

FINDINGS AND DISCUSSIONS

4.1 Findings

The researcher described the findings in this chapter into three parts. The first part showed the description of kinds of speech act contained in persuasive utterances used by Barack Obama in political campaign speeches. The second part showed the description of functions of persuasive utterances used by Barack Obama in political campaign speeches. And the third part show the description of kinds of persuasive techniques used by Barack Obama in his campaign speeches to influence his audiences

speeches. Barack Obama uses directive utterances to influence his audience to support him as a president. Then, the researcher discusses the kinds of speech act in detail and also takes some examples.

4.1.1.1. Representatives

In this illocutionary, the speaker tied to the truth of the utterances that he said. Representatives are normally characterized by the use of words such as states, report, propose, complain, express opinions, and conclude, remind, and so on. In representatives, the speaker is considered to represent the world, so what he says must match with the reality in the world.

The representatives utterances that are found in this research is 89 data or 38.6%. In his campaign speeches, Barack Obama Often used representative utterances to convincing his audiences that he could be a good president in America. Here, the researcher takes example of representatives utterance that found in Obama's speeches.

Excerpt 1 Datum 1a/11

It was here, in Springfield, where North, South, East, and West come together that I was Reminded of the essential decency of the American people - where I Came to believe that through this decency, we can build a more hopeful America. And that is why, in the shadow of the Old State Capitol, where Lincoln once called on a house divided to stand together, where common hopes and common dreams still live, **I stand before you today to announce my candidacy for President of the United States of America.**

In his campaign speech, Barack Obama has a goal to encourage and influence the audiences to choose him in the election. That sentence above is pronounced in a campaign speech delivered on February 10, 2007 at Springfield, Illinois.

The sentence “*I stand before you today to announce my candidacy for President of the United States of America*” is an example of representative utterances contained in persuasive utterances. The purpose of that utterances is to state or give information to all Americans that he would run for president of the United States. From that speech, the readers get the information that Barack Obama will be a nomination to be a president of America. In pragmatics, that speech aims to motivate the audiences to support him in the presidential election.

Based on the speech, it is known that Barack Obama says the sentence to make audiences feel interested so, it can affect the mind and strengthen the hearts of the audience to select him. Therefore, Barack Obama tries to say words that could inspire the hearts of his audience. This fact can be seen from Barack Obama speech that asserting “*where I came to believe that through this decency, we can build a more hopeful America.*” When Barack Obama said that, there will be an impression that Barack Obama will be a president who is able to make America into a big country. Because of that, the audiences will support Barack Obama to be a president. The fact can be seen in the campaign video (*Official Announcement of Candidacy for US President*). When Barack Obama declared his candidacy for president, the audiences were cheering and calling his name. It shows that Barack Obama is able to persuade his audience to give him support.

4.1.1.2. Expressives

Expressives utterance to express the speaker's feeling. Some utterances that included in expressives are expression of joy, sense of disappointment, apologizing, praising, thanked, congratulating, and so on. Expressives utterance has aims to express the feeling that is felt by the speakers. The utterance is expected to affect the audience to follow someone's wishes.

The expressive utterances that found in this research whit the total of 2 data or 0.8%. In his campaign speeches, Barack Obama uses expressive utterances to give congratulating and thanked to his supporters. Here, the researcher takes example of expressives utterance that found in Obama's speeches.

Excerpt 2 Datum 1a / 3

Let me ... **Let me begin by saying thanks to all you who've Traveled, from far and wide, to brave the cold today.** I know it's a little chilly, but I'm fired up.

The example above is Barack Obama's utterances pronounced in a campaign speech delivered on February 10, 2007 at Springfield, Illinois.

Persuasive utterances that reveals about the praise, gratitude, congratulations, apology, disappointment, concern and admiration can be classified into the expressive utterances. The indicators of this utterances can be seen from the function of utterances that contains the expression of speaker's feeling that describe feeling of happy, sad, disappointed and so on. That utterances can give an attraction for the audiences because in psychologically the utterances can give pleasure to the audiences.

and science, train 2 million workers at community colleges, bring down the cost of college tuition. I want to use the savings from ending the wars in Iraq and Afghanistan to pay down our deficit, put our people back to work right here, doing some nation-building here at home.

The example above is sentences uttered by Barack Obama on his nomination to be president for second period. Campaign speech hold on October 19, 2012 in Fairfax, Virginia.

The sentence “*I want every child to have the same chance at a great education that Michelle and I received*” is commissive utterance contained in persuasive utterances. It means that if Barack Obama become a president, so he will provide equal education for every children in America as he had got. Barack Obama knows that every parent wants to give higher education for their children but at a low cost. Here, Barack Obama tries to influence the audiences by said “*I want every child to have the same chance at a great education that Michelle and I received.*” That sentence has function to persuade the audiences, because if they want to get education until the higher level in low cost, they should vote for Barack Obama as president.

The sentences above uttered by Barack Obama included in persuasive utterances, because Barack Obama intends to persuades the audience by saying such promises. Barack Obama tries to draw public sympathy by give what Americans needs. Americans felt happy when Barack Obama said that. This fact can be seen in the video (*Barack Obama Campaign in Nushua, New Hampshire*), the Americans shouted and were pleased with what was promised by Barack Obama. With so, the audiences would assume that America will be more advance if it is led by someone

who is educated and also awares of the importance of education for everyone and the audience will support him with wholeheartedly.

The expression of promises expressed by Barack Obama in the data (2a/11) is promise expression that has aims to make audiences feel interested to support him. Therefore, Barack Obama tries to give something that is needed by the Americans when he become president in America and that promises are estimated will be able to hypnotize his supporters to vote for him in election.

4.1.1.4. Directives

Directives are speech acts used by the speaker to make the listener to do something as desired by the speaker. Different from other speech acts, the success of directive utterances lies in the response of listeners who will take actions. Some utterances which included in directives are commanding, ordering, request, invite, suggest, and so on.

The directive utterances that are found in this research with the total of 130 data or 56.5%. In his campaign speeches, Barack Obama often uses directive utterances to persuade and seduce the audience to support him become a president. Here, the researcher takes two examples of directive utterances that found in Obama's speeches.

Excerpt 4 Datum 1a / 21

So **let us** begin. **Let us** begin this hard work together. **Let us** transform this nation. **Let us** be the generation that reshapes our economy to compete in the digital age. **Let's** set high standards for our schools and give them the resources they need to succeed. **Let's** recruit a new army of teachers, and

give them better pay and more support in exchange for more accountability. **Let's** make college more affordable, and **let's** invest in scientific research, and **let's** lay down broadband lines through the heart of inner cities and rural towns all across America. We can do that.

The above example is a sentence uttered by Barack Obama on his nomination to be president for first period. His campaign speech hold on February 10, 2007 in Springfield, Illinois.

During the campaign, Barack Obama always said that his mission for became president were to provided cheap education costs, created more jobs and gave them a decent salary, improved the economy in the United States. All the sentences are intended to influence the thinking of the audience so they will choose him as president.

The example above is a directive sentences contained in persuasive sentence. That sentences have value “*to invite*” someone to create better circumstances. The facts can be seen from the sentence “*Let us be the generation that reshapes our economy to Compete in the digital age.*” Barack Obama uses the word “*let us*” to invite his audiences to increase the economy of America. If the economy increases, the prosperity and welfare of the Americans will be better.

The persuasion value in that sentence lies in the hard work that will be done by Barack Obama when he becomes a president. This statement may give appeal and confidence to audiences that Barack Obama has superiority than the other presidential candidates. Thus, the voter will select Barack Obama.

Excerpt 5 Datum 2b / 47

That's why I'm asking for your vote. And if you give me your vote, I promise you, you will always have a President who hears your voices, who will fight for your families, who will spend every waking moment thinking about how to make your lives a little bit better.

The example above is sentences uttered by Barack Obama on his nomination to be president for second period. His campaign speech hold on October 27, 2012 in Nushua, New Hampshire.

That sentences are a directive sentences because it has value “*to ask*”. The fact can be seen from the sentence “*I’m asking for your vote.*” Barack Obama asked support to his supporters in order to win in the election so, that he could become president in America for the second time. That sentence also has persuasive value, because Barack Obama tries to persuade or seduce his supporters to select him by states that if he becomes a president, he will listen to all the aspirations and voices of all citizens and he will make the Americans’s live be better. The fact that can be seen from the sentence “*if you give me your vote, I promise you, you will always have a President who hears your voices, who will fight for your families, who will spend every waking moment thinking about how to make your lives a little bit.*”

4.1.1.5. Declaratives

Declaratives are statement that can change the condition or reality that is different from the previous state. What is said by speakers can produce something new or something that is not same as reality when before the speakers pronounce the declarative utterances. Thus, the implementation of this illocutionary will cause the

existence of conformity content with the reality, such as *resign, christen, dismiss, name, sentence, excommunicate, divorce*, for example *open* in the exhibition, *consecrate, promote* in hire employees, and so on.

The declarative utterances that found in this research with the total of 3 data or 1,3%. In his campaign speeches, Barack Obama used declarative utterances to change a situation. Here, the researcher takes example of declarative utterances that found in Obama's speeches.

Excerpt 6 Datum 1a / 30

But all of this can not come to pass until we bring an end to this war in Iraq. **Most of you know - most of you know that I opposed this war from the start.** I thought it was a tragic mistake. Today we grieve for the families who have lost loved ones, the hearts that have been broken, and the young lives that could have been. America, it is time to start bringing our troops home. It's time - It's time to admit that no amount of American lives can resolve the political disagreement that lies at the heart of someone else's civil war. That's why I have a plan that will bring our combat troops home by March of 2008. Let the Iraqis know - Letting the Iraqis know that we will not be there forever is our last, best hope to pressure the Sunni and Shia to come to the table and find peace.

The example above is sentences uttered by Barack Obama on his nomination to be president for first period. His campaign speech hold on February 10, 2007 in Springfield, Illinois.

The sentence of “*Most of you know that I opposed this war from the start. I thought it was a tragic mistake*”, is categorized as a declaration utterances, because it contains statements which can give rise to a new situation. It means that by listening to the statement, audiences will get a new impression that is Barack Obama strongly

The persuasive value in that sentence appear in the statement to give audiences attraction, that make convincing the supporters that Barack Obama will make America becomes a peace-loving country. It can make the audiences motivated to choose him in the election. The indicator of persuasive utterances in declarative utterances can be seen from the mode of his utterances which shape of declarative statements.

Based on the data analysis, the researcher found 230 data about functions of persuasive utterances. The table below showed the data of functions of persuasive utterances which were divided into 16 functions. It presented in total number and frequency of each function.

[illegible]

Obama is also trying to influence the emotions of supporters by said the word “*Goodness*”. It means that he defines his supporters with the word “*Goodness*”, so the supporters will feel praised and honored. So the audiences will give him support.

4.1.2.2. Request

Request is a when we say something to get what we want. Request included in the function of persuasive sentence because when we want something, we will say something that can seduce or entice the listeners by respectful and convince words. So, they will give us what we want. In this research, the researcher found the data which are included in the function of request and the total data of 12 data or 5.2%. Here, the researcher described the example of persuasive sentences which have function of requesting.

Excerpt 8 **Datum 2b / 27**

There are still people out there who are trying to make up Reviews their minds. Some of you who are here may be trying to make up your mind. Maybe your girlfriend dragged you out here. [Laughter] No, no, maybe Grandma said, you've got to go to the Obama rally- [laughter] - and you're still trying to figure it out. **So I'm asking you to compare my plan with Governor Romney's.** I want you to know what we're proposing, each of us, and see the which plan is better for you and what is better for the future of America.

The example above is sentences uttered by Barack Obama on his nomination to be president in his second period. His campaign speech hold on October 27, 2012 at Nushua, New Hampshire.

During the campaign, Barack Obama said “So *I’m asking you to compare my plan with Governor Romney’s.*” That sentence has request function, it can be seen

their fair share. That's why I'm running for a second term for President of the United States. I need you to help me finish the job.

The example above is sentences uttered by Barack Obama on his nomination to be president in his second period. His campaign speech hold on October 19, 2012 at Fairfax, Virginia.

The sentence above is a sentence that has a function of giving hope. The facts can be seen from the sentence “*I believe America does better.*” From these words, Barack Obama tries to give hope to the Americans that if he become president, the US will be better than before. Barack Obama also persuades his supporters by saying that if he become president again, then he will solves all the problems in America he had not yet completed. The fact that we can see from the sentence “*I need you to help me finish the job.*” The using of words “*I need you*” to make his supporters feel that they are needed to make America be better. It can influence the thinking of supporters, so the supporters will feel interested to vote for him in the election.

4.1.2.4. Suggestion

Suggestion is to give an impact to others, so the other people will follow what we say without thinking. Suggestion is used to influence others to take action as desired by the speaker. In this research, the researcher found the data included in the function of suggestion and the total data are 37 or 16% from 230 data. Here, the researcher described an example of a sentence that has a function of suggestion.

Excerpt 10 Datum 2b / 31

Number three, **we have to make it a national mission to educate our kids and train our workers better than anybody else in the world.**

I want to recruit 100,000 new math and science teachers. Because we know that's an area where we can not afford to fall behind. I want to train 2 million workers at our community colleges for the skills that businesses are hiring for right now. And I want to work with colleges and universities to make sure that tuition does not keep on going up. Because our young people can not afford the debt that they are taking on, and that's something we can do.

The example above is sentences uttered by Barack Obama on his nomination to be president in his second period. His campaign speech hold on October 27, 2012 at Nushua, New Hampshire.

That sentence is a persuasive sentence that has function to giving suggestion, because Barack Obama proposes that his plans to provides better education for children in the United States and also hired more workers. The fact can be seen from the sentence “*we have to make it a national mission to educate our kids and train our workers better than anybody else in the world.*” That is one of the missions that proposed by Barack Obama to get the sympathy of Americans, so they will influence and give support for him to be a president. Moreover, Barack Obama also utteres the sentence “*that's something we can do*” to excite the supporters. He tries to give suggestion to his supporters that they can make changes for a better America with the way America choose him to be a president.

4.1.2.5. Allow

Allow is asking someone to do something with polite words. Allow included in the function of persuasive sentence because when we allow someone to do something with respectful words, that person will do it gladly. In this research, the

researcher found the data included in the function of allow and the total are 5 or 2,1% from 230 data. Here, the researcher describes an example of a sentence that has functions of allowing.

Excerpt 11 Datum 2b / 26

If you want to check it out, you can go to barackobama.com/plans. And I want you to share it with your friends and your neighbors and your coworkers.

The example above is sentences uttered by Barack Obama on his nomination to be president in his second period. His campaign speech hold on October 27, 2012 at Nushua, New Hampshire.

In his speech, Barack Obama used the word “*if*” which is included in the maxim of politeness. Barack Obama has a goal to ask his supporters to check the Obama’s plans that he would do on the website. And allow his supporters to share those plans with others to let others know of that plans, so he will get more support.

4.1.2.6. Persuasion

Persuasion is interesting, influencing, indoctrinating, and invites the listeners to drift in the invitation. Persuasion sentence is a sentence has function to influence, encourage, persuade others, so that people will be affected to follow the wishes of the speaker. In this researcher, the researcher found the data included in the function of persuasion and the total data are 40 or 17.3% from 30 data. Here, the researcher describes an example of a sentence that has a function of persuasion.

Excerpt 12 Datum 2a / 8

I've met too many good Americans who work so hard, show so much resilience, so much resolve; we have been fighting our way back from some of the same policies he's advocating. We have been there, we have tried it, we can not go back. **We are moving forward.** And that's why I'm running for a second term as President of the United States.

The example above is sentences uttered by Barack Obama on his nomination to be president in his second period. His campaign speech hold on October 19, 2012 at Fairfax, Virginia.

Barack Obama knew that America had failure experienced. But, when Barack Obama became president in 2008 year, Barack Obama could prove his promise that he had spoken during the campaign and can make America more advanced country than before and he also realized that Americans would not want to be led by a president who can not fulfill the promise that they said. Therefore, Barack Obama tried to persuade his listeners to select by said “*We are moving forward.*” Those words influenced the thinking of his audience, so if they wanted to make a change for the better America, then they should vote for Barack Obama.

4.1.2.7. Appeal

Appeal is request with respect and courtesy words in order to get something. When someone asks for help with respect, then the audience will be happy to fulfill her wish. In this research, the researcher found the data included in the functions of appeal and the total data is 3 or 1.3% from 230 data. Here, the researcher describes an example of a sentence that has a function of appealing.

Excerpt 13 Datum 2c / 37

And, Iowa, after all the months of campaigning, after all the rallies, after the millions of dollars of ads, it all comes down to you. **It's out of my hands now. It's in yours. All of it depends on what you do when you step into that voting booth tomorrow.** It's just a remarkable thing, the way our democracy works. And at A Certain point, all this effort and All These campaign rallies, and then it just comes down to each of us, as citizens. All of it depends on you bringing your friend or your neighbor, your coworker, your mom, your dad, your wife, your husband to the polls.

The example above is sentences uttered by Barack Obama on his nomination to be president in his second period. His campaign speech hold on November 5, 2012 at Des Moines, Iowa.

Here, Barack Obama used a sense of humility by said that the fate of America depended on the decisions of Americans when they gave their choice in the election. The fact can be seen from the sentence *“It's in yours. All of it depends on what you do when you step into that voting booth tomorrow.”* Barack Obama also asked humbly to his supporters to invite their brothers to jointly elected Barack Obama as president. Barack Obama said, *“All of it depends on you”*, which was indirectly asking for support without imposing his wish to his supporters.

4.1.2.8. Invitation

Invitation is invite someone to do something. Invitation is a function of persuasive sentences because if we invite someone to do something, there is possibility that they will follow our wish. In this research, the researcher found the data included in the functions of invitation and the total data is 17 or 7.3% from 230

data. Here, the researcher will describes an example of a sentence that has a function invitation.

Excerpt 14 Datum 2c / 44

I love you. **Let's go vote. Let's keep moving forward.** God bless you,
and God bless the United States of America.

The example above is sentences uttered by Barack Obama on his nomination to be president in his second period. His campaign speech hold on November 5, 2012 at Des Moines, Iowa.

When someone running for president, what he needs is a support from others so that he could achieve his goal to win in the election. So, in the campaign speech Barack Obama asks support from his audiences by said “*Let’s go vote.*” The use of “*let’s*” aims to invite others to vote for him. To more convince the audiences, Barack Obama also said “*Let’s keep moving forward*” which means that he invites others to realize that he can make America to be more advanced and it starts with elect him as a president.

4.1.2.9. Urging

Urging is a give motivation to someone to do something. Urging included in the function of persuasive sentence, because when a person is given spirit and felt motivated then he would do something. In this research, the researcher found the data included in the functions of urging and the total data is 2data or 0.8% from 230 data. Here, the researcher describes an example of a sentence that has a function of urging.

Excerpt 15 Datum 1c / 8

You, all of you who are here tonight, all who put so much heart and soul and work into this campaign, **you can be the new majority who can lead this nation out of a long political darkness.**

The example above is sentences uttered by Barack Obama on his nomination to be president in his first period. His campaign speech hold on January 8, 2007 at Nushua New Hampshire.

Barack Obama is trying to motivate his listeners that they will want to do what he wants. In his speech, Barack Obama says “*you can be the new majority who can lead this nation out of a long political darkness*” to motivate his listeners that they could liberate the country from darkness American politics if they choose Barack Obama as president. Barack Obama also tries to influence his audience by says that the only people with the whole body and soul that can supports him can change America to be better. The fact can be seen from the sentence “*all who put so much heart and soul and work into this campaign.*”

4.1.2.10. Prohibition

Prohibition is order someone to not do something. Prohibition included in the function of persuasive sentence because if we are not to allow someone to do something, consciously or unconsciously, we will obey the command. In this research, the researcher found the data included in the function of prohibition and the total data are 9 data or 3.9% from 230 data. Here, the researcher describes an example of a sentence that has a function of prohibiting.

Excerpt 16 Datum 2a / 22

or 0.8%. Here, the researcher describes example of persuasive sentence which has the function of congratulation.

Excerpt 17 Datum 1c / 2

Well, first of all, I want to congratulate Senator Clinton on a hard-Fought victory here in New Hampshire. She did an outstanding job. Give her a big round of applause.

The example above is sentences uttered by Barack Obama on his nomination to be president in his first period. His campaign speech hold on January 8, 2007 at Nushua, New Hampshire.

Barack Obama congratulated Senator Clinton because she had done a good job. The fact can be seen from the sentence “*I want to congratulate Senator Clinton on a hard-Fought victory here in New Hampshire.*” When Barack Obama congratulate someone, then someone might think that Barack Obama is a figure of a president who can appreciate the efforts of others. Americans would want a presidential figure who can appreciate the aspirations and efforts of the people without distinction of race, color, culture, or other differences. It also can persuade people who have supported Senator Clinton to get the victory to support him too. Because if Barack Obama give support and appreciate the efforts of Senator Clinton, then the supporters of Senator Clinton also will gladly to support him.

4.1.2.12. Curse

Curse is a word that can cause a trouble or disaster to someone. Curse including the function of persuasive sentence because if we swear about something or

saying he's got a five-point plan for the economy; turns out it's a one-point plan."

Here, Barack Obama tried to change the mindset of the listener in order to they rejected Romney as president and instead they could support him to became a president of America.

4.1.2.13. Convince

Convince is a sentence to make a person feel certain with the truth that we speak. Convince a function of persuasive sentence because if we tell someone about the truth of what we said, then that person will follow our wishes. In this research, the researcher found the data included in the functions of convince and total the data is 56 or 24.3% from 230 data. Here, the researcher describes an example of a sentence that has a function of convince.

Excerpt 19 **Datum 1b / 15**

America, **our moment is now. Our moment is now.** I do not want to spend the next year or the next four years re-fighting the same fights that we had in the 1990s. I do not want to pit Red America against Blue America, I want to be the President of the United States of America.

The example above is sentences uttered by Barack Obama on his nomination to be president in his first period. His campaign speech hold on November 10, 2007 at Des Moines, Iowa.

Barack Obama tries to convince his audience by said that now is the time to change America if they want to vote him to became President. That fact can be seen from sentence “*our moment is now. Our moment is now.*” Barack Obama says the

sentence with authoritative tone and vigorous, so that anyone who hears that will think Barack Obama deserves to be president of the United States. Moreover, Barack Obama also adds the sentence *“I do not want to spend the next year or the next four years re-fighting the same fights that we had in the 1990s”* that will make the listener feel more confident because if Barack Obama becomes president then he will not waste time and will fight to make America be better, and he will not let the United States get failure experienced as before.

4.1.2.14. Assert

Assert is something that expresses the truth of an event. Assert including the function of persuasive sentence because if we declare a truth to others, then we can change the mindset of the people and make it same with our mindset. In this research, the researcher found the data included in the function of assert and the total data are 34 or 14.7% from 230 data. Here, the researcher describes an example of a sentence that has a function of assert.

Excerpt 20 Datum 1b / 2

A little less than one year from today, you will go into the voting booth and you will select the President of the United States of America. Now, here's the good news - the name George W. Bush will not be on the ballot. The name of my cousin Dick Cheney will not be on the ballot. We've been trying to hide that for a long time. Everybody has a black sheep in the family. The era of Scooter Libby justice, and Brownie incompetence, and Karl Rove politics will finally be over.

The example above is sentences uttered by Barack Obama on his nomination to be president in his first period. His campaign speech hold on November 10, 2007 at Des Moines, Iowa.

In the quote speech above, Barack Obama states the truth that a few months Americans will hold presidential elections. The sentence above to give information that correspond with the reality to the people. Barack Obama said that there will be no names such as George W. Bush and Dick Cheney in a ballot. The purpose of the sentence uttered is to tell people that they should choose him as president. Barack Obama also said “*The era of Scooter Libby justice, and Brownie incompetence, and Karl Rove politics will finally be over*” it means that if he becomes president of the periods of their leadership will end and America will have a new future.

4.1.2.15. Pressure

Pressure is giving an order by way of scaring or using physical violence. Usually, this function give bad effect for the listener because the listener will take action with forced. Pressure included in the function of persuasive sentence because it can influence others to do something. In this research, there is no persuasive speech that has function to pressure used by Barack Obama in his campaign speeches. Barack Obama is more likely to use the sentences that makes the listener believe and trust that he has the ability to make America to be a great country without force Americans to choose him.

4.1.2.16. Permission

4.1.3. Kinds of Persuasive Techniques

No	Kinds of Persuasive Techniques	First Period	Second Period	Frequency	Percentage
1.	Rationalization	23	36	59	25,6%
2.	Identification	6	3	9	3,9%
3.	Suggestion	40	54	94	40,8%
4.	Conformity	8	11	19	8,2%
5.	Compensation	11	24	35	15,2%
6.	Displacement	1	2	3	1,3%

Barack Obama also says that most of the presidential candidates only make promises without being able to realize their promise. As a consequence, people have lost their trust to their president who can not make America be better. The facts can be seen from sentence “*And most of all we’ve lost faith that our leaders can or will do anything about it.*” That sentence uses techniques of rationalization because Barack Obama tells the truth about many Americans who lost their trust in the president. Here, Barack Obama assures them that he will not give promises but he would give evidence that he could be a good president as expected by the American people.

4.1.3.2. Identification

Identification is an activity in which a person should identify themselves with the audience. Identification used for matters that relating in politics as a campaign, which is has primary goal is “to win”. The common base can be done by asking questions about: for whom the campaign aimed? By trying to answer that question correctly, then the person will more easily identify themselves with the characteristics, level of knowledge, and the ability of listeners.

In this research, the researcher found that Barack Obama just a few times using the identification technique that is 3 times in the speech of the first period and 6 times in the speech of the second period. So, total of identification techniques that have been found in this research amounted to 3,9% or 9 data from 230 data. Barack

Obama used this technique to make himself equal with his audience, so he can know what is desired by the listeners. Here, the researcher describes an example of a sentence that use identification technique.

Excerpt 22 Datum 1c / 18

But the reason our campaign has always been different, the reason we began this improbable journey almost a year ago is because it's not just about what I will do as president. **It is also about what you, the people who love this country, the citizens of the United States of America, can do to change it.**

The example above is sentences uttered by Barack Obama on his nomination to be president in his first period. His campaign speech hold on January 8, 2007 at Nushua, New Hampshire.

In a campaign, the speaker must be able to identify himself with his audience so, he could feel and see what is desired by the listeners. So, he will tries to fight for what is desired by the listener. As said by Barack Obama in his speech, Barack Obama says the persuasive sentence using identification techniques. It can be seen from the sentence *“It is also about what you, the people who love this country, the citizens of the United States of America, can do to change it.”* That sentence means that Barack Obama is trying to equate himself with people who love America. If a person loves his country, then he will tries to do good things that can make their country better than before. Similarly, the Americans would assume that Barack Obama is the people who loves America countries such as the American people, so he will fight for make the best future of America. That would make Americans sympathize and support him in the elections.

4.1.3.3. Suggestion

Suggestion is an attempt to persuade or influence others to accept a belief without giving a logical foundation of trust in people who want to be influenced. The series of words that are attractive and convincing can influence the listener with easy. Suggestion would be easy to follow if it is done by people who have the authority and high position in society. So, if someone idolize other people, then that person will be susceptible to suggestion.

In this research, the researcher found that the technique of suggestion is the technique most often used by Barack Obama in his campaign. The technique of suggestion used by Barack Obama in the campaign's first period amounted to 40 data and in the second period amounted to 54 data, so the total of data is 94 or 40,8% from 230 data. Barack Obama uses the technique of suggestion to persuade his listeners that they would do his wish, that is to give their support for him. Here, the researcher describes an example of a sentence that use technique of suggestion.

Excerpt 23 Datum 1b / 16

And if Reviews those Republicans come at me with the same fear-mongering and swift-boating that they usually do, then I will take them head on. Because I believe the American people are tired of fear and tired of distractions and tired of diversions. **We can Make this election not about fear, but about the future. And that will not just be a Democratic victory; that will be an American victory.** And that is a victory America needs right now.

The example above is sentences uttered by Barack Obama on his nomination to be president in his first period. His campaign speech hold on November 10, 2007 at Des Moines, Iowa.

Barack Obama is known as someone clever in speech, because he can make the listener feel affected by what he said. In the speech above, Barack Obama uttered a sentence that use the techniques of suggestion. In his speech, Barack Obama said *“We can Make this election not about fear, but about the future. And that will not just be a Democratic victory; that will be an American victory.”* That sentence he spoken with an authoritative tone that will affect the emotions of listeners, so that the listener will comply what he said. Barack Obama says that if he wins the election, it was not a victory for the democratic party but it was a victory for all Americans. The facts can be seen from the sentence *“And that will not just be a Democratic victory; that will be an American victory.”* Those words will have a strong effect to the audience, so that they will give support for him.

4.1.3.4. Conformity

Conformity is a desire or an action to make themselves similar to something else or a mental mechanism to adjust themselves with something to be desired. This technique has similarities with identification. The difference is in the identification of the speaker is just say that he can do the same things like the listener, whereas in conformity speakers show that he is capable to take action as a listener itself.

In this research, the researcher found that conformity techniques used by Barack Obama in the first campaign period amounted to 8 data and in the second

period amounted to 11 data, so the total of data is 19 or 8,2% from 230 data. Barack Obama used the technique of conformity to prove he was able to become president as desire of the American people. Here, the researcher describes an example of a sentence that use technique conformity.

Excerpt 24 Datum 2c / 12

We've made real progress Reviews These past four years. But, Iowa, we're here tonight Because We've got more work to do. We're not done yet on this journey. We've got more road to travel. As long as there's a single American who wants a job but can not find one, as long as there are families working harder but still falling behind, as long as there's a child anywhere in Des Moines, anywhere in Iowa, anywhere in this country languishing in poverty, barred from opportunity, our work is not done. Our fight for change goes on.

The example above is sentences uttered by Barack Obama on his nomination to be president in his second period. His campaign speech hold on November 5, 2012 at Des Moines, Iowa.

If someone can prove what he was said, then others will believe all of his utterances. Similarly, Barack Obama proves his promises that he had spoken in the first period campaign. Barack Obama successes to prove that he can make America be better than before. The facts can be seen from the sentence “*We’ve made real progress Reviews These past four years.*” The sentence is a sentence that uses the technique of conformity because during his position as president in 2008, Barack Obama can proves that he can be a presiden who filled what is desired by Americans, that is making progress for America. In his speech, Barack Obama also convincing his supporters that America would be

one in this country is forced to give up the dream of a college education.

The example above is sentences uttered by Barack Obama on his nomination to be president in his second period. His campaign speech hold on November 5, 2012 at Des Moines, Iowa.

In the speech above, Barack Obama tries to give some solutions for problems which were can be received by Americans. Barack Obama offered that he would recruited many teachers, trained new workers, and gave cheaper cost for college education. Many parents can not give education for their children because the education cost is too expensive. Here, Barack Obama gives solusion for their problem in order to make them give support for him in the presidential election.

4.1.3.6. Displacement

Displacement is a process that is trying to replace a purpose with other purpose. In this case, the speaker try to convince listeners to divert an object or purpose to another purpose. In this research, the researcher found that the displacement technique is a technique that is least used by Barack Obama in his campaigns. Displacement techniques used by Barack Obama in the campaign in first period amounted to 1 data and the campaign in second period amounted to 2 data, so the total of data is 3 or 1,3% from 230 data. Here, the researcher describes an example of a sentence that use technique of displacement.

Excerpt 26 Datum 2a / 13

But I-he may not have noticed, we're in the 21st century. And in the 21st century, a woman deserves equal pay for equal work. This should be a no-brainer. But no matter how many times Governor Romney is asked Whether or not he supports a law upholding that idea, he refuses to say. Why should this be hard? Are you for equal pay for equal work? Are you for making sure that laws enforce that basic principle? **He can not tell you. I can.** I support that law. In fact, the Lilly Ledbetter Fair Pay Act was the first law that I signed into office. And this is not just a women's issue. No man should want his wife or his daughters paid less than a man for doing the same job. This is a family issue. This is an economic issue. It's one that we've got to fight for.

The example above is sentences uttered by Barack Obama on his nomination to be president in his second period. His campaign speech hold on October 19, 2012 at Fairfax, Virginia.

In the sentence above, the researcher analyzed that Barack Obama used displacement technique in a speech to convincing the listeners that he was the figure of the president who more understand what the Americans need. In the sentence above, he said that Governor Romney could not filled the wishes of the American people, that was to gave equal pay for all workers in the United States without having to discriminated between the gender. That sentence is not directly intended to make listeners hate and resent Governor Romney so, the listener would tend to chose a president who can realize their desire. The facts can be seen from the sentence “*He can not tell you. I can. I support that law.*” From the sentence above, Barack Obama send emotions of hatred and disappointment with Governor Romney to his audience, and replaced the emotion of love which he submitted to the audience that he addressed audience to believe that he was very concerned with the American people.

4.1.3.7. Projection

Projection is a technique to make something that had been subject to be an object. For example, something properties owned by someone but raised as to the nature and character of others or describe himself with good properties. In this research, the researcher found that the projection technique used by Barack Obama in the campaign of the first period, amounting to 5 data and the campaign of the second period amounted to 6 of data, so the total of data is 11 data or 4,7% from 230 data. Here, the researcher describes an example of a sentence that use technique of projection.

Excerpt 27 Datum 2a / 4

When folks who do not actually work for Governor Romney start crunching the numbers, it turns out, the tax plan does not add up, jobs plan does not create jobs, deficit plan does not reduce the deficit. An economist at the New York Times put it this morning, “There’s no jobs plan; there’s just a snow job on the American people. “A snow job.”

The example above is sentences uttered by Barack Obama on his nomination to be president in his second period. His campaign speech hold on October 19, 2012 at Fairfax, Virginia.

In the projection technique, someone would describes himself with good things or describe something bad about another person. In his speech, Barack Obama uses a projection technique by saying that Governor Romney just giving fake plans to the American people. As a result of the sentence is that the listener will be affected Gubernoy Romney is not a decent person to lead America. Meanwhile, in his position

as president in 2008, Barack Obama has shown the progress that he has done for America. It will attract a lot of public sympathy for the re-elected president again.

4.2. Discussions

Based on the description of findings above, there are several things that can be noted down. It will be arranged based on the findings of each research problem.

For the first research problem, the findings showed that the dominant kinds of speech act that found in Barack Obama's campaign speeches is directive with the total of 56,5% or 130 data. In his speeches, Barack Obama often uses directive speech acts contained in persuasive utterances to persuade and seduce the audience to support him to become a president. The second highest number is representatives with total of 38,6% or 89 data. Barack Obama often used representative utterances to convince his audience that he could be a good president in America. It means that Barack Obama often uses more persuasive utterances which have functions to persuade and convince his audiences than uses threatening utterances. The third number is commissive with the total of 2,6% or 6 data. Barack Obama does not like give some promises to his audience. He knows that Americans are not easy to believe the promises that spoken by presidential candidate, because they could not realize their promises that they have been said after they were elected. He always uses utterances that have function to invite and ask his audience to bring America to the bright future. The fourth number is declarative with the total of 1,3% or 3 data. The fourth result is expressives with the total of 0,8% or 2 data. Barack Obama only uses

expressives utterance to says thanked to his audience who always give support for him.

The researcher compares the result from the first research problem in this research and Taufik's research (2008). Taufik (2014) conducted the research on campaign speech made by one of the candidates for regent and vice regent in Pasuruan, East Java. The directive utterances are the dominant utterances used by regent and vice regent in Pasuruan with the total of 42 data. The directive utterances often used by candidates in political campaign speech because persuasive utterances and directive utterances have the same function to influence a person to act as desired by the speakers. The regent and vice regent often use utterances that have function to ask someone to choose them in the election. The second highest number is representative with the total of 41 data. The regent and vice regent in Pasuruan also use representative utterances to convincing the audience that they are not only give some promises but also will struggled to realize their promises. The third number is commisive with the total of 23 data. The regent and vice regent in Pasuruan use commisive utterances to make some promises that can influence and attractive the sympathy from the audience. The fourth result is expressive with the total of 8 data. The regent and vice regent in Pasuruan use expressive utterances to say thanked to their audience. In Taufik's research (2014), there is no declarative utterance.

Based on the findings of the second research problem about the functions of persuasive utterances. In this research, the researcher only found 14 functions from the total of 16 functions. The function of convincing is the dominant function used by

Barack Obama in his political campaign speeches. It is the highest number with the total of 24,3% or 56 data from the total number of 230 functions of persuasive utterances found in the speeches. Barack Obama used function of convincing to influence his audiences to vote him as a president. The second highest number is function of persuasion with total 17,3% or 40 data. Barack Obama also use persuasive utterances to get many support from audience so, he could be a president. The third function is suggestion with the total of 16% or 37 data. Barack Obama uses suggestive utterances to get the sympathy from the audience so, they will give select him in the election. The fourth function is asserting with the total of 14,7% or 34 data. Barack Obama uses asserting function to say the truth that he can be a good leader for America. The fifth function is inviting with the total of 7,3% or 17 data. Barack Obama uses inviting utterances to invite the other people to choose him in the election so, he can be President of America. The sixth function is requesting with the total of 5,2% or 12 data. Barack Obama uses requesting utterances to persuade the audience to vote him in the election by uses respectful and convince words. The seventh function is prohibition with the total of 3,9% or 9 data. Barack Obama uses prohibition utterances to prohibit the audience to choose or vote the other candidates because his plan is better than others. The eighth function is hope with the total of 3% or 7 data. Barack Obama uses hope utterances to give spirit to the audience that there is a opportunity to make better future for America by choose him in the election. The nineth function is allowing with the total of 2,1% or 5 data. Barack Obama uses allowing utterances to ask someone to do something with the polite words so, the

someone will feel respected. The tenth function is commanding with the total of 1,7% or 4 data. Barack Obama uses commanding utterances to show that he has many supporter, for example he says *"Look at all of you. Look at all of you"*. The eleventh function is appeal with the total of 1,3% or 3 data. Barack Obama used a sense of humility by said that the fate of America depended on the decisions of Americans when they gave their choice in the election. The fact can be seen from the sentence *"It's in yours. All of it depends on what you do when you step into that voting booth tomorrow."* The twelveth function si curse with the total of 0,8%or 2 data. Barack Obama uses curse utterances to swears that Governor Romney can not be good leaders as the expectations of society, Barack Obama's utterances can change the mind of his audience. The thirteenth function is congratulating utterance with the total of 0,8% or 2 data. Barack Obama congratulates someonein order to make the someone think that Barack Obama is a figure of a president who can appreciate the efforts of others. Americans want a figure of presidential who can appreciate the aspirations and efforts of the other people without discriminate their race, color, culture, or the other differences. The fourteenth function is urging with the total of 0,8% or 2 data. Barack Obama is trying to motivate his listeners that they can liberate the country from darkness American politics if they choose Barack Obama as president. Barack Obama also tries to influence his audience by says that the only people with the whole body and soul that can supports him can change America to be better. The researcher does not find the functions of permission and pressure in this research because Barack Obama is more likely to uses the sentences that makes the

campaign. Barack Obama uses suggestion techniques to influence his audiences to vote him as a president. The second highest number is techniques of rationalization with the total of 25,6% or 59 data. Barack Obama also often uses rationalization techniques to get many support from audience, so he could be a president. The third technique is compensation with the total of 15,2% or 35 data. Barack Obama uses compensation technique to give some solutions for problems which were can be received by Americans. Barack Obama offered that he would recruited many teachers, trained new workers, and gave cheaper cost for college education. The fourth techniques is conformity technique with the total of 8,2% or 19 data. During his position as president in 2008, Barack Obama can proves that he can be a presiden who filled what is desired by Americans, that is making progress for America. In his speech, Barack Obama also convincing his supporters that America would be better if he can resolves the problems that he has not completed by the requisite that is American should support him again in the presidential election. The fifth technique is projection technique with the total of 4,7% or 11 data. In his speech, Barack Obama uses a projection technique by says that Governor Romney just gives fake plans to the American people. The result of that sentence is the listener will be affected Gubernoy Romney is not a decent person to lead America. The sixth technique is identification techniques with the total of 3,9% or 9 data. Barack Obama uses identification technique to equate himself with people who love America. The Americans would assume that Barack Obama is the people who loves America countries such as the American people, so he will fight for make the best future of America. That would

make Americans sympathize and support him in the elections. The last technique is displacement with the total of 1,3 % or 3 data. Barack Obama uses displacement technique in his speeches to convincing the listeners that he was the figure of the president who more understand what the Americans need. So, the listener would tend to chose a president who can fulfill their desire.

The researcher compares the result from the third research problem in this research and Kusniati's research (2014). In her research, Kusniati only focuses on three persuasive techniques they are, rationalization, identification, and suggestion. The results shows that the suggestion technique is the technique that most often used in the campaign with the total of 42 data. Suggestion would be easy to follow if it is done by people who have the authority and high position in society. The second highest number is rationalization with the total of 7 data. And the third result is identification technique with the total of 2 data.

From the comparison above for the first research problem in this research, this research and Taufik's research have the same result that the directive is the dominant utterances used by the candidate who is running in the election. For the second research problem, the results of this study shows that the convincing function is the dominant persuasive function, whereas in Kusniati's research (2014) shows that the inviting function is the most dominant persuasive function. For the third research problem, this research and Taufik's research have the same result that the suggestion technique is the dominant technique used by someone who is running in the election

