

## TABLE OF CONTENTS

<b>ABSTRACT .....</b>	<b>i</b>
<b>ACKNOWLEDGMENT .....</b>	<b>ii</b>
<b>TABLE OF CONTENTS .....</b>	<b>iv</b>
<b>LIST OF TABLES .....</b>	<b>vi</b>
<b>LIST OF FIGURE .....</b>	<b>vii</b>
<b>LIST OF APPENDICES.....</b>	<b>viii</b>
<b>CHAPTER I INTRODUCTION .....</b>	<b>1</b>
A. The Background of the Study .....	1
B. The Problem of the Study .....	7
C. The Objective of the Study .....	8
D. The Scope of the Study.....	8
E. The Significance of the Study .....	9
<b>CHAPTER II REVIEW OF RELATED LITERATURE .....</b>	<b>10</b>
A. Theoretical Framework.....	10
1. Rhetoric.....	10
2. Strategy .....	12
3. Rhetorical Strategy: Modes of Persuasion.....	13
a. Logos.....	13
b. Ethos .....	15
c. Pathos .....	17
4. Rhetorical Message Appeals.....	19
a. Appeals Based on Evidence .....	20
b. Appeals Based on Fear.....	21
c. Appeals Based on Humor.....	22
d. Appeals Varying in Language Intensity.....	23
5. Acclaim, Attack, and Defense in Rhetoric .....	24
6. Debate.....	26

7. Jakarta Electoral Debate 2017.....	26
8. Governor Candidate .....	29
B. Relevant Studies .....	30
C. Conceptual Framework.....	33
<b>CHAPTER III RESEARCH METHODOLOGY .....</b>	<b>35</b>
A. Research Design.....	35
B. The Data and Source of Data .....	35
C. The Technique of Collecting Data.....	36
D. Instrument of Collecting Data.....	36
E. The Technique of Analyzing Data.....	36
<b>CHAPTER IV DATA AND DATA ANALYSIS.....</b>	<b>38</b>
A. Data.....	38
B. Data Analysis .....	38
1. Rhetorical Strategies in The Jakarta Electoral Debate 2017.....	38
a. <i>Logos</i> .....	39
b. <i>Ethos</i> .....	42
c. <i>Pathos</i> .....	44
2. The Realizations of Rhetorical Strategies by The Jakarta Governor Candidates 2017 .....	45
3. The Reasons of Using Rhetorical Strategies by The Jakarta Governor Candidates 2017 .....	50
C. Research Findings.....	53
D. Discussions .....	54
<b>CHAPTER V CONCLUSION AND SUGGESTION .....</b>	<b>56</b>
A. Conclusion .....	56
B. Suggestion.....	57
<b>REFERENCES .....</b>	<b>58</b>