

ABSTRACT

Muhammad Sholehudin. 120511100103. *A study of Persuasion Strategy in master of medicinal herb's Speeches at Socah Market*. Thesis. English Study Program of the Faculty of Social and Cultural Sciences, University of Trunojoyo Madura. Advisors: Iqbal Nurul Azhar, S.S, M. Hum.

This study is focused on persuasion strategy used in master of medicinal herb's speeches at Socah market. This study aims to explain the types of persuasion strategy uttered by master of medicinal herb at Socah market and the strategies of persuasion refer to speech functions.

This study was conducted by using descriptive qualitative design. The research instrument of this study was the writer himself. The data were collected by using observation method. Interactive data analysis was used to analyze the data.

There are 46 data found in this study. They belong to ten types of persuasion strategies. They are appeal to authority (0 data), appeals to logic (11 data), rhetorical questions (6 data), superlative and "nice numbers" (5 data), poetic aspect/devices/alliteration (4 data), vocatives (3 data), humor (2 data), unification via addressing the enemy (0 data) the use of personal pronouns (9 data), and rhetorical organization/evoking history and continuity (6 data). There are six speech functions, those are expressive (9 data), directive (0 data), referential (22 data), metalinguistic (0 data), poetic (4 data), and phatic (11 data).

Keywords: Persuasion Strategy, Speech Functions, Master of Medicinal Herb.