

ABSTRACT

Rahayu, Yoni. Registration Number: 8146111070. Persuasive Utterances in Political Discourse (A Case Study of Mayor and Vice Mayor Election Campaign 2015 in Medan). Thesis. English Applied Linguistics Study Program, Postgraduate School, State University of Medan. 2016.

This research dealt with the common phenomena in political campaign. The objectives of this study were: (1) to describe the persuasive strategies in persuasive utterances utilized by mayor and vice mayor candidates 2015 of Medan in Political campaign; (2) to describe the types speech acts realized in persuasive utterances; (3) to explain the reasons of utilizing persuasive utterances in political campaign. The data were obtained from the persuasive utterances of the mayor and vice mayor candidates 2015 of Medan in Political campaign. 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 are only five strategies of persuasive utterances that utilized by mayor and vice mayor candidates 2015 of Medan in the campaign, they are consistence, authority, social-evidence, preference and rareness strategy. While, the reciprocal strategy was not found in all persuasive utterances that uttered by the candidates; 2). All types of speech acts were found in realization of persuasive utterances that utilized by the candidates. They were directives, assertives, commissives, expressives, and declaratives. Based on the data analysis only the directives were performed by direct way (on-record), while, assertives, commissives, expressives, and declaratives were performed by indirect way (off-record); 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 utterances.



ABSTRAK

Rahayu, Yoni. Ujaran Persuasif dalam Wacana Politik (Sebuah Studi Kasus Calon Walikota dan Wakil Walikota Medan 2015). Tesis. Linguistik Terapan Bahasa Inggris, Sekolah Pascasarjana, Universitas Negeri Medan Postgraduate School. State University of Medan. 2016.

Penelitian ini berkaitan dengan fenomena yang umum terjadi di kampanye politik. Tujuan dari penelitian ini adalah: (1) untuk menggambarkan strategi persuasif dari ujaran persuasif; (2) untuk menggambarkan jenis-jenis tindak tutur yang direalisasikan dalam ujaran persuasif; (3) untuk menjelaskan alasan penggunaan ujaran persuasif dalam kampanye politik. Data dalam penelitian ini diperoleh dari ujaran persuasif calon walikota dan wakil walikota Medan 2015 dalam kampanye politik. Penelitian ini menerapkan desain penelitian kualitatif. Data dikumpulkan melalui observasi yang dilakukan dengan rekaman video. Adapun temuan dalam penelitian ini: 1) Hanya ada lima strategi persuasif yang digunakan oleh calon walikota dan wakil walikota Medan 2015 di dalam kampanye, yaitu: strategi konsistensi, otoritas, pembuktian sosial, rasa suka, dan kelangkaan. Sedangkan, strategi imbal-balik tidak ditemukan dalam ujaran persuasif calon walikota dan wakil walikota Medan 2015; 2) Semua jenis tindak tutur ditemukan dalam realisasi ujaran persuasif yang digunakan oleh kandidat, yaitu: tindak tutur direktif, *assertive*, komisif, ekspresif, dan deklaratif. Berdasarkan hasil analisis, hanya tindak tutur direktif yang digunakan secara langsung, sedangkan tindak tutur *assertive*, komisif, ekspresif dan deklaratif digunakan secara tidak langsung dalam penggunaan ujaran persuasif; 3) Ada beberapa alasan yang muncul dalam ujaran persuasif para calon, yaitu untuk meyakinkan, menggerakkan, dan merangsang. Ketiga alasan ini saling mendukung satu sama lain dalam menggunakan ujaran persuasif.

