

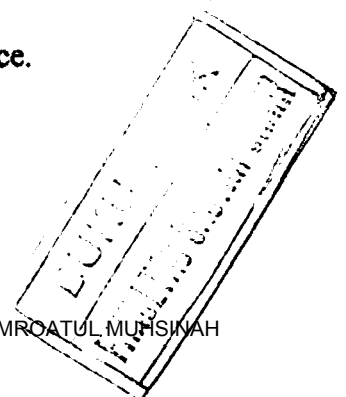
CHAPTER I

INTRODUCTION

I.1 Background of The Study

We often use language to persuade others. When we say, for example, "Our candidate is a great Indonesian," we are convincing other people that he is a good candidate and we may be influencing other people to vote him. Or if we merely state a fact, "Milk contains vitamins," we are convincing others that milk is needed by our body and we may also be influencing others to buy milk. Regarding this, Penfield and Wicker (1985:271) show that we use language daily to persuade. "Hi! How are you?" ("Fine, thanks.") and "Please?" ("My pleasure!") are social graces and verbal niceties that practice from childhood through adulthood to persuade others that we are friendly and courteous, that we as well as they are worth caring about and doing favors for (1985:271). From the examples, we can say that without being aware of our purposes, in our speaking activities, we often persuade others.

Purposing in religious need, language is managed by the religious figure to make the followers believe his lesson and have certain attitude. In other words, it is used to persuade the audience to adopt certain point of view or attitude. Regarding this, Penfield and Wicker (1985:351) find that speeches and sermons are primarily persuasive that rely on involving listeners, engaging them directly and indirectly and depend upon the spark of the speaker's presence.



Concerning religious proselytizing, Abidin Ass. (1996:1) writes that the activity of proselytize is a process of communication between the proselytizer and the audience. Later he adds, through his/her speech, the proselytizer has to be able to tell, describe, and finally motivate the audience as the purpose of the proselytize. So that, the message of the proselytize can be easily understood and enter to the audience's hearth. Concerning communication Edward P. J. (1977:2) suggests when we say that we communicate with someone, we are suggesting that through words or some other set of symbols or actions, we are in a sense, making that person at-one with us.

Edward P. J. (1977:2) suggests that there are of course many symbol systems that we can use to convey message. We can, for instance, use gestures or facial expressions or pictures or sounds. However, the most efficient system of symbols that man has devised for conveying most messages is the system of words, either spoken words or written words (1977:2). The idea is supported by Cockroft and Cockroft (1992:19) that by whatever means speakers or writers enhance their persuasive appeal—paralinguistic features (body language, gesture, voice change) or graphological features (layout, graphics, illustration)—its ultimate success will depend on their use of language.

From the explanation above, we can say that a proselytizer, in this case, has to master not only about the material that he/she is going to say but also the language that he/she uses to deliver the message of the material in a good way to gain an effective communication. He has to make use of language as good as

possible to make other people understand what he means. In other words, the proselytizer's competence in language is needed badly.

Concerning the importance of competence in language, Brooks and Warren (1972:5) analyze that whatever a person's practical success, he will, if he lacks of competence in language, spend much of his life fumbling in a kind of twilight world in which ideas, facts, and feelings are perceived only dimly and often in distorted shapes (1972:5). In addition, Penfileld and Wicker (1985:271) believe that the greater our control over language and its diction, syntax, and voice, the greater our chances for success.

Keraf (1984:1) suggests that rhetoric has to be learnt by those who want to use language well in order to gain their purpose. Rhetoric, according to Aristotle (in Cockcroft, 1992:3) is defined as the faculty of discovering the possible means of persuasion in reference to any subject whatever.

Penfileld and Wicker (1985:351) suggest that a speech must set out its major points so clearly. Here, crucial sentences in a speech should be memorable, and therefore they depend heavily on rhetorical devices such as repetition, alliteration, parallelism and contrast. Diction must be vivid yet accessible, carrying sound, sense, and imagery (1985:352). Meanwhile, Cockcroft and Cockcroft (1992: 115) state that the resources of the actual words of persuasion or persuasive repertoire cover lexical choice, sound patterning, figurative language, and schematic language.

One of religious figure in Indonesia, KH Abdullah Gymnastiar who has popular name Aa' Gym, must have advantaged rhetorical principles. That is why

he always succeeds in giving his speeches. As a result, many people are interested in his speeches. Hernowo and Ridwan (2001:14) say that whenever and wherever Aa' Gym presents, a large number of people come to attend the gathering. Then, crying voice is often heard among them. His explosion word of advice that heard softly and wholeheartedly flows into their hearths (2001:14).

Nowadays, his speeches can be found easily in the form of books, newspapers, radios, TVs, Internet, cassettes, and VCD. From the television we can see thousands of Moslems come from many places even outside Java to follow his proselytize in *Istiqlal*. Moreover, in most of his live speeches on TV or radio, he provides not only discussion via telephone but also SMS (Short Message Service). Therefore, people from distant places can talk or ask question directly to Aa' Gym. For this reason people nowadays are familiar with his speeches.

Many people, especially those who actively follow his proselytizes have put their trust in him. From the event of the 2004 general election, we knew that Aa' Gym has been really trusted by his audiences, in this case, in selecting the party. Even though Aa' Gym had stated that he would not tell them what party he would select, they still asked the matter through thousands of SMS.

Hernowo and Ridwan (2001:14) say that Aa' Gym is a figure that can seize attention of his audience, so that he can convince them the truth of his speeches. Cool and touching are his characteristics, with the simple, popular, practice, powerful, hypnotic, and very enthusiastic language, his speech is very understandable. His way of speech then, differs from those of other figures (2001:14). From the statements, it can be said that by advantaging the rhetorical

skill, Aa' Gym always succeeds in giving his speeches and has succeeded in influencing and persuading his audience.

Considering the success of Aa' Gym in giving speeches, his speeches can be chosen as the right object of the study. How is that people are induced and follow what he says is interesting to analyze. There must be something to do with the words or language being spoken. Therefore, this study is concentrated on language used in Aa' Gym's speeches. In this case, the writer tries to investigate and analyze some persuasive devices namely figurative and schematic language in Aa' Gym's speeches that function as his persuasive tools.

I.2 Statement of The Problems

1. What kinds of rhetorical devices are used in Aa' Gym speeches?
2. How are the rhetorical devices applied to persuasive purposes in Aa' Gym's speeches?

I.3 Objectives of The Study

1. To find out the kinds of rhetorical devices that are used in Aa' Gym speeches
2. To find out how the rhetorical devices are applied to persuasive purposes in Aa' Gym's speeches

I.4 Significance of The Study

The writer hopes that the result of the study can be useful for the readers, especially those who learn rhetorical devices; in this case, figurative language and

schematic language to learn something about how words work, and to have a better understanding about the application of rhetorical devices, and how figurative language and schematic language are used to persuade others—not merely as ornaments of discourse. Learners, especially students of the English Department are expected to improve their knowledge of rhetoric and its devices which support their rhetorical skill since we know that in every speaking activities we will always make use of rhetoric.

Since the object of the study is a religious speech, this study is also expected to give a kind of enrichment for those who concern about religious proselytizing either about the message of Islamic study given by Aa' Gym or the persuasive techniques in language to develop their ability to gain an effective persuasive purpose.

1.5 Scope and Limitation

Many linguistic aspects can be studied in analyzing the persuasive devices or persuasiveness of Aa' Gym's speeches, but because of the limitation of time to conduct the study as well as the writer's limited ability, the writer limits the study on the use of figurative language and schematic language only. The figurative language covers metaphor, simile, analogy, allusion, personification, irony, and synecdoche; and the schematic language covers anaphora, antistrophe, plosive, epizeuxis, symploche, antithesis, litotes and questioning.

I.6 Theoretical Framework

In this study the writer uses three theories. They are rhetoric theory, persuasion theory, and rhetorical devices theories (cover figurative and schematic language) that are explained detail in chapter II. They are taken from several books, such as *Persuading People: An Introduction to Rhetoric* by Cockcroft and Cockcroft (1992), *Modern Rhetoric* by Brooks and Warren (1972), *Writing with a Purpose* by McCrimmon (1984), *Public Speaking: A Rhetorical Perspective* by Blankenship (1966), which are based on the rhetorical thinking of Aristotle. However, the writer also uses other supporting theories given by other writers.

The rhetoric theory is used as a frame of this study since persuasive and its devices (in this study, figurative and schematic language) are part of rhetorical terms. According to Robert and Cockcroft (1992:3), rhetoric could be defined as the 'arts of discourse': or, more precisely, the art of persuasive discourse. Later they add, persuasive discourse or rhetoric is one of the oldest surviving systematic disciplines in the world: its original insights and techniques remain largely valid, and it has survived precisely because of its capacity to adapt to ideological and social change (Cockcroft and Cockcroft, 1992:3).

Persuasion is the art, primarily verbal, by which we get somebody to do what we want and make him, at the same time, think that this is what he had wanted to do all the time. The persuader wants something that can be granted by the persuadee, and if he is successful, it is granted and the persuadee is happy in the granting. Persuasion is the "engineering of consent." It is a way of exercising power without creating resentment (Brooks and Warren, 1972:176).

Aristotle in his *Rhetoric* (in Brooks and Warren, 1972:176) remarks on three modes of persuasion, the first dependent on the character and credibility of the persuader, the second on the persuader's ability to stir the emotions of those whom he aims to persuade, and the third on the proof of "a truth or an apparent truth."

Renkema (1993:129) states that the most important thing in persuasion is the appeal function of language. All forms of persuasive speech usually use emotional approach, that is, they try to raise and stimulate the reader's emotion. Therefore, persuasion starts from the assumption that human's opinion can be changed. Persuasion always aims to change people's opinion.

Regarding the language of persuasion, Cockcroft and Cockcroft (1992: 115) conclude that the resources of the actual words of persuasion or persuasive repertoire or rhetorical devices cover lexical choice, sound patterning, figurative language and schematic language.

Gage (1987:147) says that a figure of speech is simply a means by which words are able to say one thing while communicating something else. From this fact comes the power of figurative language—its novelty and ability to suggest unique connection (147). Cockcroft (1992: 118) said that skilfully used, trope or figure of speech gives language greater precision and emphasis, whether in a broader or narrower context, and this obviously valuable in persuasion.

Spurgin (1989:184) defines scheme as the figures that alter the usual arrangements of words in sentences. The function of scheme is to alter the formal

structure of language to create stylistic effects without altering the meaning. (Crystal, 1987: 108).

1.7 Method of the Study

The method of this study is qualitative method. It means that the data, which are obtained, are described qualitatively. It is used to describe the kinds of rhetorical devices used in Aa' Gym's speeches and also to explain how the rhetorical devices are applied to persuasive purposes in Aa' Gym's speeches. Punch (1998:61) says that in qualitative approach the researcher analyzes and explains the data detail, not in the form of numbers but in the form of words.

1.7.1 Definition of Key Terms:

Below are some terms that need deeper explanation:

- ❖ **Rhetoric** : the faculty of discovering the possible means of persuasion in reference to any subject whatever (Aristotle in Cockroft, 1992)
- ❖ **Ethos** : Speaker's credibility
- ❖ **Pathos** : Speaker's ability to stir audience's emotion
- ❖ **Logos** : Reasoning and presenting proofs
- ❖ **Rhetorical devices** : persuasive devices: lexical choice, sound patterning, figurative language and scheme (Cockroft and Cockroft 1992: 115).
- ❖ **Figure of speech** : another way of adding extra dimension to language. It is any way of saying something

- other than the ordinary way (Perrine, 1969: 65)
- ❖ **Figurative language** : language using figure of speech, such as simile, hyperbole, methapor, symbolism and personification to form imagery (Perrine, 1969: 65)
 - ❖ **Persuasion** : verbal communication that attempts to bring about a voluntary change in judgment so that readers or listeners will accept a belief they did not hold before (McCrimmon, 1984:329)
 - ❖ **Proselitize in Islam** : one's effort to call, invite, and ask the others to obey the religion's instruction of Allah and His messenger in certain way for the sake of gaining goodness in this world and the next (Kafie, 1988:3)
 - ❖ **Schematic Language** : language that alter the formal structure of language to create stylistic effects without altering the meaning (Spurgin,1989:184)

I.7.2 Objects of The Study

The objects of this study are two of Aa gym's speeches taken from 'Indahnya Kebersamaan', live-performance speeches of Aa' Gym delivered in private TV that is SCTV shown once per two weeks on Sunday held in *Istiqlal*

Mosque and Bandung respectively. The speeches are dated March 28, 2004, and April 11, 2004.

Actually his speeches can be found in cassettes, VCD, radio, TV, internet, magazine, and tabloid, but the object of this study is focused on his two speeches which are gained from private TV that is SCTV in 'Indahnya Kebersamaan' because the writer believes that the speeches represent his speech as a whole. The writer selects the speeches because of several reasons. First of all, the speeches are spoken speeches not the written one. The writer believes that the spoken speech is more effective than the written speech. No matter how persuasive the writing is, it will not be persuasive at all if the writing is not be read. It will only be able to persuade people if there are people who need to read it since the speech is religious speech. Meanwhile, the spoken speech certainly will persuade at least the audiences who attend the gathering. Moreover, the speeches are live performances. There are thousands of people attending the gathering and thousands of people watch his presentation through television or internet. The writer thinks that a speaker of a live performance needs to prepare himself maximally. So that, he will always try to give his best performances in front of his audience and deliver the best speeches for them. The last, the speeches have become one of the SCTV programs. Theoretically, Aa' Gym is paid by the SCTV as his contribution in the program. In consequence, Aa'Gym has a responsibility to run the TV program well by delivering his speeches as good as possible.

The writer believes that the two of Aa' Gym speeches are able to represent the rhetoric style of Aa' Gym since the duration of them are quite long. One

speech takes about one hour. So, it is enough for them to be the objects of this study.

Finally, the writer analyzes rhetorical devices of two of Aa' Gym speeches entitled:

1. **Generasi muda sebagai pilar masa depan bangsa**
(Youth as the pillar of the nation's future)
2. **Menjadi pemimpin yang terpercaya**
(To be a credible leader)

I.7.3 Instrument

In this study, the writer uses a tape recorder to record the speeches from the program on the TV to record the data and then analyzed the data. This instrument is very important since it can be replayed several times, so that it helps the writer to transcribe the data.

I.7.4 Technique of Data Collection

In collecting the data, the writer uses the following procedure:

1. **Recording**

The writer records and listens simultaneously to the live program on the TV. This is to obtain an accurate data, so that she is able to listen to the recorded program for several times.

2. **Selecting the speech**

The writer selects one-way speech only. She omits the rest to focus on the speech

3. Transcribing the speech

Based on the recording, the writer transcribes the one-way speeches. This is to make it easier in analyzing the figurative and schematic language of the speeches.

I.7.5 Technique of Data Analysis

From the obtained recorded data, the writer is able to identify the kinds of rhetorical devices used by Aa' Gym. To analyze the data, there are some steps that are taken, they are:

1. Identifying the figurative language

After selecting necessary data, the writer is able to identify each of figurative language used in Aa' Gym speeches

2. Identifying the schematic language found in the data.

After selecting necessary data, the writer is able to identify each of schematic language used in Aa' Gym's speeches

3. Classifying the data

The data are classified according to each kind of figurative and schematic language that are used, for example which figurative language that belongs to simile, personification, or allusion, etc.

4. Analyzing the data

After classifying the type of figurative and schematic language, the data are analyzed in terms of persuasive purpose

5. Making the table

The total numbers of the persuasive devices found in the data are put in a certain table according to the types of figurative or schematic language.

6. Drawing a conclusion

After analyzing the data, the writer is able to make a conclusion.

CHAPTER II

LITERATURE REVIEW