

CHAPTER V

CONCLUSION

In religious speeches, language is managed by the religious figure not merely to explain something but it is used to make the followers believe his lesson all at once. It is used to persuade the audiences to adopt certain point of view or attitude. A proselytiser, in this case, needs to seek and choose the right word or combination of words which represent his ideas and feelings to make the audience understand what he means or appreciate his ideas and feelings to gain his purpose. So, he has to master not only about the material that he/she is going to say but also the language that he uses to deliver the message of the material in a good way. It means that the proselytiser's competence in language is needed badly. Rhetoric—as the faculty of discovering the possible means of persuasion which is suited to audience, situation, and context—is needed by the religious figure.

From the presentation and analysis of the data in the previous chapter we can see that, indeed, KH Abdullah Gymnastiar has advantaged rhetorical devices—which can be used as persuasive devices—in his speeches. He uses both figurative and schematic language. 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.

By using metaphor, Aa' Gym actually forces the audience to transfer the emotional quality of the item being compared to the other item. In this case, the metaphors are used to influence the audience to see the comparisons his way. So, he

uses metaphors not only as his concepts of thinking but also as justifiable causes of his ideas to the audience because of the similarities.

Aa' Gym also uses similes as his justifiable causes of his ideas. They are used to convince his audience to accept a conclusion by showing similarities to a conclusion the audience already does accept.

Analogy is also used by Aa' Gym to persuade the audience that because of two things are resemble, a conclusion drawn from one suggests a similar conclusion for the other. Moreover, the process of discovering resemblances will lead audience to a fresh understanding. It means that these devices can also make his views memorable, since they are taken from material familiar to the audience.

Personification, allusion, irony, and synecdoche are the other figurative language that Aa' Gym uses in his speeches although they are less in frequency compared to metaphor and analogy. As many writers said that metaphor is the most effective rhetorical device, from the analysis of the data, we can see that metaphor (including its variant, simile and analogy) communicate the strength of Aa' Gym's *ethos*, *pathos*, and *logos*—means to persuade—more than the other devices. However, personification, allusion, irony, and synecdoche can also communicate Aa' Gym's *ethos*, *pathos*, and *logos*.

Personification also 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.

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.

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.

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—not only 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.

He uses antithesis to make the audiences surprised because of a direct contrast in which two set of words or ideas are set in opposition. In this case, antithesis can be used to make the audience feel the contrast and stirred by it.

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.

Rhetorical questions as the most frequent device he uses can make the audience get involved in the problem being discussed. In other words, it can engage the audience's attention by making them feel that their personalities are being addressed. He also uses this device as means to show his superior position in relation

to the audiences and topics by asking question and answering the question himself. It can raise the audience's curiosity about the answer of the questions.

From the explanation above, we can say that Aa' Gym is able to make use of language in affective manner through figurative language and schematic language. By using the devices, Aa' Gym attempts to share his feelings, ideas and beliefs in such a way that similar feelings are expected to arouse in his listeners. Moreover, he always takes familiar things—as his metaphor, simile, and analogy—from people's life to be compared. So that, by using such comparisons, it seems that he always touches almost all parts of this life. Then, it might become one of the reasons why many people—teenagers and adults—like his speeches.

Figurative language, thus, 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. However, many writers suggest that metaphorical language (including metaphor, simile and analogy) is the most important and the most effective rhetorical device. Briefly speaking, those rhetorical devices can be used as means to convince audience since they can communicate Aa' Gym's *ethos*, *pathos*, and *logos*—the means to persuade. 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.

In conclusion, skilfully used, language, in this case rhetorical devices, have power to influence or convince others. If the words are composed and expressed appropriately, they can arise an extra ordinary power that can influence public opinion, people's attitude, and beliefs.

BIBLIOGRAPHY