# CHAPTER I

# INTRODUCTION

## 1.1 The Background of the Study

Language has important role in human's life. It was what people used for communication to express ideas and feelings. It is used wherever people go, whenever people stand, whatever people do for having interaction each other. Fairclough (2001) stated Language "as a form of social practice". It viewed as a tool to express the self, to establish and maintain a certain relationship with the other.

Human language serves as a means of cognition and communication: it enables us to think for ourselves and to cooperate with other people in our community (Widdowson, 2000). When people were communicating to each other, they would 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. There will be misunderstanding if the hearer cannot get the meaning of the speaker utterances. For example, when someone says "do that again, and I'll kick you", it means that the speaker doesn't try to make a request to do something, but he tries to make a threat in order to stop what the hearer do. In case of this situation, the hearer should be able to understand the meaning of the speaker utterances to avoid the misunderstanding.

Stewart and Vaillette (2001) state that people use language to do an extraordinarily wide range of activities. It is used to convey information, request information, give orders, make requests, make threats, give warnings, make bets, give advice, etc. All of the activities are done by the addressers to reach an understanding with their addressees through the use of different strategies. These include persuasion.

According to Diamond and Cobb (1999), persuasion is an act of conversion, convincing others, changing their views, shifting their ideal points along the imagined line. It can be said that it has the ultimate objective of influencing people or making them embrace certain beliefs in order that they may either adopt new goals or abandon previous ones in favor of higher value goals, as presented by the persuader.

Nippold (1994) also states persuasive attempts to convince a listener of something. It is of interest for many reasons. First, it is a highly utilized form of discourse in social situations. For example, it is not uncommon for individuals to have to persuade others to see their point of view. Although written persuasion tends to be used in more formal settings such as formal exams, or letters to newspapers, spoken persuasion is used almost daily in social interactions. Second, it is a fairly complex form of discourse that could be particularly challenging, for instance, it is socially acceptable to have different views about politics. There is always an attempt to attract people to one side or another. Thus, attempt to persuade people to change their opinions becomes a legitimate feature of political discourse.

Political discourse is as attached to political actors- individuals (politicians, citizens), political institutions and organizations that engaged in a set of process and through rituals events with citizens who may participate in the process of government (Fairclough, 2012). In this process, language plays a crucial role. Therefore, it has been a vast and fruitful area of contemporary research, particularly among politicians who have studied it from different angles, as well as linguists, because politics relies upon language as its tool of trade.

As in political discourse, language is the essential implementation of successful democratic rule in any country. Ayemony and Arkinkuolere (2012) observe that language is the conveyer belt of power, it moves people to vote, debate or revolt and it is therefore a central explanation of political stability or polarization. The language of politics provides the opportunity for politicians to explore the resources available through language to manipulate words to suit their intentions. Therefore, language could be regarded as the vehicle of politics. In other words, the most activities performed by the politicians are done through language, such as speech, debate, inauguration, campaign, etc.

Olimat, et.al. (2014) stated a political campaign is a communication process to find the right message, target that message to the right group of voters, and repeat that message again and again. The communication process of political campaign is happened by the interaction. Such interaction may be formal or informal, verbal or nonverbal, public or private but it is always persuasive, forcing us consciously or subconsciously to interpret, to evaluate, and to act.

Then, Al-Gublan (2015) said political campaign is dynamic struggles between candidates to define the informational context for voters. It means the political campaign holds many events from the political parties related to persuade people in order that voting the candidates. The votes from the people will be determined by what the candidates say and how they say by uttering their utterances.

Related to the utterances used by the campaign speakers, it can be stated that most of the utterances used in campaign activity aimed at affecting and convincing the audiences in order that they keep following the speakers' intentions. According to Simons (1976), the notion of persuasion is to make manipulative acts, but it also leaves receivers with the perception of choice. It involves attempted influence such as a politician attempts to attract votes, a legislator seeks a bill, or a student seeks permission to take a make-up exam. In some contexts it may be appropriate to refer to "persuasion" as an effect already produced by messages, whether intended or not. This concept can be comprehended that a persuader needs some strategies in order to convince the voters. They are consistence, authority, reciprocal, social-evidence, preference and rareness (Cialdini, 1999).

Besides six strategies above, the persuasive utterances by the candidates can be interpreted as speech acts in which the candidates' intention is to make the people vote and commit themselves to vote. Speech acts as action performed via utterances was first developed by Austin (1962) and Searle (1969) who argued that language is used to perform actions. Its theory is important to this study

because it proposes descriptive terms for different kinds of speech acts such as, apology, promise, and thanking which are expanded on by the current researcher to also include persuasion.

Referring to the descriptions above, the forms of persuasive utterances also can be identified with the concept of the way of performing speech-acts (direct or indirect) argued by Searle (1979), that realized in types of speech acts namely, *directives, assertives, commissives, expressives, declaratives.* Speech acts provide a framework to identify the conditions underlying the production and understanding of persuasive utterances of the candidates as a particular linguistically realized action (Kahari, 2014). It accounts for what the candidates mean, what the candidates intend and what the people understand and the rules govern the linguistic elements in the persuasive utterances. In other words, the speech acts theory is important to this study because it explains what the candidates do with the language in their persuasive utterances.

The existence of the persuasive utterances become the phenomena in political discourse. It means that it can involve all the elements of the society by having some activities in every campaigns that the candidates done. The candidates attract the people to involve in their campaigns directly. By looking at this phenomena, the primarily observation is done to look at the phenomenon above that could be seen on the campaign of Mayor and Vice Mayor's election campaign 2015 from the candidate pairs of number two (Ramadhan Pohan). It is taken in sympathy campaign that held in Sunggal market.

*"Jangan lupa ya buk pilih no 2"*. (Don't forget to choose number 2).

By the utterances above, it could be said that the candidate pairs of number two persuade the utterances by asking the people vote them. In this case, the candidates used the imperative sentences and asking the people to vote them directly.

Moreover, it is also exist in the pair of number 1 (Akhyar Nasution)

*"Mohon doa restu dan dukungan dari bapak ibu sekalian untuk nanti pada tanggal 9 desember dapat memilih nomor 1 yang benar yaitu Bang Eldin dan Akhyar".* (Please we need your prayer and support to choose number 1 "Benar" Bang eldin and Akhyar) on 9th December.

The persuasive utterances above indicate that the speaker persuaded the audiences by asking their prayer and support to choose number 1. The utterances are also done in directly way. If the speaker persuaded the audiences by saying instruction *on record* or directly, he must have used the authority strategies.

In the study of persuasion, there are several studies that have described and raised many issues on the different strategies in their way of uttering the utterances. From the data above, the candidates used persuasive utterances in direct way. It's appropriate with the previous study about persuasive, Kani (2014) has been conducted the research entitled "The persuasive Strategies in Regent Election Campaign of Pasuruan". The aims of this study were to describe *the patterns, strategies* and *culture-social norms* of persuasive utterances used in the political campaign based on the pragmatic perspective. The findings of this study showed (1) the patterns of persuasive-utterances which are theoretically categorized into directive-speech acts, mostly used *indirect utterances*. These

forms were actualized in the directive-speech-acts in the forms of: *assertive, commissives, expressives,* and *declaration*, (2) the strategies of persuasive-utterances used by the speakers consist of the six strategies, they are consistence, authority, reciprocal, social-evidence, preference and rareness, (3) Based on the social and culture norms, it can be identified that the politeness of the persuasive-utterances used by the speakers is *relatively high*. This study emphasized that all of the persuasive utterances and types of speech acts are used by the campaigners in campaign. Moreover, Jarraya (2013), her thesis title Persuasion in Political Discourse: Tunisian President Ben Ali's Last Speech as a Case Study. She investigated persuasion in political discourse in the last speech of the former Tunisian president Zine El Abidine Ben Ali. She found types of speech acts are used in the same utterance either with or without an explicit performative verb. Some speech acts may be used as a medium to carry others. It also shows how the strategic use of deictic pronouns and agency with certain illocutionary forces helps construct otherness as well as the self. This process is enforced by the marked use of ethos, which is a crucial strategy of persuasion in political discourse.

Based on the phenomenon above, the researcher interested to conduct a research by using persuasive strategies by Cialdini (1999) in order to know how creative the Mayor and Vice Mayor in utilizing the persuasive utterances by doing some strategies of persuasive and the way they intend the act by the language (speech acts) on the Mayor and Vice Mayor election campaign that will be held on December 9th 2015. It is a part of democratic systems where people elect the

future leaders directly since Indonesia is also a democratic country. Medan, one of the town in Indonesia hold the election of the new mayor and vice mayor for the next five years on. There were two couples candidates of the mayor and vice mayor of Medan who fought to win this position, they were (1) Dzulmi Eldin with Akhyar Nasution, (2) Ramadhan Pohan with Eddie Kusuma.

Therefore, by using six persuasive strategies (consistence, authority, reciprocal, social-evidence, preference, and rareness), the way of performing speech acts (direct or indirect) that realized in types of speech acts (directives, assertives, commisives, 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.

## 1.2 The Problems of the Study

Based on the background of the study, the problems of the study were formulated as the following:

a) What strategies of persuasive utterances are utilized by the Mayor and Vice Mayor candidates 2015 of Medan in political campaign?

b) How are the persuasive utterances realized in speech acts that utilized by the Mayor Vice Mayor candidates 2015 of Medan in political campaign?

c) Why are the persuasive utterances utilized in the ways they are?

## 1.3 The Objectives of the Study

In relation to the problems, this study aimed to:

a. describe the strategies of persuasive utterances that utilized by the Mayor and Vice Mayor candidates 2015 of Medan in political campaign.

b. describe types of speech acts in persuasive utterances are utilized by the Mayor Vice Mayor candidates 2015 of Medan in political campaign

c. explain the reason of utilizing persuasive utterances in political campaign.

## 1.4 The Scope of the Study

This study investigated the persuasive strategies, speech acts, and the way of persuasive utterances that utilized by the Mayor and Vice Mayor candidates of Medan in political campaign (*„Kampanye Simpatis"* and *„Kampanye Akbar"*). The main aspects will be observed are the persuasive strategies (consistence, authority, reciprocal, social-evidence, preference, and rareness), 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 Mayor and Vice Mayor candidates 2015 of Medan in political campaign in the ways they are.

**1.5 The Significances of the Study**

The findings of this study are expected to give some relevant contributions both theoretically and practically:

1. Theoretically, this research is expected to enrich the theories of Discourse and pragmatics, specifically give a better understanding and new insight on how speech acts used in persuasive utterances are related to the aspects of pragmatic study.

2. Practically, the findings of the study are expected to be guidance for those who are interested to use as a model to identify the speech acts in persuasive utterances used for social interaction in formal situation, particularly for political discourse.

3. The findings of this study are expected to know the pattern of persuasive utterances in political campaign.