

**PERSUASIVE STRATEGIES IN JOKO WIDODO'S
POLITICAL SPEECHES**

THESIS

By

Hilda Yumnawati Nurrosyidah

12320027



ENGLISH LANGUAGE AND LETTERS DEPARTMENT

FACULTY OF HUMANITIES

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Presented to:

Maulana Malik Ibrahim State Islamic University of Malang
to fulfill the requirement for Sarjana Sastra (S.S)

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**MAULANA MALIK IBRAHIM STATE ISLAMIC UNIVERSITY
MALANG**

2016

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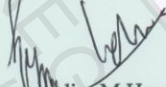
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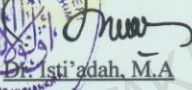

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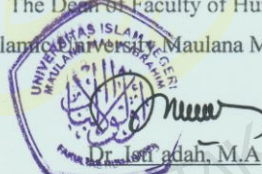
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Hereby, I certify that the thesis I wrote to fulfill the requirement for Sarjana Sastra (S.S) entitled *persuasive strategies in Joko Widodo's speeches* is truly my original work. It does not incorporate any materials previously written or published by another person, except those indicate quotations and bibliography. Due to the fact, I am the only person responsible for the thesis if there is any objection or claim from others.

Malang, 18st July 2016

Hilda Yumnawati Nurrosyidah

MOTTO

...Help you one another in Al-Birr and At-Taqwa (virtue, righteousness and piety); but do not help one another in sin and transgression...

(QS al-Maidah 5 2)



DEDICATION

This thesis is dedicated to:

My beloved parents (Nur Salim & Munirotus Rosyidah)

& my beloved brother

for their endless support and pray.



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Bismillahirrohmanirohim

I would like to express my best gratitude to our greatest Allah SWT for His mercies and blessing so that it made me able to complete this writing at the proper time entitled *persuasive strategies in Joko Widodo's speeches* as the requirement for my degree of Sarjana Sasrta and also for my Prophet Muhamad Saw For brought us from the darkness to the lightness.

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Finally, I realize that this paper is still far from being perfect, therefore any constructive critics and suggestions for the improvement of this writing are really appreciated. I hope this writing will be useful for all of us, especially the students of English Department.

Malang, June 2016
Author

Hilda Yumnawati Nurrosyidah

ABSTRACT

Nurrosyidah, Hilda Yumnawati. 2016. *Persuasive strategies in Joko Widodo's political speeches*. Thesis. English Language and Letters Department, Faculty of Humanities, Maulana Malik Ibrahim State Islamic University of Malang. Advisor: Dr. Rohmani Nur Indah, M.Pd.

Keywords : Persuasive strategies, Political speech.

This study investigates persuasive strategies in Joko Widodo's political speeches at Economic Cooperation 2014 and Economic Forum 2015. In this study, the researcher takes this topic because it needs more exploration. Furthermore, small number of people are conscious about the important of persuasive strategies in the speeches. This study is categorized as descriptive qualitative research because it describes and interprets all things happen in the process of research without any reduction. The data that are analyzed in this study are in the form phrases and sentences on persuasive strategies based on Joko Widodo's political speeches. The data source which in the form text is taken from the Joko Widodo speech APEC CEO Summit 2014 and Asia - Africa Conference 2015. In order to make the data manageable, the researcher listens and takes a note on the speeches. The data are analyzed by selecting the data that refers to the research problems of this study by classifying the data, categorizing the types of persuasive strategies, describing, discussing and interpreting the data. Aristotle's theory about persuasive strategies are used in the analysis. The findings of this study covering the formulated research question. It is found that Joko Widodo uses all types of persuasive strategies based on Aristotle's theory in his political speeches, those are; *ethos*, *pathos* and *logos* strategies. In addition, Joko Widodo uses *ethos* strategy in his political speeches by showing his reputation, knowledge and character to persuade the audience. He also uses *pathos* strategy in both of his political speeches by rising up the emotion of the audience and using figurative language, emotionally loaded language and *logos* strategy by giving factual data and statistic, giving an example, and using historical analogical to ensure the audience.

الملخص

نور رشيدة, هيلدا يومناواتي. 2016. استراتيجية الإقناع في الخطبة السياسية جوكو ويدودو. أطروحة. قسم اللغة الإنجليزية وآدابها، كلية علوم الآداب، جامعة الإسلامية الحكومية مولانا مالك إبراهيم مالانج. المستشار: الدكتور رحمان نور انداه الماجيستر

كلمات البحث: استراتيجية الإقناع، الخطاب السياسي، الخطبة السياسية.

هذه الدراسة بحثت عن استراتيجية الإقناع في الخطبة السياسية جوكو ويدودو في التعاون الاقتصادي عام 2014 وعام 2015. في هذا البحث، أخذ الباحث هذا الموضوع لأنه يحتاج إلى مزيد من الاستكشاف. و بالإضافة إلى ذلك أنه كان عدد قليل من الناس يدركون أهمية استراتيجيات الإقناع في الخطبة. و يصنف هذا البحث هو البحث النوعي الوصفي لأنه يفسر و يصور كل ما يدور في عملية البحث دون أي تخفيض. البيانات المحللة في هذا البحث هي في شكل من العبارات والجمل التي تحتوي على استراتيجية الإقناع التي تستند إلى الخطبة السياسية جوكو ويدودو. مصادر البيانات في شكل نص مأخوذ من كلام جوكو ويدودو في APEC Summit CEO 2014 و مؤتمر منطقة آسيا - أفريقيا 2015. لكي تصبح البيانات ممكنة للإدارة، استماع الباحث ويأخذ كتابة من الخطبة. و قد تحلل البيانات عن طريق تحديد البيانات المشار إلى مشكلة البحث من هذه الدراسة لتصنيف بجمع البيانات و تصنيف أنواع استراتيجيات الإقناع، الشرح، المناقشة و تفسير البيانات. نظرية أرسطو عن استراتيجية الإقناع مستخدمة في التحليل. وتشمل نتائج هذا البحث على الأسئلة البحثية المقررة. هذا ما يدرك أن جوكو ويدودو قد استخدم جميع أنواع استراتيجيات الإقناع المؤسسة إلى نظرية أرسطو في الخطبة السياسية، وهي: استراتيجية الروح، الرثاء و الشعارات. وعلاوة على ذلك، استخدام جوكو ويدودو استراتيجيات الروح في الخطبة السياسية بإظهار سمعته والمعرفة و شخصية لإقناع الجمهور. كما أنه يستخدم استراتيجية الرثاء على كلا من خطابتيه السياسية من خلال رفع العواطف الجمهور و يستخدم اللغة المجازية و اللغة العاطفية و استراتيجية الشعارات من خلال توفير البيانات الواقعية و الإحصاءات، و توفير العينات، واستخدام التاريخ القياسي لتؤكد الجمهور أن مقالته قادرة بالثقة.

ABSTRAK

Nurrosyidah, Hilda Yumnawati. 2016. *Strategi Persuasif dalam Pidato Politik Joko Widodo*. Tesis. Jurusan Bahasa Inggris dan Sastra, Fakultas Ilmu Budaya, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing: Dr. Rohmani Nur Indah, M.Pd.

Kata kunci: strategi persuasif, wacana politik, pidato politik.

Studi ini meneliti strategi persuasif dalam pidato politik Joko Widodo dalam Kerjasama Ekonomi 2014 dan Forum Ekonomi 2015. Dalam penelitian ini, peneliti mengambil topik ini karena membutuhkan lebih banyak eksplorasi. Selain itu, hanya beberapa orang yang sadar tentang pentingnya strategi persuasif dalam berpidato. Penelitian ini dikategorikan penelitian deskriptif kualitatif karena menggambarkan dan menafsirkan segala sesuatu terjadi dalam proses penelitian tanpa pengurangan apapun. Data yang dianalisis dalam penelitian ini adalah dalam bentuk frasa dan kalimat yang mengandung strategi persuasif berdasarkan pidato politik Joko Widodo. Sumber data berupa teks yang diambil dari pidato Joko Widodo di APEC CEO Summit 2014 dan Asia - Afrika Conference 2015. Untuk data yang dikelola, peneliti mendengarkan dan mengambil catatan dari pidato Joko Widodo. Data dianalisis dengan memilih data yang mengacu pada masalah penelitian studi ini dengan mengelompokkan data, mengelompokkan jenis strategi persuasif, menjelaskan, membahas dan menafsirkan data. Teori Aristoteles tentang strategi persuasif digunakan dalam analisis. Temuan penelitian ini meliputi pertanyaan penelitian yang dirumuskan. Hal ini ditemukan bahwa Joko Widodo menggunakan semua jenis strategi persuasif berdasarkan teori Aristoteles dalam pidato politiknya, yaitu; *etos*, *pathos* dan *logos* strategi. Selain itu, Joko Widodo menggunakan strategi *etos* dalam pidato politiknya dengan menunjukkan reputasinya, pengetahuan dan karakter untuk membujuk penonton. Dia juga menggunakan strategi *pathos* di kedua pidato politiknya dengan menaikkan emosi penonton dan menggunakan bahasa kiasan, bahasa emosional dan *logos* strategi dengan memberikan data faktual dan statistik, memberikan contoh, dan menggunakan sejarah analogis untuk memastikan penonton bahwa pernyataannya dapat dipercaya.

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CHAPTER I

INTRODUCTION

This chapter describes background of the study, problems of the study, objectives of the study, significance of the study, scope and limitation, definitions of the key terms, and research method. All of the sections are discussed as follows:

1.1 Background of Study

Politics is about persuasion, this issue has been suggested from centuries. Therefore, politics and persuasion cannot be separated, since the goal of political discourse can be stated to persuade others (Kennedy, 2007). As example of political discourse are the persuasive strategies in political speeches of leaders such as: Barack Obama, Nelson Mandela, Luther King and Joko Widodo. Considering that Joko Widodo is Indonesian president, the language he uses in his political speeches involves persuasive strategies. Johnson and Johnson (2000) believe that political discourse is concern in involving audience in the process of decision making, which is based on the valid information and logical message from the speaker. Moreover, political discourse is used to clarify the act that taken in solving the problem, such as social or political problem. Hence, in political discourse is commonly dominates by persuasive strategies.

Many theories and explanations about persuasion have existed from Greek which is included in rhetoric. In addition, rhetoric is one of the arts in using language as a means to persuade (Kennedy, 2007). Furthermore, in this study, the

researcher investigates persuasive strategies from the perspective of discourse analysis. Discourse is usually defined as ‘language beyond the sentence’ and the analysis of discourse is typically concerned with the study of language in text and conversation (Yule, 2006). Hence, this research investigates context of persuasive strategies in the political speeches.

This study uses Aristotle’s theory (350 B.C.E) in analyzing political speeches. Aristotle (350 B.C.E) proposed three models of persuasive strategies used by the speaker to influence the audience, they are: *ethos*, *pathos*, and *logos* (Cited in Perloff 2003). First, *ethos* is the appeal to the credibility of the speaker. Second, *pathos* depends on the emotion, the speaker’s ability to control the emotion and third is *logos* which depends on the speaker’s argument of fact given. However, this theory is commonly used by some studies. Thus, this theory is still acceptable and valid to be used in order to analyze persuasive strategies in political speeches.

The main objective of this study is thus to identify the persuasive strategies employed by Joko Widodo to influence his audience through his speeches. His speech is delivered in APEC (Asia-Pacific Economic Cooperation) in China during Economic Cooperation 2014 and in Economic forum 2015. The researcher chooses political speeches of Joko Widodo in both forums because of some reasons. First, as influential figure in Indonesia his political speeches are monitored by society. It was proven by the news published in Tempo.co, Jakarta entitled “English Speech of Joko Widodo could contravene asseveration” and News.liputan6.com entitled “Dissecting the porous of Joko Widodo’s English

speech at APEC summit”. Second, Joko Widodo used English in his speech. Therefore, Joko Widodo has to select, plan, control, and manage his utterances or sentences. Based on those reasons, the researcher takes this topic because it needs more exploration.

The studies on political speeches are covered by some researchers. They have analyzed persuasion. Abbas (2008) analyzes Barack Obama speech on presidential primaries. In his analysis, Abbas used Keraf’s theory and he found some persuasive technique that is used by Barack Obama. The different theory from this previous study gives deep understanding for this research about persuasive strategies. Meanwhile, Sari (2012) explores all the persuasive strategies used by prophet Muhamad in his religious sermon. In her analysis, she uses Aristotle’s theory. Faris (2016) also investigates persuasive strategies of the African leader, Nelson Mandela with reference to his address No Easy Walk to Freedom. He analyze based on Johnstone’s theory.

However, in this study the researcher focuses on political speeches of Joko Widodo based on Aristotle’s theory. It describes the *ethos*, *pathos* and *logos*. This study gives understanding on persuasive strategies in political speeches.

1.2 Research Question

Based on the problems of the study, the problems of this study are:

1. What kinds of persuasive strategies are used in Joko Widodo’s speeches?
2. How did Joko Widodo use persuasive strategies in his speeches?

1.3 Objectives of The Study

According to the problem above, the objectives of this study are:

1. To classify the kinds of persuasive strategies used by Joko Widodo in his speech.
2. To describe how Joko Widodo used persuasive strategies in his speech.

1.4 Significances of the Study

The research is expected to give valuable practical contributions to Discourse analysis area. Practically, the result of this research will become one of the sources in linguistics area which focused on persuasive strategies. This research may give valuable contribution for the English students who study persuasive strategies, in order to give more knowledge about many kinds of persuasive strategies. Furthermore, this study also intends to give important direction for the next researchers who are interested in this topic.

1.5 Scope and Limitation

This research focuses on discourse analysis area especially in terms of persuasive strategies of Joko Widodo's political speeches. The researcher analyzes the speeches by using Aristotle's theory, as the theory is relevant for answering the statement of the problems above.

The limitation of this study is the researcher only analyzes in terms of persuasive strategies in political speeches and she does not analyze its speech act. Besides that, the researcher takes the speeches of Joko Widodo in 2014 and 2015 and she realizes that the data is obtained indirectly. She only uses the recorded

video as the source. Therefore, the researcher does not have the access of the real context during the presentation of his political speeches.

1.6 Definition of the Key Terms

To avoid misunderstanding and misinterpretation of the key terms used in this research, the definitions of the terms are given below:

1. *Persuasive strategies* are the strategies to persuade the audience to change their belief, value or attitude so that the audience accept the purpose of the speaker. Keraf (2004) defines persuasion as an art of verbal communication with the intention to assure someone to do something appropriate with the speaker's purpose.
2. *Political discourse* is the formal exchange of reasoned views as to which of several alternative courses of action should be taken to solve a societal problem (Johnson & Johnson, 2000).
3. *Political Speech* is a standard speech used by a politician running for office (Encyclopedia).

1.7 Research Method

There are several points explained in this part. They are about research design, data source, research instrument, procedure of data collection, and data analysis.

1.7.1 Research Design

This research uses qualitative approach because it is designed to get understanding on persuasive strategies and to obtain information of data by understanding and analyzing the data based on the Aristotle's theory in Joko Widodo's speeches. This research analyze the text or the written form in their natural setting of the video without any treatment as how, typically quantitative research.

This study is categorized as descriptive qualitative research because it describes and interprets all things happen in the process of research without any reduction. In this research, the kinds of persuasive strategies and how Joko Widodo's used persuasive strategies is explained descriptively by Discourse analysis. It shows that rhetorical is one of the major area of discourse analysis.

1.7.2 Data Source

The data which is used in analyzing this study are in the form phrases, clauses and sentences on persuasive strategies based on Joko Widodo's political speeches. The data source which in the form text is taken from the Joko Widodo speech APEC CEO Summit 2014 and Asia - Africa conference 2015. These videos are chosen as the current video available online of Joko Widodo as an influential figure in Indonesia.

Those videos are downloaded from the official website

https://www.youtube.com/watch?v=sgozXcI_fc0 and

<https://www.youtube.com/watch?v=87A0Vy-0AZk>. The researcher takes these two speeches

1.7.3 Research Instrument

This research places the researcher as the main instrument. It is because the researcher finds the data, analyzes the data and tries to find out the answer of the problem. Therefore, the researcher is the one who is responsible in downloading, collecting, observing, gathering the data analyzing and concluding the result. In order to answer the problem there are mediated uses by the researcher. Creswell (1994) says that data are mediated through this human instrument rather than through interview, questionnaires, machines etc.

1.7.4 Data Collection

In order to analyze persuasive strategies in political speeches, there are several steps done. The first step is listening to the videos and taking notes on the speeches. Second, the researcher compares between the video and the written speeches. Third, the researcher selects the data which contained sentences of persuasive strategies. The next step, the researcher gives mark on the data that contains persuasive strategies. Finally, the researcher makes sure the chosen data are not repeated.

1.7.5 Data Analysis

After getting the data, the researcher analyzes the data as the following: firstly, the researcher categorizes the kinds of persuasive strategies and also how Joko Widodo used persuasive strategies in his speech. Secondly, the researcher explains and describes each utterances phrases or sentences containing persuasive strategies. Thirdly, explain and describe how Joko Widodo uses persuasive strategies in his speech. The next step, discussing the kinds of persuasive

strategies and how Joko Widodo used persuasive strategies in his speeches. The last, conclusion as the result of both analyses.



CHAPTER II

REVIEW OF RELATED LITERATURE

In this chapter, the researcher explains some theories which are relevant with the study. Those are: discourse analysis, persuasion, components of persuasion, mode of persuasion, persuasive strategies and previous studies.

3.1 Discourse Analysis

Discourse analysis which focuses on language use in culture or political context as a place where the discourse occurs. Discourse here means the full text, oral or written, delivered at a specific time and place or delivered at several instances” (Kinneavy, 2014). It analyzes language use in the spoken, written form and symbol. Yule (2006) stated that Discourse is usually defined as ‘language beyond the sentence’ and the analysis of discourse is typically concerned with the study of language in text and conversation. It concerns with the people in order to arrange the utterance in the process of communication.

Discourse has important role in the communication. In the meantime, it is not only focus on the language use and the meaning, but also deeply involves in the basics of communication such as what, who, or when the language is used. Brown and Yule (1983:1) argued that discourse analysis is committed to an investigation of what and how that language is used for. Other definition is proposed by McCarthy (1991) discourse analysis concerns both in spoken and written data, either exist in mass media or other source. For example; when there are two announcements, first “please use the dining room for eating, not in the

kitchen” and another one “dining room for eating only”. In the analysis, if you regard each sign independently, they seem quite reasonable. But taking them together as a single discourse makes you go back and revise your interpretation of the first sentence after you have read the second. From the example above, it is typically included in the referential discourse.

Kinneavy (2014) notes four specific types of discourse that correspond to his communication triangle, those are: expressive discourse, referential discourse, literary discourse and persuasive discourse. First, expressive discourse occurs when the speaker presents his emotions, individuality, or aspirations and dominated by the speaker. Second, referential discourse is a type of discourse in which the use of language stresses the ability of language to designate or reproduce reality, in a manner of speaking. Third, literary discourse focused on the final product and language calls attention itself and fourth persuasive (or rhetorical) discourse focuses on eliciting a specific reaction from the decoder and which is dominated by the request for a reaction. From the explanation above, it concludes that discourse analysis is all that concerned in the language use for communication, it can be text or context.

3.2 Political Discourse

The term of political discourse concerns with the language use in the context of politic through deliberations, parliamentary, debates, party programs, and speeches by politicians. The context of politics can be in written form or conversation. Politicians in this sense are the group of people who are being paid

for their (political) activities, and who are being elected or appointed (or self-designated) as the central players in the politic.

Some expert proposed various definitions about political discourse. According to Chilton and Schaffer (1997) the term political discourse can be defined in terms of certain issues, such as power, conflict or control and domination which are considered to be basic components of political discourse (cited in Faris 2016). In addition, Miller (1991) defines politics as “a process whereby a group of people, whose opinions or interests are initially divergent, reach collective decisions which are generally accepted as binding on the group and enforced as common policy” (cited in Demirdögen 2010). Thus, the political process typically involves elements of persuasion in order to reach a final decision.

In conclusion, political discourse is the term which concerns in the language use in political context. It can be written or conversation context, such as: speeches, advertisement, and debates with other politician.

3.3 Persuasion

Persuasion is an important role in the communication to persuade someone. Most of people do persuasive strategies in their daily life because persuasive can influence others by modifying their beliefs, values, or attitudes. Simons (1976) posited that persuasion is typically defined as “human communication that is designed to influence others by modifying their beliefs, values, or attitudes” (cited in Mohan, 2013).

For example:

“So now we know what some of the causes are for global warming, how can we as individuals do our part to help save the planet? The answer is simpler than you may think. You don’t have to go miles away from home to protest, or spend masses of money. If you try to follow the few simple steps that I shall now give you, you will have started to help us all”. (literarydevices.net).

From the statement above, persuasion has occurred. In this case, the speaker tries to persuade the audience to save the planet with few easy steps.

There are definitions of persuasion. Hogan (1994) argued that persuasion is to provide induction of belief and values into someone self by means of influence their thought and measure through positive strategy (cited in Abbas, 2008). While according to Muholland (1994) “Persuasion is a factor of ordinary everyday life, and it is what can make people feel more or less comfortable, improve or weaken cooperation between colleagues and friends, and maintain relations with family and the community”. Another is proposed by Keraf (2004) who defines persuasion as an art of verbal with the intention to assure someone to do something appropriate with the speaker’s purpose for the present time. It means that the purpose of the speaker is to give the effect for the hearer or for doing something. Therefore, in persuasion the speaker needs the efforts for stimulating the addressee in taking decision. (Keraf, 2004; cited in Fadhilah, 2010).

In conclusion, persuasion is the act of persuading the audience to change their belief, value or attitude so that the audience will accept or reject the purpose of the speaker. In general, persuasion refers to the use of language by one of people to other people to accept their point of view.

3.3.1 Component of Persuasion

In the speech community there are five important elements that can influence communication as Lasswell (1948, cited in Kahina & Sabrina, 2014) said that a convenient way to describe an act of communication is to answer the following questions: “Who Says What in Which Channel to Whom with What Effect”. Means that “who” is the communicator or speaker, “says what” is the message of the communicator/speaker, “channel” is the media which is used by the speaker, “to whom” means that the hearer of communication and “the effect” is the response of the hearer after getting the message. However, in the persuading there are some components that make the persuasion can be success: one acting upon the other, to give some intention, audience that to persuade, media, message and situation. According to Onong (1986) state that there are five components of persuasive strategies:

1. Communicator

What is meant by communicator is someone who gives some information to others. According to Lasswell (1948, cited in Kahina & Sabrina, 2014) communicator is as source, transmitter or sender of the message. In this context, the speaker should have credibility, have important role in the society, and s/he has a good in the communication. Since the speaker can influence the hearer, it will be believable.

2. Message

Message is the material that will be delivered to other people. The material of message is the main entity in the communication such as: information, ideas, and opinion (Onong, 1986:106).

3. Communicant

Communicant or hearer is also an important thing in the communication, without hearer communication will not be successful. Communicant is someone or people who can receive messages in both small and large groups, which are homogeneous and heterogeneous (Onong, 1986:106). Communicant is the target of persuasion who is influenced by the speaker.

4. Media

Media is the tools for conveying the message to communicant/hearer. Based on Lasswel (1948, cited in Kahina & Sabrina, 2014) media is what carries the message, in simple terms, messages can be sent in media corresponding to your five senses. The media that can be used in the communication can be: printed media and others.

5. Situation

The last element in the communication is situation. Situation is the condition through psychological, social, physical and temporal of situation (Onong, 1986:106).

Therefore, knowing the components of persuasion is a must, because it relates to what should exist in persuasive communication.

3.3.2 Mode of Persuasion

Every communication has a mode (Nashor, 2011), it also occurs in the persuasion strategies. Mode is a main frame of information system which is collected to study the system (Gordon, 1978). It means that mode is organized from various elements in the process of communication.

There are many kinds of persuasion mode; mode of persuasion by Aristotle, Mc.Guire, and Hovland.

1. Mode of persuasion by Aristotle (350 B.C.E)

Aristotle in Schneider & Donagby (1975) suggested there are three elements of persuasive communication, they are: speaker, message and receiver. In this case, it is explained that there must be three elements in the process of communication. The speaker is someone who gives the information or persuades the target to change their belief and value, while the message is information, idea or suggestion brought by the speaker and receiver which is the target of the speaker.

2. Mode of persuasion by Mc.Guire (1985)

Mc.Guire in Tan (1981) proposed mode of persuasion with four components of communication, those are: source, message, channel, and receiver. Source is people who bring information can be human, institution, and documenter. Message is the material which is brought by the communicator. While, channel is the media which is used by the communicator and the receiver is people who

accept the message. From Mc.Guire mode, it can be deduced that the process of communication occurs because of interaction which is influenced what was inside.

3. Mode of persuasion by Hovland (1996)

Hovland in Schneider & Donagby (1975) proposed mode of persuasion which is not too different from Mc.Guire's. Hovland only used different term and added one point to their idea, those are: speaker, message, media, situation, receiver and alteration of their attitudes and behavior.

In the process of communication, the speaker is as the presenter of materials; material is in the form of messages is conveyed by the media and used by the speakers to limit the media and situations to the receiver. While, the receiver understands the message by listening or viewing the information and it will give effect to the receiver by changing their thinking or their perception and also accept the opinion of the speaker.

From the explanation above, we can take conclusion that mode of persuasion is an important aspect in communication and there are many modes from the experts in different way of the strategies such as: Aristotle (382-322 B.C) and Mc Guire (1985) who have different perspective of persuasion.

3.3.3 The Strategies of Persuasion

As explained above, persuasion is an important aspect in the communication. Persuasion is not only has a mode but also strategies. According to Aristotle, there are three pillars of persuasive strategies those are: *ethos*, *pathos* and *logos*. *Ethos* is the appeal to the speaker's or writer's character or reputation.

While, *pathos* depends on the speaker's ability to control the emotion and *logos* which depends on the speaker argument of fact given.

1 *Ethos* (The speaker's or writer's character or reputation)

Ethos is the first Aristotle's theory. Aristotle (350 B.C.E) maintained that *ethos* is the nature of the communicator (Cited in Perloff, 2003). A good speaker must have a good image in front of the hearer such as in their physical and the nature. It refers to the reputation of the speaker wished in present. For example: "My three decades of experience in public service, my tireless commitment to the people of this community, and my willingness to reach across the aisle and cooperate with the opposition, make me the ideal candidate for your mayor." (yourdictionary.com). In this case, the words "My three decades of experience" show that the speaker has reputation in public service and it makes his utterances believable.

Foss (1996) states that *Ethos* has been defined as the trustworthiness and character of the speaker. It deals with "the effect or appeal of the speaker's character" (cited in Mohan 2013). In this case, the speaker's speech becomes believable by confessing his beliefs, value and also show his personality. Hence, there are many factors of *ethos* that influence the speaker in his speeches. It can be their personality, characters or reputation.

According to Murthy (2014) there are two factors of *Ethos*, they are: indigenous factor and adventitious factor. Indigenous factor is qualities of the speaker which includes speaking, writing skills, and Physical appearance of the

speaker which is naturally. While, adventitious factor includes those elements which is develop by the effort such as: education, knowledge and wisdom, character, expertise, virtue, righteousness, temperance, prudence, nobility, and courage. Both of those factors are influential in establishing the credibility of the speaker.

2 *Pathos* (the speaker's ability to control the emotion)

Pathos is persuasion appealing by sentiment, "*pathos* concerns appeals designed to generate emotions in the audience" (Foss, 1996; cited in Mohan, 2013). Aristotle used *pathos* which includes persuasive strategies because human is not suspended by machine but depends more on their emotional or feeling. In this case, the speaker should know and control the emotional condition of audience. *Pathos* means appealing to the audience by arousing their emotions. With the help of *pathos* the speaker can get connected emotionally with his audience.

Aristotle saw *pathos* as the emotional state of the audience, their relationship with both the issue and the speaker. Keraf (2004) added that this aspect does not only focus on rising up emotion, but also on falling down the emotion. Therefore, before the speakers present their speech, they should prepare the text of persuasion that is suitable with the intended purpose. For example: "You will never be satisfied in life if you don't seize this opportunity. Do you want to live the rest of your years yearning to know what would have happened if you just jumped when you had the chance?" (yourdictionary.com). In this statement, the

speaker try to ensure the audience by arousing their emotion with emphasize the utter “will never be satisfied in life”.

3 *Logos* (the speaker argument of fact given)

In order to be effectively persuasive, communication needs to be rooted, at least in part of logic and rationality called *logos* in Aristotle theory. *Logos* is argument from the speaker to persuade the audience. The information will depend on the audience how they will process the information that is given by the speaker. In this case, the speaker should know the condition of information process accepted by audience.

According to Aristotle in Charteris-Black (2005), *logos* is the proofs to support the argument. Most people will believe when the speaker gives proof and logical reason, it should use logical reason to make sure the audience with the information that delivered by speaker. For keeping the logical reason the speaker needs some subtle way such as giving an example (showing some picture, data and other), use a specific number to make sure the audience (Murthy, 2014). While According to Sweeney (n.d) the way to appeal to logic or reason are: theoretical or abstract language, denotative meanings/reasons, literal and historical analogies, definitions, factual data and statistics, quotations, citations from experts and authorities and informed opinions.

For example:

Traffic gridlock in Delhi and other Indian cities is extreme. The average speed of the vehicle inside many cities is less than 20 km per hour. At such

speed vehicles emit air pollutants 4 to 8 times more than the emission at less traffic. It can make increasing air pollution in Delhi (Murthy, 2014).

In this sample, it is noted that the speaker uses specific number and it shows the logical reason to convince the audience with this logical information. Therefore, *Logos* is a tool used to convince the audience to realize the truth and even the audience can use the same tool to understand the hidden truth in the words of speaker (Murthy, 2014).

Thus, in the communication the speakers need to know the strategies of communication as proposed by Aristotle. They should have the credibility, could control and know the emotional of the audience and have a logic reason to persuade the audience.

2.4 Previous Study

There are some researchers who have investigated the topic of persuasive strategies. One of them is Abbas (2008) who analyzed persuasive techniques used by Barack Obama on his presidential primaries speech. In his analysis, Abbas used Keraf's theory and he found some persuasive technique that is used by Barack Obama. Those are suggestion (hypothesis), rationalization, identification and conformities. The different theory from this previous study will give deep understanding for the present research about persuasive strategies.

Other researcher is Sari (2012) who used Aristotle's theory for analyzing persuasive strategies by prophet Muhammad in his religious sermon and she found all persuasive strategies used in Prophet Muhammad's sermon as proposed by Aristotle. They are: *ethos*, *pathos* and *logos*. The Prophet Muhamad used *ethos*

strategy through the language by using pronoun to regard the audience as a part of him, stating name of God to show the consistency, showing comprehensive knowledge by describing point. To control the emotional audience as *pathos* strategy, he created feeling of audience by uttering word giving sense of extreme badness and other. Then for *logos* strategies, Prophet Muhamad emphasized it through the language. The present study attempts to give broader elements used by Aristotle in the political speech.

Faris (2016) investigates persuasive strategies of the African leader, Nelson Mandela with reference to his address No Easy Walk to Freedom using Johnstone's theory. He found some persuasive strategies that is used by Mandela in his speech, the findings demonstrate the use of three persuasive strategies quasilogical, presentational and analogical. Quasilogical argumentation, which is based on rationality, was made through syllogism, enthymeme and causation. To create involvement, Mandela manipulated presentational persuasion via rhetorical deixes, metaphors, repetition and alliteration. Attempting to elevate the spiritual values of his addressees in regard to the cause of liberation and freedom, Mandela employed analogical persuasion by making a reference to the Bible. Of these three strategies, quasilogical and presentational strategies were the most manipulated by Mandela in the given speech to move his audience. Logic and rationality was used to motivate his audience to receive his claims about white supremacy, and emotions mainly grief and rage were evoked to energize the course of anti-white supremacy non-violent orchestrated struggle.

Hence, from the explanation of those previous studies, the researcher could make sure that this study is different. This study analyzes persuasion in different context; economic forum. In addition, the data used are some political speeches that is used by Joko Widodo.



CHAPTER III

FINDINGS AND DISCUSSION

The researcher presents two parts in this chapter. Those are finding and discussion. In finding, the researcher presents the data analysis and its interpretation based on the Aristotle's theory. Then in the discussion, the researcher provides the explanation based on the analysis result which covered the answer of the problem statement.

3.1 Findings

The researcher uses two political speeches to be analyzed. The first speech is Economic Cooperation 2014 and the second is speech Economic Forum 2015. Furthermore, in both of political speeches the researcher found many data containing persuasive strategies, the researcher found 29 data are reduced into 22 data because similarities of the types, context and function.

The researcher, classified the data analysis based on the Aristotle theory of persuasion, they are: *ethos* which contains 6 data, *pathos* which contains 8 data and *logos* which contains 8 data. Those data is in the form of sentences and phrases produced by Joko Widodo while delivering speech. In analyzing the data, the researcher explains the datum first, and the next are the context and analysis.

Datum 1

Today, I am happy, I am very happy, to be among with you, because you know I was a businessman years ago.

Statement above is the first paragraph of Joko Widodo's speech at Economic Cooperation 2014 in China. As general speech, in his introduction, he shows his regard for the audience; who are the investors from other countries by saying "*I am happy, I am very happy to be among with you*". In this occasion, he remarks on high level event on investment in Indonesia. He also explains about his experiences as a businessman years ago that will make the speech more interesting. In this event, Joko Widodo involves with audience members by using eye contact. It is important aspect of communicating with an audience, providing important social and emotional information.

Joko Widodo uses *ethos* strategy in the sentence "*you know I was a businessman years ago.*" It can be identified through this sentences which emphasized the word "*businessman years ago*". In this case, Joko Widodo shows his reputation that he had comprehensive knowledge about business. He also shows his good image through his performance, restrained and confidence. Therefore, this strategy would help him to make sure or to persuade the audience for talking about investment with him. In addition, the purpose of this strategy is to convince the audience to accept anything that he said.

Datum 2

The picture shows you our map of Indonesia.

The sentence above is a part of Joko Widodo's speech at Economic Cooperation 2014. In this condition, more than 20 countries were following the economic cooperation in China. Therefore, Joko Widodo explains about Indonesia

Islands by using map as a tool for describing to the investor. In this occasion, he also performs the speech by using formal language that is easy to understand for the audience. He also uses eye contact with the audience as the involvement of audience member. It is important aspect of communicating with an audience, providing important social and emotional information.

In this sentence, *“The picture shows you our map of Indonesia.”* Joko Widodo uses *logos* strategy for persuading the audience. It can be classified as *logos* strategy from the word *“The picture”*. In this case, Joko Widodo tries to provide sufficient evidence from empirical sources and sound reasoning to make the audience know and understand the condition of Indonesia.

This way is very useful for Joko Widodo and can be extremely effective for persuading people to believe something. Therefore, this strategy would help to persuade the audience in his presentation.

Datum 3

We have a population of 240 million and the distance is like from London in UK to Istanbul in Turkey.

This sentence is a part of Joko Widodo’s speech at Economic Cooperation 2014 in China. The genre of this part is information, Joko Widodo declares about the population and the large of Indonesia’s Island by using oral language and showing Indonesia map. In this occasion, Joko Widodo show his body movement by seeing the map in his presentation and beginning in a neutral position with hands at his sides, this will support and amplify what he say.

The persuasive strategy done by Joko Widodo in this speech is *pathos* strategy. This can be categorized as persuasion from the word “*the distance is like from London in UK to Istanbul in Turkey*” which includes figurative language.

In this case, the way Joko Widodo controls the audience and gets the attention of the audience by using the word of figurative language. By using the figurative language, he makes sure the investor that Indonesia is the country which has the largest number of islands. He wants the audience to pay attention to this point. In addition, figurative language is often links to an aspect of our primary message which draw the emotional response of the audience.

Datum 4

Our national budget for 2015 is \$167 billion and for fuel subsidy is \$27 billion, it's huge.

From the statement above, Joko Widodo uses some medias to declare that in 2015 Indonesia's economy will increase and the government will organize some activities. One of them is they will change the subsidy system from consumptive become productive. In this situation, Joko Widodo uses eye contact to involve with the audience member. It is important aspect of communicating with an audience, providing important social and emotional information.

In this sentence “*Our national budget for 2015 is \$167 billion and for fuel subsidy is \$27 billion. It's huge.*” It clearly shows that Joko Widodo uses *logos* strategy. It is categorized in the *logos* strategy because he uses the factual data to persuade the audience which is supported by the use of specific number. He also tries to show and persuade the audience by emphasizing the word “*its huge*”.

This strategy is very useful for Joko Widodo in attempt to persuade or ensure the audience to believe something. Therefore, Joko Widodo uses this strategy to ensure the audience that Indonesia's national budget will increase.

Datum 5

So we want to channel our fuel subsidy from consumption to productive activities.

The sentence above is a part of speech by Joko Widodo in China 2014. In this case, Joko Widodo persuades the audience by stating "*we want to channel*". He also explains that he will change Indonesia subsidy from consumptive to productive. In this situation, Joko Widodo uses movement and gestures to be effective in his presentation. He uses hand movements; this will support and amplify what he say.

"*So we want to channel our fuel subsidy from consumption to productive activities*" this sentence uttered by Joko Widodo which is classified as *pathos* strategy. In this case, Joko Widodo uses clearly description to ensure the audience about fuel subsidy.

Through this sentence, Joko Widodo draws the audience interest by offering emotionally charged reasoning and it is used to elicit a specific emotional response of audience. Thus, Joko Widodo uses this strategy to persuade the audience that Indonesia makes progress in the fuel subsidy.

Datum 6

And this is your opportunity.

This phrase is a part of speech Joko Widodo at Economic Cooperation 2014 in Jakarta. In this statement Joko Widodo offers the audience about investment in Indonesia. He supports the statement by giving other explanation. In his presentation, he also uses a formal language to make the audience understand about the topic. In this occasion, Joko Widodo uses movement and gestures to be effective in his presentation. He uses hand movements; this will support and amplify what he say.

The phrase “*And this is your opportunity.*” Uttered by Joko Widodo can be classified as *pathos* strategy. In this case, he emphasizes the phrase “*And this is your opportunity*” and he also utters with emotional tone. He tries to be more serious to touch the audience by arousing the audience emotion.

This strategy would help Joko Widodo to convince the audience that his statement is very important for the audience. Thus, Joko Widodo uses this phrase to elicit a specific emotional response of audience and to make the audience should not much think about investing in Indonesia and immediately tried it.

Datum 7

This is the potential ports in Indonesia.

The statement above is a part of Joko Widodo’s speech in the Economic Cooperation 2014 in China. This phrase is including information which is delivered by Joko Widodo. In this occasion, Joko Widodo uses formal language and shows some pictures to make the audience understand about the part of potential port in Indonesia. He also makes eye contact with the audience once then

see the map at power point and uses body language; hands movement that will support and amplify what he say.

The sentence “*This is the potential ports in Indonesia.*” can be categorized as a *pathos* strategy. At that time, he emphasizes the word “*potential port in Indonesia*” to touch the emotions of the audience. He also makes sure the audience that Indonesia has potential port.

This strategy would help him to persuade the audience and also touch a nerve and compel people to not only listen, but also to take the next step and act. Therefore, Joko Widodo uses this strategy to draw emotional response of the audience.

Datum 8

For example, the price of the cement, one sack cement, in Java Island is \$6 per sack cement. But in Papua Island the price is \$150 per sack cement.

From the statement above, Joko Widodo gives information between the different price of cement in Java and Papua islands. In this situation, Joko Widodo shows transparent information for the audience. By his familiar connection, he also informs statistical data to the audience.

In this sentence “*For example, the price of the cement, one sack cement, in Java Island is \$6 per sack cement. But in Papua Island the price is \$150 per sack cement.*” which delivered by Joko Widodo can be classified as *logos* strategy. In this sentence, he neither uses argument or fact to persuade the audience but he uses an example. In addition, he uses an example of real phenomena regularly happen in Indonesia to help him in his presentation.

This way is very useful and can be extremely effective for persuading people to believe something. Therefore, Joko Widodo uses this strategy to persuade the audience that Indonesia has potential in investment.

Datum 9

Imagine, 25 times. So we hope with our sea toll the price in our islands is the same.

The statement above is Joko Widodo's speech at Economic Cooperation 2014. In this opportunity, he tries to develop sea toll in Indonesia Island. By his confident, he hopes that it will occur. In this situation, Joko Widodo uses body language; hands movement that will support and amplify statement what he say.

From the statement "*Imagine, 25 times. So we hope with our sea toll the price in our islands is the same*" Joko Widodo uses *pathos* strategy to persuade the audience. It can be identified from the words "*Imagine, 25 times*". Through this word, he tries to be more serious by arousing the audience emotion.

This strategy is very useful for him to draw the audience emotion. This strategy also touches a nerve and compels people to not only listen, but also to take the next step and act. Therefore, Joko Widodo uses these words to elicit a specific emotional response of audience that about investing in Indonesia and immediately tries it.

Datum 10

Many investors, a lot of investors, when they come to me, most of them they always complain about land acquisition.

Joko Widodo tells his experiences about the investor who were complaining to him. In this occasion, he emphasizes the words "*many, a lot*" to make them

believe. He also makes movement and gesture as the nonverbal communication with the audience.

This sentence “*Many investors, a lot of investors, when they come to me, most of them they always complain about land acquisition*” which is uttered by Joko Widodo can be classified as *logos* strategy. It can be identified through the words “*many, a lot of, they, most of them*” which is included as quantifier. It indicates that Joko Widodo uses quantifier to convince the audience about the statement.

This type of strategy is very useful and can be extremely effective for persuading people to believe something. Therefore, Joko Widodo uses this strategy to persuade the investor about land acquisition.

Datum 11

I will push my ministers, my governors, my mayors, to help clearly this problem.

In this occasion, Joko Widodo makes sure and more serious with his statement. From his statement, he will give more attention to his ministries and solve the problem that happened in Indonesia. The act of Joko Widodo in this statement is very explicit for his government. He also uses body language; hands movement that will support and amplify the statement what he say.

The sentence “*I will push my ministers, my governors, my mayors, to help clearly this problem*” is including *ethos* strategy which is delivered by Joko Widodo. Through this sentence he shows his credibility by showing his

personality as a president Indonesia. In this case, he shows that he can fix the problem that happens in Indonesia.

This way is to demonstrate Joko Widodo's reliability, credibility, and moral philosophy to persuade audience. Therefore, Joko Widodo uses this strategy to show that he has credibility in this speech.

Datum 12

I have experience with land acquisition when I was a governor.

With his style, Joko Widodo shows transparent story with the audience. Calmly, he tells his experiences about land acquisition when he was a governor. In this case, he wants to get closer with the audience and makes the situation less serious. In this situation he not only focus with the audience, occasionally he makes movement and see the data in his power point.

Joko Widodo uses *ethos* strategy in the sentence "*I have experience with land acquisition when I was a governor*". This sentence is classified as *ethos* strategy because the sentence "*when I was a governor*" shows Joko Widodo reputation when he was governor.

By doing this, Joko Widodo tries to demonstrate his reliability, credibility, and moral philosophy to audience. Therefore, in this case, Joko Widodo tells his experience to make the audience believe in his speech.

Datum 13

We have national one-stop service office that can help you, that will serve you, that will facilitate you, that will give you your business permit.

In this part of speech, Joko Widodo offers some services to the audience. He delivers this statement in calm yet serious manner. He makes promise to the audience that the government will serve, facilitate, and give business permit. Through this statement, it shows that Indonesia will be more open the investors.

Based on the analysis process, the sentence that is delivered by Joko Widodo is classified as *logos* strategy. It can be identified from the sentence “*that will serve you, that will facilitate you, that will give you your business permit*”. Through this sentence, Joko Widodo uses the words that refer to intangible qualities, ideas, and concepts. These words indicate to something that we can't see, touch or have no physical referents.

This strategy is very useful and can be extremely effective for persuading people to believe something. Thus, Joko Widodo uses this strategy to make sure the audience about services in Indonesia.

Datum 14

We are waiting for you to come to Indonesia, We are waiting for you to invest in Indonesia.

This sentence is the end of Economic Cooperation speech delivered by Joko Widodo before he closes his speech. In the end of his speech, he is very enthusiasm. He uses formal language but in more calm manner. The goal of this speech is to persuade the audience to invest in Indonesia.

The sentence *“We are waiting for you to come to Indonesia. We are waiting for you to invest in Indonesia”* can be classified as *pathos* strategy. Through this sentence, it can be identified that Joko Widodo uses the word *“waiting for you”* to rise up the emotion of the audience and to make the audience should not much think about investing in Indonesia and immediately tries it.

This way is very effectively to persuade the audience because in this condition Joko Widodo tries to touch a nerve and compel people to not only listen, but also to take the next step and act. Therefore, Joko Widodo uses this strategy by rising up the emotion of the audience.

Datum 15

Why do I believe Indonesia has to change? Because my people tell me that our country has to change every week and every month. I go into villages I go into the cities and my people ask me: “Mr. Jokowi please change our country”.

The statement above is a part of Joko Widodo’s speech in the economic Forum East Asia 2015 in Jakarta. This forum was held in Jakarta and was attended by representatives from many cities in East Asia. The topic of his speech is including about Indonesia, and investment in Indonesia. In this situation, Joko Widodo not only focus in the text of speech but he makes eye contact to involve with audience member. It is important aspect of communicating with the audience, providing important social and emotional information.

In this sentence *“Why do I believe Indonesia has to change? Because my people tell me that our country has to change every week and every month. I go into villages I go into the cities and my people ask me: “Mr. Jokowi please change our country”*, Joko Widodo uses *ethos* strategy. It can be identified when he utters the word *“My*

people”, he tries to persuade the audience by showing his reputation in Indonesia. In other sentence, “*Mr. Jokowi please change our country*” he also shows his capacity as president of Indonesia to make the audience believe with him.

By doing so, he effectively persuades the audience by trying to demonstrate his reliability, credibility, and moral philosophy. This strategy would help him to persuade the audience.

Datum 16

Let me share with you a story. We have been here before in the 1970s. Indonesia became rich on export of crude oil. Crude oil was booming. Oil price is here recorded high.

In this occasion, he tells a story about Indonesia’s past. He explains it by using oral language and a formal language to make the audience understand about the story. He shows a good attitude in his presentation; calmness but serious. Occasionally, he makes eye contact with the audience and not focus in his text of speech. This very important aspects of communication to make eye contact with audience members.

From the statement above, Joko Widodo uses *logos* strategy. It can be identified from factual data displayed in the sentence “*We have been here before in the 1970s. Indonesia became rich on export of crude oil*”. In this case, he uses historical analogies to tell the audience about the experiences. He also attempts to provide sufficient evidence from empirical sources and sound reasoning.

This type of appeal is very useful and can be extremely effective for persuading people to believe something. Therefore, Joko Widodo uses this strategy to persuade the audience to invest in Indonesia.

Datum 17

Then, in 1980, the price crude oil pressed. By then, oil and gas export were 80% of our total export.

The statement above is a part of Joko Widodo's speech at economic forum 2015. He informs the audience about the price of crude oil and total export of oil and gas export. In this case, he shows transparent information. He also shows face expression; seriously and makes eye contact with the audience members to involve them. It is important aspect of communicating with the audience, providing important social and emotional information.

"Then, in 1980, the price crude oil pressed. By then, oil and gas export were 80% of our total export" this presentation is included as *logos* strategy. It can be identified that Joko Widodo uses factual data and statistic to persuade the audience in his presentation. He also provides sufficient evidence from empirical sources and sound reasoning.

This way can be extremely effective for persuading people to believe something. Therefore, Joko Widodo uses this strategy to ensure the audience that his statement is reasonable and logic as credible statement.

Datum 18

We were forced to devalue our currency. We had an economic crisis. But, with crisis came opportunity.

In his presentation, Joko Widodo explains by stating *"with crisis will be there an opportunity"*. The purpose of this statement is to show that Indonesia will solve the problem when they have economic crisis. In his presentation, he

calmly presents the statement. He also makes eye contact with the audience to involve them in his presentation, occasionally he not only focuses in his text of speech. It is very important aspect in the communication, because eye contact provide important social and emotional information to the audience.

In this sentence *“We were forced to devalue our currency. We had an economic crisis. But, with crisis came opportunity”* Joko Widodo uses *pathos* strategy. From this sentence, he emphasizes the words *“But, with crisis came opportunity”* that is considered as figurative language. He also tries to persuade the audience by arousing the emotion the audience with his statement.

This strategy is very useful to help Joko Widodo to persuade someone. This way is also used to elicit a specific emotional response from the audience. Therefore, in this case, Joko Widodo uses this strategy to persuade the audience.

Datum 19

We have become the 5th largest economy in Asia and a key member of G-20.

This statement is delivered by Joko Widodo at Economic Forum 2015 in Jakarta. The presentation shows about Indonesia’s experiences in Asia and the member of G-20. In this presentation, Joko Widodo explains with enthusiasm tone and uses oral language. He also makes eye contact with the audience members and not only focuses in his text of speech. This is very important aspect in the communication because it is can provide important social and emotional information to the audience.

The sentence “*We have become the 5th largest economy in Asia and a key member of G-20*” which is delivered by Joko Widodo is classified as *logos* strategy. Joko Widodo persuades the audience by the utterance “*become the 5th largest economy* “. This utterance shows the factual data that had become the 5th largest economy in Asia and a key member of G-20.

This way can be extremely effective for persuading people to believe something. Therefore, Joko Widodo uses this strategy to ensure the audience that his statement is reasonable and logic as credible statement.

Datum 20

I am here to tell you with 100% confidence Indonesia will prevail.

This sentence is a part of Joko Widodo’s speech at Economic Forum 2015. Briefly, Joko Widodo explains that Indonesia will prevail and he also explains the statement with enthusiasm tone. In this condition, he is very confident with all he said. He also makes movement and gesture; hands movement. It will support and amplify the statement that he said.

The sentence “*I am here to tell you with 100% confidence Indonesia will prevail*” is included as *pathos* strategy. In this condition, Joko Widodo persuades the audience by emphasizing the word “*to tell you with 100% confidence Indonesia will prevail*”, he appeals the audience by making sure about Indonesia will become more stronger.

The way Joko Widodo presents is very effectively, he uses this strategy to persuade the audience. This strategy is to touch a nerve and compel people to not only listen, but to also take the next step and act.

Datum 21

Therefore, ladies and gentleman I stand here today to invite you, to join me and-

This statement is a part of Joko Widodo's speech at Economic Forum Jakarta, 2015. In this phrase, Joko Widodo persuades the audience and utters his statement more seriously and makes eye contact with the audience to involve them in his presentation. Eye contact and facial expressions provide important social and emotional information to the audience.

"Therefore, ladies and gentleman I stand here today to invite you, to join me and-" this sentence is included as *pathos* strategy. In this case, Joko Widodo emphasizes the word *"I stand here today to invite you, to join me"*, it shows that he uses emotional language to appeal the audience.

This strategy is very useful for him to persuade someone, because in this situation he controls the emotion of the audience. Therefore, Joko Widodo uses this strategy in his presentation.

Datum 22

My people on an incredible journey, on an incredible adventure and to make incredible profits and if you have any problem call me.

The statement above is a part of Joko Widodo's speech at Economic Forum 2015. The act sequence of this speech is Joko Widodo gives the information and

persuades the audience. In his speech, Joko Widodo uses a formal language to make understand the audience. He also tries to crack a joke with the audience by saying “*if you have any problem call me*” (makes hands movement; as like people calls other one) and makes the condition less serious, it can be identified from the response of the audience who are laughing and giving applause.

The sentence “*My people on an incredible journey, on an incredible adventure and to make incredible profits and if you have any problem call me*” shows that Joko Widodo uses *ethos* strategy. It can be identified in the utterance “*incredible journey, incredible adventure*”, the utterance shows the character of Indonesia government which implies the investors get good services. In other sentences “*if you have any problem call me*”, it shows his reputation as the president in Indonesia to persuade the audience.

In addition, this strategy is to convince the audience to accept anything that he said by showing his character and the reputation. Therefore, this strategy would help him to make sure or to persuade the audience that Indonesia will give a good service for the investors.

3.2 Discussion

Persuasive strategies are used frequently in some field such as: political strategies, advertisement, marketing, social, etc. In this situation, the speaker does not only use oral language but also uses some media to influence the audience or other people such as: text, picture, map, etc.

In this study, persuasive strategies are used in the context of political strategies delivered by Joko Widodo at Economic Cooperation 2014 and Economic Forum 2015 in the theme of investment. To persuade the audience, Joko Widodo uses many types of persuasive strategies. Besides, he does not directly state his purpose, but in most of his presentation he implicitly uses persuasive language.

In this part, after finding and analysis the data are presented, a discussion of the finding is important to answer the two research problems. Those are types persuasive strategies and the use of persuasive strategies.

3.2.1 Types of persuasive strategies in Joko Widodo speeches.

In the communication, persuasive strategies have significant benefit for speaker and audience. The use of persuasion can be discovered, especially in promoting something. This also occurred in the Joko Widodo speeches in Economic Cooperation 2014 and Economic Forum 2015. In this situation, it can be discovered through this analysis which has been done by applying Aristotle's theory (400 B.C). They are: *ethos*, *pathos* and *logos* strategies.

After presenting and analyzing 22 data of Joko Widodo's speeches at Economic Cooperation 2014 and Economic Forum 2015, the researcher finds all types of persuasive strategies based on the Aristotle's theory (400 B.C). These types of persuasive strategies are classified into three: *pathos*, *logos* and *ethos*.

Pathos is other strategies to appeal the emotion of viewer or to generate emotions in the audience. According to Keraf (2004) there are two kinds of *pathos* those are: raising up and falling down the emotion of audience, but in both of his

speech Joko Widodo only uses rising up the emotion of audience. In this analysis, Joko Widodo frequently uses this strategy to ensure the audience about the sentence or phrase delivered by him.

Logos is persuasive strategies that used logical reason. According to Murthy (2014) *logos* is giving proof by logical reason. In this strategy, the speaker only needs some statements as the proof to justify his product. It is showed in many ways such as: giving an example, use factual data and statistic, informed opinion, citations from expert and authorities, quotations, etc. In this case, Joko Widodo uses some ways to appeal to logic such as: give an example, use factual data and statistic, and informed opinion. Furthermore, this strategy is also frequently used to support his statement.

Ethos is persuasive strategies used to make the audience believe by showing good image or good character in front of the audience. In this data, Joko Widodo commonly used *ethos* strategy to persuade the viewer. For those data, the researcher found two factors that indicate *ethos* strategy which is stated by Murthy (2014), they are: indigenous factor (such as: physical appearance of the speaker which is naturally) and another one is adventitious factor (such as: knowledge about business and courage, righteousness). In this case, not all the adventitious factor is found in Joko Widodo's speeches. On the other hand, all types of persuasion are used by Joko Widodo in his speeches.

It can be concluded that Joko Widodo in his speeches used all types of persuasive strategies composed by Aristotle's (400 B.C). From his speeches the

researcher found 22 data that are categorized as persuasive strategies, they are: *ethos, pathos* and *logos*.

3.2.2 The strategies for applying persuasion in Joko Widodo speeches.

The second research problem of this study is “How are the persuasive strategies used in his speeches?” accordingly, it is very important to discuss the use of each persuasive strategies in Joko Widodo speeches. *Ethos, pathos* and *logos* are some persuasive strategies used in his speeches.

1. Pathos

Pathos is drawing the audience intention by offering emotionally charged reasoning. This strategy appeal is often used to elicit a specific emotional response, such as: outrage, anger, sadness, happiness, desire, etc. Likewise, this strategy not only draws the audience but the speaker also controls the emotion of the audience.

From Joko Widodo speeches, some sentences or phrases are used to affect and control the audience’s emotion. In this research, the strategy of controlling the viewer’s emotion can be classified as rise up the emotion.

The first is rise up the emotion of the audience, it showed in the datum (3), (5), (6), (7), (9), (14), (18), and (20). In this case, Joko Widodo tries to make the audience rethinking about the sentence or phrase that he has said. Such as from the data “*We are waiting for you to come to Indonesia. We are waiting for you to invest in Indonesia.*” He emphasized the word “waiting” to rise up the emotion of the audience by using emotional language.

2. *Logos*

According to Demirdöğen (2010) *Logos* is the argument the speaker was that interesting; it means appeals to the intellect or to reason. In order to appeal to the rational side of the audience, persuaders should use logistic arguments in which the major premise that already believed by the audience. According to Sweeney (n,d) the possible features of appealing to logic or reason are: theoretical or abstract language, denotative meanings/reasons, literal and historical analogies, definitions, factual data and statistics, quotations, citations from experts and authorities and informed opinions.

In this case, Joko Widodo speeches also use *logos* strategy. It can be identified from the way he gives logical reason and proofs to the audience. It can be found in datum (2), (4), (8), (10), (13), (16), (17), and (19). Such as the sentence: *For example, the price of the cement, one sack cement, in Java Island is \$6 per sack cement. But in Papua Island the price is \$150 per sack cement.* In this sentence he uses an example of phenomena that happen in Indonesia.

In addition, the strategy to appeal to logic that frequently used by Joko Widodo is factual data and statistic. Furthermore, from this strategy, the speaker must give fact to convince the audience.

3. *Ethos*

Ethos is attempting to demonstrate the speaker or author's reliability, credibility, and moral philosophy. Those efforts can be known from many aspects, according to Aristotle (400 B.C) the aspect can be seen from the character, the

artistic proofs a persuader used along with his/her reputation and image (cited Demirdöğen, 2010). In this research, the researcher categorizes the strategies of Joko Widodo speeches applying ethos strategy based on language and message.

The first is *ethos* by language. *Ethos* by language means the endeavor of showing a good image to persuade the audience by the language. It showed in datum (1) and (12). In those data, Joko Widodo showed his reputation and credibility. Moreover, he also shows his comprehensive of knowledge about investment he has such as telling about his experiences when he was a governor. In this strategy, Joko Widodo is frequently shows his reputations and experiences.

The second is *ethos* by message. *Ethos* by message means the speaker shows his good image is through message conveyed, it can be found in datum (11), (15), (21) and (22). One way to use this strategy is by showing his awareness for the society. For example “*Why do I believe Indonesia has to change? Because my people tell me that our country has to change every week and every month. I go into villages I go into the cities and my people ask me: “Mr. Jokowi please change our country”.*”

From the discussion above, it can be identified that many persuasive strategies can be applied in political speeches. He need to convince that Indonesia has a good image and credibility in investment. Then, he can touch the emotion and to control the emotion of the audience. Moreover, Joko Widodo also persuade the audience by providing a logical reason or giving evidence.

Furthermore, this research has similar analysis and theory with the previous studies. Many researchers have analyzed in the area of advertisement, sermon and speech based on the Aristotle's theory (350 B.C.E) and found three types of persuasive strategies (*ethos, pathos and logos*).

Some researchers have investigated based on the Aristotle's theory (350 B.C.E). One of them is Sari (2012) who investigated persuasive strategies in Prophet Muhamad's sermon and found three types persuasive strategies based on the Aristotle's theory. She found that Prophet Muhamad Saw mostly used *logos* strategy to persuade the viewer. Another analysis is Fauzan (2013) who investigated persuasive strategies in the advertisement of cigarettes based on Aristotle's theory. Based on his analysis, he found three types of persuasive strategies to persuade the consumer and the strategy that mostly used is *logos* strategy.

However, this research uses political speeches to be analyzed and finds three types of persuasive strategies based on the Aristotle's theory. In short, the most frequently used persuasive strategy by Joko Widodo are *pathos* and *logos* strategies. It shows from the percentage that 37.5% he uses *pathos* strategy in the data: (3), (5), (6), (7), (9), (14), (18), (20) and also uses *logos* strategy 37.5% in the data: (2), (4), (8), (10), (13), (16), (17), and (19). While *ethos* strategy, he uses 25% in his speeches, it shows from the data: (1), (11), (12), (15), (21), and (22).

CHAPTER IV

CONCLUSION AND SUGGESTION

The researcher provides conclusion and suggestion of this study. Conclusion is to answer the statement of the statements, while suggestions are given for the next researcher and the English Department student.

4.1 Conclusion

Overall, the results of this study shows that persuasive strategies based on Aristotle's theory (400 B.C) is applied in Joko Widodo's political speeches; at Economic Cooperation 2014 and Economic Forum 2015. In this case, all the three appeals of persuasive strategies (*pathos*, *logos*, & *ethos*) are equally important to persuade the audience in the area political speeches. It is because from these strategies the speaker can persuade the audience by showing good image or good character in front of the audience (*ethos*), draws the audience intention by offering and control the audience's emotion (*pathos*) and also appeals to logic/reason or give proof to the audience (*logos*).

In addition, the most frequently persuasive strategies used by Joko Widodo are *pathos* and *logos* strategies. Furthermore, he used *pathos* strategy frequently through the sentence and phrase by rising up the emotion of the audience and also mostly used *logos* strategy by giving an example, factual data and statistic, and also informed opinion. Moreover, he also usually used *ethos* strategy in his speeches by showing his reputation and good character.

Of the three strategies, it could be observed that *pathos* and *logos* strategies were the most employed by Joko Widodo in his speeches. Rising up the emotion of the audience and giving an example, factual data and statistic that aimed to persuade the audience to change their belief about investment in Indonesia. Whereas, *ethos* strategy is applied to support the statement or the explanation to make sure the audience about investment.

4.2 Suggestion

After doing this research, the researcher realizes that there are some of weakness and limitation in this study that should be covered by the next researcher. In this case, the researcher gets the data indirectly, she only uses the recorded video. Therefore, the researcher does not have the access of the real context during the presentation of Joko Widodo's political speeches. Besides that, this research is based on the researcher's interpretation and description that has still superficial knowledge; as result, it is far from the perfection.

Therefore, the researcher provides suggestion for the next researchers and the readers. First, many researcher did analysis in advertisement and political speeches. If the next researcher want to do analysis in persuasive strategies, they can analyze the term persuasion in different area, such as in the business areas, critical writing etc. However, only a small number of people who are conscious about the importance of persuasive. Therefore, the researcher also suggests the reader to learn more about persuasive strategies.

Second, the next researcher can use others theories because many researchers have used Aristotle's theory (400 B.C) for their analysis. The next

researcher can explore the latest theory about persuasive theory to help them understanding the data and to be able doing analysis. Therefore, the researcher will have novelty in state of the art.

For the readers, studying persuasive strategies gives a lot benefits for people, not only for the researcher but also for everyone who is involved in the process of communication, it can be used in verbal and nonverbal communication. Since it is part of communication that are used by many people used smoothen their way in achieving their goal. Especially for student of English Department, the researcher suggests them to study persuasion as part of discourse subject. It because persuasive strategy is the important part in the communication and it relates to the use of language to convince the audience.

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APPENDIX

Table 1. (Data description)

No	Type	Phrase or sentence	Strategies
1	<i>Ethos</i>	Today, I am happy, I am very happy, to be among with you, because you know I was a businessman years ago. (Datum 1).	Shows his reputation as a businessman and to make sure the audience to talk with him about business.
2	<i>Logos</i>	The picture shows you our map of Indonesia (Datum 2).	He shows Indonesia map and uses specific number for the logical reason.
3	<i>pathos</i>	We have a population of 240 million and the distance is like from London in UK to Istanbul in Turkey (datum 3).	He makes sure the investor.
4	<i>Logos</i>	Our national budget for 2015 is \$167 billion and for fuel subsidy is \$27 billion. It's huge (Datum 4).	He uses specific number for logical reason.
5	<i>pathos</i>	So we want to channel our fuel subsidy from consumption to the productive activities (Datum 5).	He persuades the audience by the utterance which is supported with logos.
6	<i>Logos</i>	In 5 years we want to build 24 seaports and deep seaports.	He explains his argument with specific number.
7	<i>pathos</i>	As you know, we have 17,000 islands, so we need seaports and we need deep seaports.	He appeals the audience with arousing the audience emotional.
8	<i>Pathos</i>	And this is your opportunity (Datum 6).	He appeals the audience with arousing the audience emotional.
9	<i>Logos</i>	The picture shows our Jakarta Port, Tanjung Priok port. In 2009, the capacity is 3.6 million TEUs a year, and our plan in 2017 is around 15 million TEUs a year.	He shows some picture to persuade the audience.
10	<i>pathos</i>	This is the potential ports in Indonesia (Datum 7).	He makes sure the audience that Indonesia has port potential.
11	<i>Logos</i>	And we plan to build our railway track, railway network. Now we have already in Java and we want to build in Sumatera island, in Kalimantan island, in Sulawesi island and also in Papua island	He shows Indonesia map
12	<i>Pathos</i>	This is your opportunity.	Joko Widodo appeals the audience by arousing their emotion, particularly truth the use of a phrases "your opportunity".
13	<i>Logos</i>	For example, the price of the cement, one sack cement, in Java island is \$6 per sack cement. But in Papua island the price is \$150 per sack cement (Datum 8).	He gives an example and uses specific number for logic reason.
14	<i>pathos</i>	Imagine, 25 times. So we hope with our sea toll the price in our islands is the same (Datum 9).	He appeals the audience with arousing the audience emotional.

15	<i>Logos</i>	Many investors, a lot of investors, when they come to me, most of them they always complain about land acquisition (Datum 10).	He uses quantifier for logical evidence. Such as: many, a lot, and they.
16	<i>Ethos</i>	I will push my ministers, my governors, my mayors, to help clearly this problem (Datum 11).	Shows his personality
17	<i>Ethos</i>	I have experience with land acquisition when I was a governor (Datum 12).	He shows his reputation.
18	<i>Logos</i>	We have national one-stop service office that can help you, that will serve you, that will facilitate you, that will give you your business permit (Datum 13).	He uses his concept to persuade the audience.
19	<i>Logos</i>	For example, principle business permit needs 3 days to process	He explains his argument and gives example.
20	<i>Pathos</i>	We are waiting for you to come to Indonesia. We are waiting for you to invest in Indonesia (Datum 14).	He appeals the audience with arousing the emotional.
21	<i>Ethos</i>	Why do I believe Indonesia has to change? Because my people tell me that our country has to change every week and every month. I go into villages I go into the cities and my people ask me: "Mr. Jokowi please change our country" (Datum 15).	Shows his reputation as Indonesia president
22	<i>Logos</i>	Let me share with you a story. We have been here before in the 1970s. Indonesia became rich on export of crude oil. Crude oil was booming. Oil price is here recorded high (Datum 16).	He tells about experiences.
23	<i>Logos</i>	Then, in 1980, the price crude oil pressed. By then, oil and gas export were 80% of our total export (Datum 17).	He uses specific number and appeals logic reason.
24	<i>pathos</i>	We were forced to devalue our currency. We had an economic crisis. But, with crisis came opportunity (Datum 18).	He appeals the audience with arousing the audience emotional.
25	<i>Logos</i>	Indonesia began to industrialize. Over the next 15 years, we made up textile and garment industry, furniture industry, pulp and paper industry, palm oil industries, chemical industries. By 1995, oil and gas export were only 30% of our total export. Export of fruit and services were 70%.	He uses specific number and appealing logic reason.
26	<i>Logos</i>	We have become the 5th largest economy in Asia and a key member of G-20 (Datum 19).	He mentions about the reputation of Indonesia.
27	<i>Pathos</i>	I am here to tell you with 100% confidence Indonesia will prevail (Datum 20).	Appeals the audience by making sure about Indonesia.
28	<i>Pathos</i>	Therefore, ladies and gentleman I stand here today to invite you, to join me and-- (Datum 21).	He Appeals the audience by arousing his emotion
29	<i>Ethos</i>	My people on an incredible journey, on an incredible adventure and to make incredible profits and if you have any problem call me (Datum 22).	He shows the credibility of Indonesia government and the capacity of Joko Widodo as the president.

APPENDIX 2

Transcript 1

Joko Widodo's Political Speech at Economic Cooperation 2014 in China

Ladies and gentlemen, and CEOs, good morning.

First, on behalf of Indonesian Government and the people of Indonesia, I would like to thank you for your coming to my presentation. Today, I am happy, I am very happy, to be among with you, because you know I was a businessman years ago. So, this morning, I am very happy because we can talk about business, about investment with all of you.

The picture shows you our map of Indonesia. We have a population 240 million and the distance is like from London in UK to Istanbul in Turkey. And imagine, we have 17,000 islands. 17,000 islands. Our national budget on 2015 is \$167 billion and for fuel subsidy is \$27 billion. It's huge. So we want to channel our fuel subsidy from consumption to the productive activity. From consumptive productivity to from consumptive activity to productive activity. We want to channel our fuel subsidy to the farm for seeds, for fertilizers, and also for irrigation. And we want to build dams – 25 dams in 5 years from our fuel subsidy to maintain the water supply to the farming area.

Some subsidy we want to channel to the fishermen, to give them boat engine, to give them refrigerator. We want to increase the income of the fishermen. Some fuel subsidy we want to channel to micro and small enterprises in the villages. We want to help them raise their working capital. And some subsidy we want to channel to the health program, the education program. And some subsidy we want to channel to the infrastructure.

In 5 years we want to build 24 seaports and deep seaports. As you know, we have 17,000 islands, so we need seaports and we need deep seaports. And this is your opportunity: 24 seaports and deep seaports. The picture shows you our Jakarta Port, Tanjung Priok port. In 2009, the capacity is 3.6 million TEUs a year, and our plan in 2017 is around 15 million TEUs a year. This is the potential ports in Indonesia. This is your opportunity. We want to build in Sumatera island, in Kalimantan island, in Java island, in Sulawesi island, in Maluku island, also in Papua island. And we plan to build our railway track, railway network. Now we have already in Java and we want to build in Sumatera island, in Kalimantan island, in Sulawesi island and also in Papua island. This is your opportunity. Now we talk about mass transportation. We want to build our mass transportation in 6 big cities in Indonesia. We have started in Jakarta last year, and we want to build in Medan, in Makassar, in Semarang, in Bandung, in Surabaya. So, this is also your opportunity, because you know our national budget is limited. Now we talk about our maritime agenda. We want to build sea toll. What is sea toll? Sea toll is maritime transportation system to make our transportation cost lower, to make our transportation cost more efficient. We want to build from the west to the east. We hope not only the vessels can enter our sea toll but also mother vessels can enter the sea toll. So, the price, the cost of the transportation more efficient. For example, the price of the cement, one sack cement, in Java island is \$6 per sack cement. But in Papua island the price is \$150 per sack cement. Imagine, 25 times. So we hope with our sea toll the price in our islands is the same. Electricity. We need power plants. We need around 35,000 megawatts to build our industries, to build our projects, to build our industrial zones, our manufacturing zones. So, we need power plants. This is also your opportunity to invest in this project. Because we need our power plants for manufacturing, for industrial zones. Many investors, a lot of investors, when they come to me, most of them they always complain about land acquisition. I will push my ministers, my governors, my mayors, to help clearly this problem. I have experience with land acquisition when I was a governor. We have a project, Jakarta Outer Ring Road, started 15 years ago but is stopped 8 years ago, because

we have a problem here: 1.5 kilometers unfinished because there is 143 families do not accept with the compensation price. So last year I invite them. I go to the ground and then I invite them to lunch and dinner. Four times. Ah, this is me. I invite them and then we talk about the problem. Four times. Four times meeting. And the problem is cleared. And now the toll road has been used 7 month ago. Now we talk business permit. We have national one-stop service office that can help you, that will serve you, that will facilitate you, that will give you your business permit. For example, a principle business permit needs 3 days to process. Finally, again on behalf of the Indonesian government and the people of Indonesia, I would like to thank you for your listening my presentation. We are waiting for you to come to Indonesia. We are waiting for you to invest in Indonesia. Thank you, Thank you, good Morning.

Transcript 2

Joko Widodo's Political Speech at World Economic Forum 2015 on East Asia (WEFEA).

Ladies and Gentlemen,

The world is in a fundamental transition. For us in Indonesia, and for all emerging markets, the condition is suddenly very challenging. But, where we see challenges, I see opportunity. In fact, our challenges are your opportunities.

You're Excellences, Ladies and Gentlemen,

I have just returned from an official visit to Tokyo and Beijing and after many meetings with President Xi Jinping and Prime Minister Shinzo Abe, I would like to share with you, I am extremely optimistic. I believe that China and Japan today enjoy the best leadership they have had in a generation. And I believe this is to the great benefit of Asia as a whole. If there is one thing that Prime Minister Abe, President Xi and I can agree on it is that the world is changing very fast. China is changing. Japan is changing. And Indonesia is changing. I believe Indonesia has to change. Why do I believe Indonesia has to change? Because my people tell me, my people tell me that our country has to change. Every week and every month, I go into the villages, I go into the cities and my people ask me, "Mr. Jokowi, please change our country". Within this global transition, our task is clear. We have to reinvent our economies. We have to reinvent our societies.

Let me share with you a story. We have been here before in the 1970s. Indonesia became rich on export of crude oil. Crude oil was booming. Oil price is here recorded high. At the time, Indonesia was the only member of OPEC from Asia. Our Energy Minister, Subroto, was Secretary General OPEC. Then, in 1980, the price crude oil pressed. By then, oil and gas export were 80% of our total export.

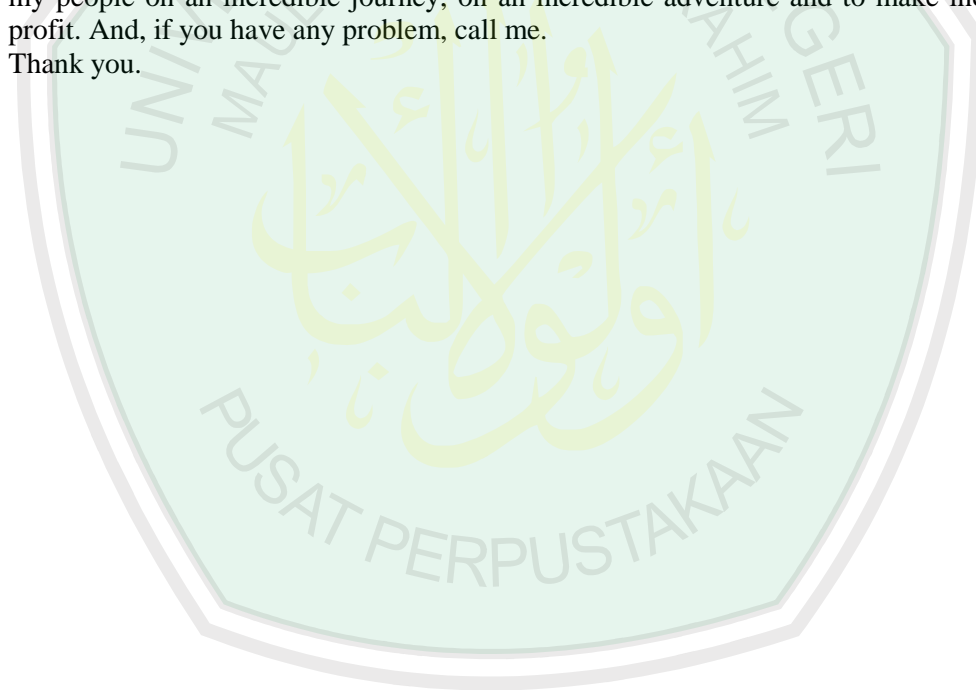
We were forced to devalue our currency. We had an economic crisis. But, with crisis came opportunity. Again, with crisis came opportunity. After the 1980 oil prices crashed, Indonesia began to industrialize. Over the next 15 years, we made up textile and garment industry, furniture industry, pulp and paper industry, palm oil industries, chemical industries. By 1995, oil and gas export were only 30% of our total export. Export of fruit and services were 70%.

Today, we are in the same situation. Commodity prices have pressed. Our currency has been hit. This is causing a lot of pain for a lot of people. But, let me tell you. We have done it before and we shall do it again. Our commodity reaches with us over

consumptive. We neglected our human resources. Our currency, the Rupiah, has been shaken.

Today, we must shift from consumption to back to production from consumption to investment, investment in our infrastructure, investment in our industry. But, most importantly, investment in our human capital, the most precious resource of the 21st century. Changes can be painful. A changes will create winners and losers. But, there can be no progress without changes. There can be no gain without pain. Even with the pain, my people tell me, every week and every month, "Please, Mr. Jokowi, change our country". Our people are very wise. They recognize that to have progress, there must be sacrifice. Fortunately, history is on our side. I would even say, God is on our side. After the 1997 Asian financial crisis, a lot of people around the world asked, "Will Indonesia survive?" Today, almost 20 years later, we are a vibrant and stable democracy. Our unity in diversity, what we call Bhinneka Tunggal Ika is stronger than ever. We have become the 5th largest economy in Asia and a key member of G-20. Indonesia people are wise. They are resourceful and, therefore, I am here to tell you with 100% confidence, Indonesia will prevail. With 100% confidence, Indonesia will prevail. When you spend time with Indonesia, especially on Facebook and Twitter, you will find our people have incredible humor. Our people have incredible courage. Our people have incredible wisdom. Therefore, Ladies and Gentlemen, I stand here today to invite you to join me and my people on an incredible journey, on an incredible adventure and to make incredible profit. And, if you have any problem, call me.

Thank you.



BUKTI KONSULTASI

Penulis : Hilda Yumnawati Nurosyidah
 Fakultas/ Jurusan : Humaniora/ Bahasa dan Sastra Inggris
 Judul : Persuasive Strategies in Joko Widodo's Political Speeches
 Pembimbing : Dr. Rohmani Nur Indah, M.Pd

No	Tanggal	Materi	Catatan	Tanda Tangan
1.	26 Februari 2016	Planning	Merencanakan jadwal dan target bimbingan	
2.	4 Maret 2016	Mematangkan <i>Background</i>	Revisi <i>Background</i>	
3.	11 Maret 2016	Mematangkan Metode	Revisi metode	
4.	18 Maret 2016	Mematangkan Bab II	Revisi Bab II	
5.	1 April 2016	Revisi proposal	Revisi proposal berdasarkan hasil seminar proposal	
6.	8 April 2016	Data Collection	Cek data collection dan rekapitulasi data	
7.	15 April 2016	Triangulasi dan cara menarasikan finding	Cek hasil triangulasi	
8.	22 April 2016	Revisi Chapter II	Penambahan literature review	
9.	29 April 2016	Memeriksa tabulasi data	Cek ulang tabulasi data	
10.	1 Mei 2016	Finding	Peer check finding	
11.	10 Juni 2016	Finalisasi finding	Cek kembali finding dan mulai mengerjakan discussion	
12.	17 Juni 2016	Finalisasi discussion dan Chapter IV	Cek dan selesaikan draft untuk sidang skripsi	
13.	20 Juni 2016	Menunjukkan draft akhir		