CHAPTER V

CONCLUSION

After doing this analysis, the writer finds out that persuasive strategies are also important to politician when the politician deliver a speech. Here, the writer intends to find o persuasive strategies used by Barack Obama and also the speech function that relates with persuasive strategies in Obama's speech. The writer did this research to answer his curiously about the types of persuasive strategies that Obama used in his governor election campaign and influence from speech function in persuasive strategies. The writer uses theory from Beebe & Beebe (2012) and Holmes (1996).

The findings are seven out of twelve types of persuasive strategies that are used by Obama. They are using hope, use emotion-arousing word, using appeal for several emotion (pride), use appropriate fear appeal, using appeal for several emotion (courage), use specific evidence and use evidence to tell story. On the other hand, the writer is also referring between persuasive strategies and speech function. The findings it can be seen that there four of six speech functions. They are referential, expressive, directive, and phatic.

Furthermore, from the finding above, it shows that speech function is related with persuasive strategies in Obama's speeches. Also, it shows that the persuasive strategies that Obama used have functions. Then, the writer hopes with this study can contribute in language use or study especially in persuasive strategies.

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