

Abstract

Kenya Caesar Ing Ayu. 12.05.111.00095. A Study of Persuasion Strategy in Mufti Ismail Musa Menk. Thesis. English Study Program of Faculty of Social and Cultural Sciences, University of Trunojoyo Madura. Advisor: Dr. Masduki, M.Pd

This study focuses on analyzing persuasion strategy in Mufti Ismail Musa Menk dawah. The author chooses two dawah of him, they are: the first; Remark at general dawah on Travelling Light “want your marriage to the T? Watch the Ts”, March 26th, 2003. The second, remark at general dawah “Valentines day-14th February”, February 10th, 2016. The aims of this study are to find out the kinds of persuasion strategy and what the mode of persuasion are used to persuade the hearer. The author selects the dawah because two reasons. The first, the daee was speaking speeches not to written one. second, the daee is live performances. There are many people attend to his place and hear his dawah.

This research uses descriptive-qualitative research design. It used because this study only analyzed, and describes what is found in the source of data related to the research problem produced by Mufti Ismail Musa Menk. The author found 101 data in seven strategies of persuasion, they are; 16 Rhetorical Question, 4 Appeals to Authority, 4 Appeals to Logic , 70 Poetic Aspect, 1 Vocative, 1 The Use of Humor and 5 Personal Pronoun. The answer of the second question are found 5 mode in ethos that is from personal pronoun (I & WE) strategy, 92 mode in phatos that is from rhetorical question, appeals to authority, vocative, humor and poetic aspect (alliteration) strategy and 4 mode in logos from appeals to logic.

Key Words: Persuasion strategy, dawah, Mufti Ismail Musa Menk