

ABSTRACT

Zairotun. 15.05.111.00106. A study of persuasive strategies used by Andrew Cuomo in New York gubernatorial election 2018. Thesis. English Study Program, Department of Social and Cultural Sciences, Faculty of Social and Cultural Sciences, University of Trunojoyo Madura: Dr. Masduki, M.Pd.

This study focuses on persuasive strategies used by Andrew Cuomo in New York gubernatorial election 2018. This study aims to find the types of persuasive strategies used by Andrew Cuomo in New York gubernatorial election 2018 and to explain the modes of persuasive strategies used by Andrew Cuomo to persuade the hearer.

This study is conducted by used descriptive qualitative design. The research instrument of this study is the researcher herself. The data are collected by using content analysis. Interactive data analysis is used to analyze the data.

There are 28 data found in this study. They belong to ten types of persuasive strategies. Those are, rhetorical question (2 data), appeal to authority (1 datum), appeal to logic (4 data), superlatives and nice number (6 data), poetic aspects (4 data), vocatives (2 data), humor (2 data), unification via addressing the enemy (2 data), personal pronoun (3 data), and rhetorical organization/evoking history continuity (2 data). There are three modes of persuasive strategies, those are ethos (6 data), pathos (6 data), and logos (16 data).

Keywords: Persuasion, Types of Persuasive Strategies, Modes of Persuasive Strategies, Andrew Cuomo