

CHAPTER II

REVIEW OF THE RELATED LITERATURE

The second part of this research is review of related literature which consists of speech acts theory, techniques of persuasion, functions of persuasion, persuasion, campaign speech, and review of previous studies.

In this research, the researcher analyzed the kind of speech act contained in persuasive utterances used by Barack Obama in his political campaign speeches by Searle's theory. The kinds of speech act contained in persuasive are directives, representatives, expressives, commissives, declaratives. The researcher also discusses about the functions of persuasive utterances and the persuasive techniques by Keraf such as rationalization techniques, identification techniques, and suggestion techniques, conformity techniques, compensation techniques, displacement techniques and projection techniques.

2.1. Speech Acts Theory

According to Searle, to understand language someone must understand the speaker's intention. Since language is intentional behavior, it should be treated like a form of action. Thus Searle refers to statements as speech acts. The speech act is the basic unit of language used to express meaning, an utterance that expresses an intention. Normally, the speech act is a sentence, but it can be a word or phrase as long as it follows the rules necessary to accomplish the intention. When one speaks, one performs an act. Speech is not just used to designate something, it actually does

something. Speech act stresses the intent of the act as a whole. According to Searle, understanding the speaker's intention is essential to capture the meaning. Without the speaker's intention, it is impossible to understand the words as a speech act. Study of persuasion can not be separated from the speech act theory. Because by speech act theory, we can know and understand about the contents, the messages, and the purposes of speech in persuasive utterances.

The indicators of the speech act utterances are the speaker intends to make the listener to take action, the utterances are to inform or ask something, the speech act utterances can affect the physiology of the listener, so that the listener will do what is desired by the speaker.

Persuasive speech is a form of speech acts that are formed on the basis of a directive speech acts. As with any directive speech acts, persuasive speech also has a function for commanding, ordering, or asking the other person to take action. This kind of speech act have values of persuasive, because the context of the speech based on the intent and desire of speakers who aim to influence the listeners.

2.1.1. Kinds of Speech Acts

The researcher analyzed kinds of speech act contained in persuasive utterances used by Barack Obama in his political speeches used Searle theory (1969).

2.1.1.1. Representatives

Speech acts which bind the speaker to the truth of what he said.

For example : **"We gave** a lot of evidence, and not just a promise."

The sentence above has a function to claim that what they say is not just a promise, but the truth that will happen. The words are included in the representative are:

- a. Affirming : to state firmly or publicly that something is true or you support something strongly.

Example : *I can affirm that no one can lose their job.*

- b. Believing : To feel certain that something is true or somebody is telling you the truth.

Example : *I believe that I will success in examination.*

- c. Boasting : To talk with too much pride about something you can do.

Example : *I don't want to boast, but I really can speak four languages.*

- d. Claiming : To say something that is true although it has been proved and other people may not believe it.

Example : *I don't claim to be expert.*

- e. Complaining : To say that you are unhappy or not satisfied about somebody or something.

Example : *She never complains everything to her brother.*

- f. Concluding : To believe something as a result of what you have heard or seen.

Example : *He concludes from their remarks that they not favor of the plan.*

- g. Denying : To say that something is not true.

Example : *I deny that they want to discuss their problem.*

- h. Forecasting : To say that what do you think will happen in the future based on information that you have now.

Example : *The forecaster of the weather said that tommorow will be rain.*

- i. Informing : To tell somebody about something, especially in an official way.

Example : *The information academics can be saw in the office.*

- j. Reporting : To give people information about something that you have heard, seen, and done.

Example : *The committe will report it on research.*

- k. Stating : To formally write/say something, especially in a careful and ceremonial way.

Example : *Austin stated that speech acts divided into three aspects.*

2.1.1.2. Commissives

Speech acts which bind the speaker to promised or make a commitment.

For example :

Mr. Bob : *Oke fine. I will see you at 11.00 Monday morning for your schedule interview.*

Margareth : *Oke, thank you.*

The sentence above is a commissive sentence because the speaker is bounded to do what he said. Mr. Bob promised to meet with Margaret to do an interview on Monday at 11.00 am.

- a. Apologizing : To say that yu are sorry for doing something wrong or causing a problem.

Example : *I am sorry.*

- b. Blaming : To say that somebody/something is responsible for something bad.

Example : *I blame you for all of the disorder.*

- c. Congratulation : To tell somebody that you are pleased about their success.

Example : *I congratulate them for all of their achievement.*

- d. **Pardoning** : To ask somebody to repeat something because you did not hear it.

Example: *You are beautiful*

Pardon?

I said that you are beautiful.

- e. Praising : To express that you thanks to God are grateful for something.

Example : *Thank you / Alhamdulillah*

Thanking : To tell somebody that you are grateful for something.

Example : *Thank you, Mom.*

- f. Welcoming : To greet someone in friendly way when they arrived somewhere.

Example : *Welcome to our place.*

2.1.1.4. Declaratives

Speech acts that change the reality in accord with the proposition of the declaration.

Example : “*I declare you as a president of Indonesia.*”

The utterance above changes a man status. The status of the man changes from someone who does not have any rights to organize the Indonesia's government becomes a man who has rights to organize the Indonesia's government and has tasks to make Indonesia be better than before. The words included in declaratives are :

- a. **Appointing** : To choose somebody for a job/position for responsibility.

Example : *She has appointed a new partner.*

- b. Arresting : To stop a process or development or make somebody notice something and to pay attention to it.

Example : *They success to arrest the bussiness decline.*

- c. Dismissing : To decide that somebody or something is not important or not worth thinking or talking about.

Example : *They dismiss them in their mind.*

- d. Naming : To give name to somebody or something.

Example : *This is television.*

- e. Resigning : To accept something unpleasant that can not be change and avoid or to officially telling somebody that you are leaving your job.

Example : *I resign from your company.*

- f. Sentencing : To punishment given by a court of law.

Example : A lawyer sentences him because of his result.

2.1.1.5. Directives

Types of speech acts meant to make listeners take action in accordance with the desired by the communicator.

For example: “I would like to invite you all to do a new movement for Indonesia is more advanced.”

The words include in directives are :

- a. Advising : To tell somebody what you think you should do in particular situation.

Example : *He advise Mrs. Tina about the shipment.*

- b. Asking : To tell somebody that you would like them to do something.

Example : *My father says “ Open the window”!*

- c. Begging : To ask somebody for something especially in an anxious way because you want and need it very much.

Example : *Don't leave me. I beg of you.*

- d. Challenging : To request whether a statement or an action is right to accept.

Example : *They didn't like if many people challeging their problem.*

- e. Commanding : To tell somebody to do something.

Example : A government commanded to avoid a corruption.

- f. **Recommending** : To tell somebody that something is good or useful.

Example : A teacher recommended some books to all students.

- g. Requesting : The action of asking for something formally and politely.

Example : *Can you speak louder, please?*

h. Suggesting : To tell somebody about suitable person, thing, method for particular job or purpose or to put an idea in somebody's mind.

Example : *He suggests that his brother must be patient.*

NO	Kinds of Speech Acts	The Direction of Appropriateness	S = Speaker X= Situation
1	Representatives	Make words matching with world	S believes X
2	Expressives	Make words matching with world	S feels X
3	Commissives	Make the world matching with the words	S intends X
4	Directives	Make the world matching with the words	S wants X
5	Declaratives	Words change the world	S causes X

2.2. Techniques of Persuasion

As a method to persuade people, persuasion should apply some techniques in order to understand the meaning of persuasion. There are some persuasive techniques proposed by Keraf (1985) they are, rationalization, identification, suggestion, conformity, compensation, projection, and displacement.

2.2.1. Rationalization

Rationalization technique use evidence which can be accepted by common sense to pave the way for the wishes, attitudes, decisions or actions that have been determined to be justified by the listener (Keraf, 1985:124).

For example : “Ladies and gentlemen, if we want to be a brain of our country, became heart of our country, became the backbone of our country!! So we have to make sacrifices for a lot more than we have given. I want to tell you, that we participate in political competition. Not want to seize power. But making power as a tool for change great in the middle of our society ..”

Speaker explains with reason of religious sacrifice shape that rests on the rule of sincerity in Islam.

2.2.2. Identification

The speaker tried to “making himself equal” with the listener or audience. Match is based on the common efforts made so, that the speaker can really feel and fulfill the wishes of listeners (Keraf, 1985: 125).

For example : “And last night, preceding this event, I certainly understand, how we must respect the leaders, leaders of our nation, the leaders of our society, and that I initiated activities with a pilgrimage to the tomb of Seikh Hashim Asari, then to the tomb K.H. Abdurrahman Wahid.”

That sentence is a persuasive sentence that use the technique of conformity. In this sentence, the presidential candidate is trying to interpret himself that he is the most knowledgeable about Indonesia, which recognize Indonesia. This is evident from the word “Prabowo-Hatta, Paling Indonesia”. In that example, presidential candidate is trying to prove that he can do something like other people do.

2.2.5. Compensation

An act or the result of an effort to find a substitution thing which is unacceptable. This effort arises from the frustration of some previous situations. The candidates will utilize this situation to influence people that they can get or do the other thing in order to move from their frustration. Compensation is a process of finding alternative way in order to move away from unintended condition.

For example : ***“Garuda di dadaku, Lindungi dan Kembangkan pasar tradisional”***.

In this sentence stated that “*Garuda di dadaku, Lindungi dan Kembangkan pasar tradisional*”, can be interpreted if the president with an symbol of eagle elected as president so, the compensation to be obtained is the traditional market is still exists and growing. This is to attract society who still use traditional market to shop for their daily needs.

2.2.6. Displacement

A process of displacing an intention or something which faced an obstacle with other means. In short, displacement is attempted to take mind off an emotion and avert it to the new object. It is the continuation of the previous technique.

For example : ***“Gerindra Menang. Prabowo Presiden”***.

The sentence above indicates a displacement from Gerindra to be Prabowo. Gerindra is a party that carries Prabowo as a presidential candidate. If Gerindra win in the campaign, so Prabowo will be a president of Indonesia. This is shown in the phrase “Gerindra Menang. Prabowo Presiden”.

2.2.7. Projection

It is a technique to make subject become the object. If someone is asked to describe somebody whom he hates, he will try to describe a good thing for himself. A mistake that is done by somebody shifted the mistake to other people, and said that he has it. So, projection is a technique which presents the superiority and the weakness of the ability's candidates to show the differences with other.

For example : “**PRABOWO HATTA Indonesia Bangkit! “Pilih SATU untuk Indonesia Makmur”**”.

The sentence above “*Pilih SATU untuk Indonesia Makmur*” is a phrase that projecting a prosperity that will be achieved when choosing presidential candidate number 1. This is intended to give a good impression of presidential candidate who number 1. The sentence of PRABOWO-HATTA was a great name to be selected and can make Indonesia be better.

NO	PERSUASIVE TECHNIQUES	INDICATORS
1	Rationalization	a. The justification for a problem. b. Not an absolute truth. c. Justifying a mind of its own. d. Can control emotions. e. Involves ratios and mind.
2	Identification	a. Show identification. b. The mention of the name or identity of an object or person.
3	Suggestion	a. One thing that could persuade b. Provide a basis of trust. c. Give suggestions with words and tone of voice that is authoritative. d. Considered omniscient. e. Relying on the strength of an emotional.
4	Conformity	a. Make yourself the same or similar. b. There are efforts to adapt, adjust, or fit in. c. Impressed able to do or act like something intended or target.
5	Compensation	a. Contains an act or the result of an effort. b. To achieve a goal. c. Inviting to create better circumstances.
6	Displacement	a. Contains replacement purpose.

2.4. Persuasion

Communication can not be separated from the human life. No one can live without communicate. In communication science there is a persuasive. Persuasion is a verbal art that purposely convincing someone to obey what the speaker's said in this moment or in the present time. It means that the purpose of persuasion is the speaker tries to persuade the listener to act something with no violence and coercion. A persuader should make their object believe that they are trusted agent. So, people will decide a right decision by their consciousness. The persuasion can be used in political communication. For example, in every election, every candidates will conduct a campaign to announce their candidacy and ask support from others.

The primary key of the candidates to be elected in the general election is good communication. In a campaign, the candidates use persuasive utterances to influence the audiences, so they will give a support and select them as the country's leaders. If the candidates can communicate well, then the public will give good response. Likewise, if the candidates use bad communication, so the society will not be interested and tend to ignore the candidate.

The main purpose of communication is to convey information or a specific message. Similarly, persuasive communication used in the campaign. Persuasive communication is done so the message can be conveyed properly. Some factors that influence the success of persuasive communication are communicator, message, channel, and receiver.

Persuasive communication is successful if the audience can understand the meaning of each sentence said by communicators, so the purpose of the communication can be achieved. To discuss and parse the persuasive utterances the researcher uses speech act theory, because persuasive and speech acts have same characteristics. For example, directive speech acts has same principles with persuasive. Because both of them have function to influence and ask other people to do something.

2.5. Campaign Speech

Political campaign speech is a speech that effort intended to influence the decision making process of voters and political campaigns often refer to the campaign in the general election. The message of the campaign is the protrusion of the idea that the candidate or candidates want to share with voters. Most strategic campaigns or candidates dropping other candidates who prefer to keep a broader message in order to attract the most potential voters. A message that is too narrow to be able to isolate the candidate or candidates with the voters or by slowing down the detailed explanations program.

Political campaign is the process of conveying political messages that one of its functions provide political education for the community. Each political party has always tried to find the most effective ways to recruit the masses as much as possible. One way is through the mass recruiting political messages from the candidates.

2.6. Review of Previous Studies

To understand more about persuasive strategies, the researcher reviews the previous studies. The first previous studies was done by Fatmah Nur (2005). She analyzed persuasive communication used by a mother to made her children wanted to do islamic activities, such as prayer, reading holly quran, fasting and so on. The aim of this study is to look at how persuasive communication of mothers and children in shaping the behavior of the child prayer performed on consciousness. Her research used an approach of symbolic interaction and used qualitative method. The symbols used was persuasive symbols that has functions as appeal and persuasion. In her research, she did a few stages include pre-field stage that she selected who will be the object of research and dig up information on the object to be studied. The second stage is she did a few stages to obtained the data, include observations by considering the process of persuasive communication that occured between mother and child and paid attention the prayer activities done by children.

Besides observation, she also did an interview with a way asked some questions that have been prepared before. The last stage is the analysis data that she had got.

The results of her study is very useful for parents to apply prayer activities in their child's behavior. Because many children who do not implement a religious order because of lazy and busy with school assignments.

The second previous studies was done by Kani Sulam Taufik (2014). He described the result of the research studied of persuasive utterances used by the

Taufik's research could be concluded : (a) The patterns of persuasive utterances used in the campaigns are theoretically categorized into "directive speech act, imperative, commissives, expressives, and declaration. (b) Mostly the speakers were indirect strategies. (c) Both the persuasive utterances used in the campaigns mostly reflected the values of the Jember society: the culture of politeness, the reciprocally helping, the respect to the elders, and the obedience to the kiai or ulama (scholars) so that the speakers can be a good example for the society. These speakers behaviors and attitudes can provide a good example for the society. Taufik (2014) uses descriptive qualitative approach, he describes the persuasive utterances used by regent and vice

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explain the types of persuasive strategies in Obama's speeches (2009) such as using hope, use emotion arousing word, using appeal for several emotion (pride), use appropriate fear appeal for several emotion (courage), use specific evidence and use evidence to tell a story, and explain the language functions related to the persuasive strategies in Obama's speeches such as referential, expressives, directives, and phatic. He used qualitative approach. He used persuasive theory proposed by Bee&Bee (2012) and theory of language functions proposed by Holmes (1996). After conducted the research, he concluded that persuasive strategies was very needed in speech, especially in campaign speech. He also found the language functions related to persuasive strategies in Barack Obama's speeches.

According to the previous studies above, this research has almost the same interest about persuasive utterances but has different object. The researcher hopes that this research will make the reader will be more understand about persuasive strategies. In this analysis, the researcher focuses on describe the kinds of speech acts contained in persuasive utterances in Barack Obama's speeches, the functions of persuasive utterance and the persuasive techniques used by Barack Obama to influence his audiences. In this study, the researcher compares the frequency of persuasive techniques used by Barack Obama in the first period and the second period of candidacy for US president.

The researcher hopes that this research will make the readers more understand about persuasive utterances. The researcher hopes that listeners do not believe the invitation and promises delivered by the presidential candidates easily. Audience

