ABSTRACT

Angelia, Merissa. “An Analysis of Persuasive Devices Used in Church Sermons Spoken by Two Priests in GPdI Pandaan (A Case Study)”. A Thesis Submitted as Partial Fulfillments of the Requirements for Sarjana Degree of the English Department Faculty of Letters Airlangga University, 2008.

This study concerns with the application of persuasive devices in church sermons. The aims of this study are to find out the kinds of persuasive devices used, the implications of using persuasive devices and also the kind of persuasive device that is most frequently used. In this study, persuasive devices are divided into two classifications: figurative language which covers metaphor, simile, analogy, irony and synecdoche; and schematic language which covers repetition: initial repetition (anaphora), terminal repetition (antistrophe), random repetition (ploche), instant repetition (epizeuxis), and two track repetition (symploche); antithesis and rhetorical question. This study uses qualitative method and case study approach to analyze the data. The participants of this study are two Javanese male priests in GPdI Pandaan. The data were taken when the participants were delivering the church sermons in the church. The procedures of data collection are choosing the appropriate participants and recording their church sermons. Then, the techniques of data analysis are transcribing the recordings, identifying and classifying the persuasive devices, analyzing the implications, making two tables to determine the frequency of persuasive devices spoken by each priest and drawing conclusion. Based on the data analysis, it shows that both participants have advantaged figurative and schematic language as their persuasive devices in convincing the congregations. Participant A mostly uses schematic language those are rhetorical question and repetition. Meanwhile, participant B tends to use figurative language that is analogy. In this case, participant A tends to use repetition than participant B because of the culture’s influence. Participant B tends to speak straightforward to the point of discussion since he has lived in United State for 25 years from 1982 to 2007, so his culture is influenced by western culture. Meanwhile, participant A tends to speak intricately as the common Javanese people’s way of speaking. Finally, this study is ended with a conclusion that figurative language and schematic language are not merely ornaments of discourse. People can understand the benefit of figurative language and schematic language as persuasive devices if they examine how the devices work and what some of their uses are. Last, it can be said that figurative language and schematic language obviously valuable in persuasion.

Keywords: persuasive devices, figurative language, schematic language