

CHAPTER IV

DISCUSSION OF THE FINDINGS

From the analysis of the data and also the tables, the writer concludes that KH Abdullah Gymnastiar has advantaged rhetorical devices—which can be used as persuasive devices—in his speeches. Rhetorical devices he uses cover figurative and schematic language. The figurative language used in Aa' Gym speeches covers metaphor, simile, analogy, allusion, irony, synecdoche, and personification. The schematic language he uses is anaphora, antistrophe, plosche, epzeuxis, symploche, antithesis, litotes, and rhetorical question. The figurative language that is mostly used in Aa' Gym's speeches is analogy. Meanwhile, the schematic language which is mostly used by Aa' Gym is rhetorical question.

Those rhetorical devices can be applied to persuasive purposes because they can communicate Aa' Gym's *ethos*, *pathos* and *logos*—the means to persuade. However, According to many writers, the metaphor (including its variant-simile and analogy) is the most important and the most effective rhetorical devices and the only one on which available research has been done.

The use of metaphor, in data 1 (speech 1), is shown in sentences number 34, 50, 86. In data 2 (speech 2), it can be found in sentences number 16, 45, 203, 213, and 221. The simile is not found in data 1. In data 2, the use of simile is shown in sentences number 115, 141, 210, and 211. The use of analogy in data 1 is shown in sentences number 25-29, 59-60, 109-110, 111-113, 115, 128-129. In

data 2, the use of analogy is shown in sentences number 9-10, 11, 12-13, 124-130, and 132-134.

By using metaphor, simile, and analogy Aa' Gym shows his personality as a smart person who can relate two dissimilar things to be considered as the same. He is able to make several points of similarities (especially analogy) that have never been thought by other people. So that the audience will see that Aa' Gym is a creative and even genius man who can make unusual connections of two dissimilar things. So that metaphor, simile and analogy also give new insight to the audience. This can fulfill the audience's need of knowing something new that can be adopted in their lives. From this we can say that the devices are able to communicate Aa' Gym's position as the one who knows many things. In this case the perception of competence, trustworthiness, and ingenuity can emerge because of the devices (*ethos*).

By using metaphor, simile, and analogy, Aa' Gym is able to build picture of one thing—especially in analogy—including the likening of function, existence, and other characteristics—which can cause audiences recall images they have previously experienced—to be compared to the other thing. In this case, by getting audience to transfer the emotional quality of two dissimilar things as well as control them to picture events or circumstance by using the methapor, simile and analogy, Aa' Gym is able to control his audience's emotion (*pathos*).

The metaphor, simile, and analogy are used by Aa' Gym, to convince the audience to accept a conclusion by showing similarities to a conclusion the audience already does accept. So that, the metaphors, similes, and analogies used

by Aa' Gym can be used as his justifiable causes of his ideas—since much of argument is a matter of seeing how one idea resembles another (*logos*).

The use of Epizeuxis (instant repetition) in data 1 is shown in sentences number 3, 10, 11, 21, 21, 49, 58, 66, 67, 82, 84, 95, 97, 103, 121, 129, 140. In data 2, epizeuxis is found in sentences number 4, 5-6, 15-16, 91, 106, 107, 108, 109, 116, 131, 140, 147, 194, 203, and 231. By using repetition, Aa' Gym shows his communicative skill toward the audience. This can also show his the spontaneous expression of emotion which can show his rhetorical skill (*ethos*). Since repetition is also used to impress people, repetition is used by speaker, in this case Aa' Gym to express his emotion and impress audiences at once. They can also stir the audiences' emotion since they are repeated many times (*pathos*).

The use of questioning or rhetorical question in data 1 (which is used for dramatic effect) can be found in sentences number 7, 8, 14, 35, 79, 88, 97, 102, 119, and 126. From data 2 we can also find similar questions, they are sentences number 15, 55, 57, 65, 83, 95, 113, 121, 137, 150, 166, 168, 171, and 178. Meanwhile, the use of questioning (which is used by Aa' Gym to know the audience's ideas) in data 1 is found in sentence number 37. In data 2, it can be found in sentence number 30. The uses of questioning (which is used to reinforce an opinion already formed or forming) in data 1 are found in sentence number 47. In data 2 it is shown in sentences number 81, 119, 183, 203, and 239. The use of questioning (which is used by Aa' Gym to ask question and answer the question himself) in data 1 cover sentences number 24, 38, 43, and 87; data 2: 43-45, 68, 119, 155, 189, 120, 218, 222, 234, 235 and 239.

The questions he makes are mostly used to create an interactive communication with his audiences. So that, the questions can support his personality as a man who can deliver speech in a chatty or friendly way. This also can make him get closer with his audience. Moreover, He also makes questions and answers the questions himself. This can show his superior stance in relation to audience and topic (*ethos*). One of the purposes of his questions is for dramatic effect since there are many questions actually need no answer or the answer is obvious. It can move the audiences' emotion because the audience will automatically answer the question directly—based on their experiences—even though they realize that the answers are obvious (*pathos*). In addition, those questions certainly give opportunity to his audience to think about the answer of the questions. Here, he plays not only toward the audiences' emotion but also the audiences' thinking (*logos*).

The use of antithesis in data 1 is founded in sentences number 3, 17, (47, 48, 53, 61), 80, 81. The use of antithesis in data 2 is shown in sentences number 28, 120, 170, 202, 204, and 213. By making a contrary relationship in a sentences (antithesis), audience will see that Aa' Gym is a genius man who can put two contradictory words or idea into one sentence. In this case, he is able to point many contradictory things which have never been thought by the audience (*ethos*). In this case, antithesis can be used to make the audience feel the contrast and stirred by it. The device also can make the audience feel sorry about things being described contradictory. So, we can say that antithesis can be used to stir the audience emotion (*pathos*). Antithesis has argumentative potential since it can

show the contradictory of two ideas (*logos*). It can create a compact of a short dramatic statement or argument that deviate the answer one expected to make.

The use of personification in data 1 is not found. In data 2, it is used only one in sentence number 45-46. Personification establishes a relationship between two dissimilar categories—between something human and non-human. So that, personification can also be used by Aa' Gym to influence audience to see the thing in his way.

The use of allusion in data 1 is shown in sentences number 54-55, 77, and 82. In data 2, it is shown in sentence number 100. Allusion is not only used to support his ideas with the views of professional references but also to give the audience pleasure of recognition because the allusions have been known by people. He uses allusion to invite the audiences to recall something ever happened and to share experiences with them in order to convince them by advantaging the message of things alluded to.

The use of irony in data 1 is only one (sentence number 16-17). In data 2, irony is also only one in sentence number 182. Irony is used to emphasize the inconsistencies between word and deed. It can cause the audience feel guilty about the things being criticize in order that they feel bad about the problems—things that are pointed as inconsistent. Moreover, it is used as cynical word to criticize people, so that it can create an emotive appeal.

The use of synecdoche in data 1 is shown in sentences number 4 and 5. in data 2, the use of synecdoche is shown in sentences number 1 and 67. Synecdoche is used by Aa' Gym to criticize people by stating the whole to represent the part or

vice versa. It can be an important ideological weapon, through which people or ideas can be effectively marginalized by omitting to mention them.

He uses figures of repetition—which cover anaphora, antistrophe, ploche, epizeuxis, and symploche. The use of anaphora in data 1 is shown in sentences number 51-53, 72, 76, 79, and 177. In data 2, anaphora is shown in sentences number 24-26, 39-42, 92-93. The use of antistrophe in data 1 is shown in sentences number 38, 44, 63. in data 2, the use of antistrophe is shown in sentence number 66. he use of ploche in data 1 is shown in sentences number (47, 48, 53, 61), (106, 107, 108), (85, 87, 88, 93, 94, 144). In data 2, ploche is shown in sentences number (19 and 23), (36, 39), (83, 88), (138-143). The use of symploche in data 1 is shown in sentences number 34, 45, 48. in data 2 is in sentences number 20-21, 78. Those repetitions are not only used to create strong impression in his speeches but also to emphasize the main idea of his speeches. This may seem crude, but it may lodge in the minds of the audience.

The use of litotes is only shown in data 2 (sentence number 182). Litotes contributes a way to support Aa' Gym's personality of being modest by saying sentence which conveys an understated confidence. So, this device merely supports his credibility.

CHAPTER V

CONCLUSION