

## ABSTRACT

**Muhsinah, Imroatul.** "An Analysis on Some Rhetorical Devices Used for Persuasive Purposes in Gymnastiar's Speeches." A Thesis Submitted as Partial Fulfillments of the Requirements for Sarjana Degree of the English Department Faculty of Letters Airlangga University, 2004.

This study concerns with the application of rhetorical devices in speech. It deals with language of persuasion used by KH. Abdullah Gymnastiar—who has popular name Aa' Gym—in his speeches. We know that speech constitutes persuasive communication that relies on involving listeners, engaging them directly and indirectly. In religious speeches, language is managed by the religious figure not merely to explain something but also to influence the audience to adopt certain point of view or certain attitude. So that, the proselitizer's competence in language is needed badly. Specifically, this study investigates some persuasive devices used in Aa' Gym's speeches and how the devices are used to influence audience. In this study the writer uses qualitative approach. Data (Aa' Gym's speeches) are obtained from "Indahnya Kebersamaan" program in private TV—SCTV. The writer describes and explains the data in terms of rhetorical devices and persuasive purposes. Then, the description and explanation of rhetorical devices are constrained to the two classifications of persuasive devices: figurative language which cover metaphor, simile, analogy, personification, allusion, irony, and synecdoche; and schematic language which cover anaphora, antistrophe, ploche, epizeuxis, symploche, antithesis, litotes and questioning. Then they are immediately analysed in terms of persuasive purposes. The writer found that Aa' Gym uses both figurative and schematic language as means to influence his audience. Figurative language he uses covers metaphor, simile, analogy, allusion, irony, synecdoche, and personification. The schematic language he uses is anaphora, antistrophe, ploche, epzeuxis, symploche, antithesis, litotes, and rhetorical question. Figurative language gets its power from its ability to relate one realm of experience to another way; and schematic language gets its power from its direct appeal to the listeners' reason or as emotive devices. Those devices can be used as means to convince audience since they can communicate Aa' Gym's *ethos*, *pathos*, and *logos*—the means to persuade. Finally, this thesis is ended with conclusion that, indeed, figurative and schematic language are not merely ornaments of discourse. We can understand the benefit of figurative language and schematic language as persuasive devices if we examine how they work and what some of their uses are. Skilfully used, rhetorical devices give language greater precision and emphasis, and this obviously valuable in persuasion.

**Key Words:** *rhetoric, persuasion, rhetorical devices*

# **CHAPTER I**

## **INTRODUCTION**