

CHAPTER I

INTRODUCTION

This chapter consists of some subchapters, namely background of study, statements of the problems, objectives of the study, significances of the study, and scope and limitation of the study. Those are important to be explained because they describe this study generally.

1.1 Background of the Study

In communication, people communicate each other by using spoken or written language in their some daily activities. Through language they get many informations and know what happens in other parts of the world. People usually communicate to achieve any purposes such as to give information, to share their experience, to convince and to persuade other people. The unique one done by people is when they try to persuade other people. Persuaders commonly persuade hearers in order to make them follow what they want.

Persuasion is kind of influence, but not all of influence is persuaion (Larson, 2004). It means that persuasion is used by people to make what they do better and to influence their beliefs, values, and attitudes. Halamari & Virtanen, (2005) mention that persuasion is defined as those linguistic choices that aim at changing or affecting the behavior of others or strenghtening the existing beliefs and behaviors of those who already agree, the beliefs and behavior included. It means that persuasion is one of ways to convince people to believe or follow what

persuader wants, persuasion is always used by people because it can modify beliefs, behaviors and values.

In daily life, Persuasion strategy is often used by people in selling, promoting and offering products. In selling, many of sellers use persuasion strategy in order to influence buyers to buy his or her products, this phenomenon such what mentioned before commonly occurs at traditional market. One of the famous traditional markets in Bangkalan Madura is Socah market. It is located in Socah district, Bangkalan regency, Madura Island, East Java. Indonesia. It is a crowded place because some interactions happen among sellers, buyers, and visitors to do communication each others. This market opens on every Thursday, hence it called *kâmmisan* market.

In this market there are three of some sellers that sell herb, which are called as master of medicinal herb. They sell, promote and offer the herb to other people by using persuasive strategy. Medicinal herb is a part of the oldest herbs that can help someone become health. It can grow the energy up, because it contains of many vitamins. Long time ago many people used it to cure their illness, and it is still used by people to help their stamina grow up in this present. (<https://www.wedaran.com/18159/manfaat-jamu-obat-herbal-tradisional/>).

Moreover, many of them consume it to help their stamina grow up. They have many ways to make other people interested in, such as promoting, selling, offering, putting advertisements, and giving speeches by using persuasive strategies. therefore, Master of medicinal herb can persuade other people to believe and follow what they talk.

From the statements above, it is interesting to analyze master of medicinal herb's speeches. The writer intends to analyze master of medicinal herb's speeches because the ways to promote it are so different with others in this market. They use microphone to convey their speeches and use the table to put herb on it, then they promote it to the audience by using persuasion. Therefore, it is interested in analyzing persuasive strategies in master of medicinal herb's speeches at Socah market by writer. The writer chooses the market especially in Socah market because there are so many people interact and communicate each other, they sell, promote and buy their product by using persuasive strategy especially in Master of medicinal herb. While, the reason to choose their speeches is because the speeches involve persuasion strategy that caused other people are interested in.

Here, The writer provides some example of master of medicinal herb's speeches at socah market used persuasion strategies, as follow:

1. *Sampèyan la bhuktèaghi, **sapolo mennèt ta' bârâs jhâ' bellih leh*** (you may prove it, if it does not work in ten minutes, you do not have to buy it).
2. ***Kaulâh samangkèn abhuktèaghinâh*** (I want to prove it right now).

From the example above, it can be seen that the utterance *sampèyan la bhuktèaghi, **sapolo mennèt ta' bârâs jhâ' bellih lâ h.*** (you may prove it, if it does not work in ten minutes, you do not have to buy it). The word **sapolo mennèt** (ten minutes) is a persuasion strategy which belongs to superlative and nice number, where the speaker says that this herb is very efficacious to be consumed. So, it can heal someone just in ten minutes. The next example is the utterance ***kaulâh samangkèn abhuktèaghinâh*** (I want to prove it right now). The word **kaulâh** is

persuasion strategy which belongs to the use of personal pronouns, where the speaker uses word I to show to the audience that he or she is credible and good character, and he wants to show to the audience that this herb is really merit.

There are five related studies that have been found related to persuasion strategy. The related studies that have been found like that was done by Nurul Umi Fadhilah (2010) which was about A Discourse Analysis On The Persuasive Technique Used In Drtv Advertisement, Asiska Witono (2003) which was about The Study of Persuasif Strategy Through The Illucionary Act of Alex, Gloria and Marty in Persuading Each Other in Madagascar, Marsella Yeanette Hatane (2011) which was about The Persuasif Strategies in The Phone Use by Male and Female Insurance Salespeople in Surabaya, Maria Juwita (1998) which was about Persuading Strategies Used by Senior and Junior Salespeople of Amway Multi Level Marketing, Soufien jarraya (2013) which was about Persuasion in Political Discourse: Tunisian President Ben Ali's Last Speech as a Case Study.

Those studies discussed persuasive strategies in different source of data. Therefore, to cover the vacant space of the previous research, the writer of this study is interested in analyzing persuasive strategies in master of medicinal herb at Socah market.

1.2 Statement of the Problem

Based on the background of study above, the statements of research problems are formulated as follow:

1. What are the types of persuasive strategies used in master of medicinal herb in their persuasive speeches?

2. What do the strategies of persuasion refer to speech functions?

1.3 Objective of the Study

Based on the statement of the research problem formulated above, the objective of this research are:

1. To explain the types of persuasion strategies used by master of medicinal herb in their speeches.
2. To explain the the strategies of persuasion refer to speech functions..

1.4 Significance of the Study

Theoretically, this study is expected to give contribution for the readers who want to analyze the same theory. This study is also hoped to give better explanation about persuasion and information how to analyze strategy of persuasion in master of medicinal herb's speeches. This study may become a reference for the next writers who want to analyze about strategy of persuasion and speech functions.

Practically, the writer expects that this study can help other people to interact or sell everything by using persuasive strategy, because it helps them to get many customers. This study is also expected to improve knowledge either speakers or listeners about strategy of persuasion in daily communication.

1.5 Scope and Limitation of the Study

The scope of this study is the theory of persuasive strategies by Halmari & Virtanen (2005) and the theory of speech functions by Janet Holmes (2013). The

limitation of this study is the utterances of master of medicinal herb at Socah market which indicate persuasive strategies.