuasive techniques, i.e. *Ethos*, *Pathos*, *Logos* can be found in five selected speeches by Joko Widodo were Ethos (21.5%), Pathos (31%), and Logos (47.5%). The dominant type of persuasive techniques used in Joko Widodo political speeches was Logos 25 utterances consist of ethos, 36 utterances consist of pathos, and 55 utterances consist of logos. The dominant type of persuasive techniques used in Joko Widodo political speeches was Logos with the percentage 47.5%. The three reasons of using persuasive techniques were also found in the speeches were to convince, to actuate and to stimulate. The way performing speech mostly used was to convince with the percentage 37%.

Keywords: *Persuasive Techniques, Joko Widodo Political Speech*

