

CHAPTER I

INTRODUCTION

In this chapter, the researcher discusses some important points related to the area of research. Those are background of the study, statement of research problems, the objectives of the study, significances of the study, and also scope and limitation.

1.1 Background of the Study

Persuasion has an important part of human life applied by a communication form in a society. In a communication, the people usually have purpose when they speak each other. One of the purposes is to persuade the hearer to believe or do what the speaker said. But, many of people are still confused about how to make the hearer influenced. So, the speaker needs a strategy to influence the hearer. Halmari and Virtanen (2005) argue that “Persuasion as those linguistic choice that aim at changing behaviour of others or strengthening the existing beliefs and behaviours of those who already agree, the beliefs and behaviours of persuaders included”.

In addition, Beebe and Beebe (2012) also define “persuasion is the process of changing or reinforcing attitudes, belief, values or behaviour”. It means that when the speaker wants to persuade the hearer, she/he be able to change attitudes, beliefs, values, and behaviours of the hearer. It is usually done by the speaker to achieve his/her goal, to make sure that the hearer will do what the speaker conveys.

At the present, persuasion has big influence in society in the world. The using of persuasion gets an improvement in some fields in a society. It is not only used for business necessity, but also used to politics necessity and religious necessity. In business field, persuasion is usually used to promote the product of a company through an advertisement. Whereas, in politic field persuasion usually used by the people who participate in the election. For religious field, persuasion is used by prominent figure when they are preaching. They work hard to show that they are the best and the hearer should do what the speaker says and believes about it.

Persuasion is successful when the hearer/audience influenced. Actually, all of people are not easy to influenced, they need some good strategies to persuade others. It is one of action which done by the speaker to get good feedback from the hearer. In politic, high position as necessity that should be filled. To get the good position, the speaker makes the audience choose him/her. Many leaders in the world such as Barack Obama, Joko Widodo, Ashraf Ghani, Jacob Zuma, Donald Trump, and Khofifah have been successful when they change the people's way of thinking and belief through their persuasive speech. The greatness of their ability in delivering persuasive speech is able to inspire the people to defend their country. They also get credibility from the people, so they are chosen as the leader of their country.

This thesis focuses on persuasive strategies are used by Andrew Cuomo's speech and how he applies the strategies. The reason of chooses his speech is because Andrew Cuomo is one of the candidates of governor in New York for 3

decades and he gets the winning about it. The important thing that is interested in Andrew Cuomo's speech is he speaks bravely that "*The president's calculus is wrong*". It refers to Donald Trump. Donald Trump uses fear and division to separate Americans. He preaches that diversity is the enemy. But Andrew Cuomo affirms that he does not fear diversity, he celebrates and appreciates diversity itself. To persuade the audience, Andrew Cuomo uses some utterances that contain persuasive strategies with against the statement of Donald Trump. Here is one example of persuasive strategies that used by Andrew Cuomo in his speech:

"Why was Tom Perez here? Why was Hillary Clinton here? Why was Joe Biden here? Because this is New York and this election is very very important and literally the nation is going to look to us, we are about to embark on the most consequential campaign in our lifetime. We are at a political crossroads and our decisions and actions are going to define the soul of this state and the soul of this nation."(Andrew Cuomo, 2018)

In the statement, Andrew Cuomo uses persuasive strategies. As a candidate of New York's Governor, Andrew Cuomo applies some strategies to persuade the audience to vote him. He tries to convince the audience with gives them some question and then he answers himself to emphasize that what he said is right. Indirectly, he says that he looks like the leader before. The previous leaders are Tom Perez, Hillary Clinton, and Joe Biden. He stands up there to one same goal which is for nation. So, he wants the audience to be careful to define their decision about the election.

From the facts above, the researcher interests in to analyses persuasive strategies in political speech. In this research, the researcher chooses speech of Andrew Cuomo, the governor of New York at the present (2018). To get the position is not easy for the candidates in an election. It needs the power to convince the people that they are suitable to be chosen. Whereas, the researcher chooses Andrew Cuomo because he is the winner in gubernatorial election. It shows that Andrew Cuomo's speech for the processing of election is successful.

1.2 Statement of the Research Problems

Based on the background of the study, the researcher formulates the research problems as the following:

1. What are the types of persuasive strategies used by Andrew Cuomo in New York gubernatorial election 2018?
2. How are the modes of persuasive strategies used by Andrew Cuomo to persuade the hearer?

1.3 Objectives of the Study

Based on the statement of the research problems, the researcher has some objectives as the following:

1. To find persuasive strategies used by Andrew Cuomo in New York gubernatorial election 2018.
2. To explain the modes of persuasive strategies used by Andrew Cuomo to persuade the hearer.

1.4 Significances of the Study

There are two significances of the study, they are theoretically and practically. Theoretically, this study is expected to improve the reader's knowledge about discourse analysis, especially using of persuasive strategies. This research also expected to give more explanation about using persuasive strategies and how are modes used by the speaker to persuade the hearer. This study can be referenced for the readers or the other researchers who want persuasive strategies as their study of research.

Whereas practically, the researcher hope that the finding of the research can give contributions for the readers to learn how are they can persuade the hearer through their speaking. To can persuade the hearer, the speaker should use strategies, so they will do what the speaker want.

1.5 Scope and Limitation of the Study

Scope and limitation of this study used to avoid misunderstanding between the research objectives and the readers. In this study, the scope is persuasive strategies in discourse analysis that consists of types of persuasive strategies uses Halmari and Virtanen's theory (2005) and the modes of persuasive strategies uses Aristotle's theory (as cited in W.R. Roberts, 1954). The limitation of this study is the utterances are used by Andrew Cuomo in his speech that contain persuasive strategies.