ABSTRACT


This study focuses on analyzing the use of persuasive rhetoric and figurative language as a means of persuasion in product presentation. Specifically, the writer investigates the persuasion process occurs in Open Plan Presentation (OPP) held by Tianshi Multilevel Marketing. The objective of this study is to explore type of persuasive rhetoric used in that presentation. Moreover, this study also covers figurative language the speaker uses to persuade audience.

The writer analyzed the data by applying Rieke and Sillar’s theory (1984) that puts figurative language as persuasive device and Malik and Iriantara’s theory (1994) that proposes persuasive rhetoric and its technique. In this way, this study uses qualitative approach since it analyzes the meaning and purpose behind the presentation, which is seen from persuasive device. The corpus of this study is recorded data from a two-hour presentation named Open Plan Presentation.

In this study, the writer succeeded to record and transcribed the data from the oral presentation. Afterward, the writer categorized the sentences into two components of persuasion, such as persuasive rhetoric and figurative language. Persuasive rhetoric consists of logical rhetoric, opposition rhetoric, and action rhetoric. In addition, figurative language contains metaphor, simile, personification, antithesis, irony, and anaphora. As a result, the writer found that the speaker persuades audience by providing examples and evidence (logical rhetoric), changing audience’s paradigm (opposition rhetoric), and finally asking them to act (action rhetoric). Eventually, the writer found that metaphor is figurative language, which is commonly used by the speaker to convince and persuade audience. The writer concludes that two components of persuasion, persuasive rhetoric and figurative language, cannot be separated from each other and those can be the keys to deliver presentation successfully.

Keywords: persuasive rhetoric, persuasion, figurative language, presentation.