

ABSTRACT

Syafiudin. 130511100035. *A study of Persuasion Strategies in Habib Rizieq's Speech in Action to Defend Islam 1*. Thesis. English Study Program of the Faculty of Social and Cultural Sciences, University of Trunojoyo Madura. Advisor: Misnadin, S.S., M.A., Ph.D.

The study focused on the use of persuasion strategies found in Habib Rizieq's speech in *action to defend Islam 1*. This study aims to explain the types of persuasion strategies uttered by Habib Rizieq in *action to defend Islam 1* speech and how they were used in the speech.

This study was conducted by using descriptive qualitative design because the data of this study were in the form of utterances that were not statistically analyzed. 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 were 31 data found in this study. They belong to ten types of persuasion strategies. They are appeals to authority (2 data), appeals to logic (5 data), rhetorical questions (1 data), superlative and "nice numbers" (2 data), poetic aspect/devices/alliteration (1 data), vocatives (5 data), the use of humor (0 data), unification via addressing the enemy (3 data) the use of personal pronouns (11 data), and rhetorical organization/evoking history and continuity (1 data). Moreover, this study also finds how the strategies used to persuade people with his message. There are 2 data belong to by giving the listeners the right impression of the speaker character, 17 data belong to by working on the emotions of the judges themselves (ability to control emotion), and 10 data belong to by proving the truth of the statements made.

Keywords: Persuasion, Persuasion Strategy, Habib Rizieq's Speech, Action to Defend Islam 1