

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language is a tool which is used by people to communicate each other in spoken or written form in their daily life. Through language they will get information and know what happens all over the world. People usually communicate to achieve any purposes such as to share their experiences, to give information, to convince and persuade other people. The unique one done by people is when they try to persuade other people. They commonly persuade the hearers in order to make all of them follow what they want.

Persuasion is used by people in daily communication either they are aware or not of it. Persuasion is kind of influence, but not all of influence is persuasion (Larson, 2004). It means that persuasion is used by people to make what they do better and to influence their belief, value, and attitudes. Persuasion is defined as those linguistic choices that aim to affecting the behavior of other, changing or strengthening the existing beliefs and behaviors of those who already agree, the beliefs and behavior of persuaders included (Halmari & Virtanen, 2005).

People will always be influenced by their surrounding because they do not always have absolute freedom, even in democratic society Perloff cited in (Andersen, 2011). Some examples of the influence in people's surroundings are shown in advertisement in TV, health campaign on billboard, and political speech. All persuasion is not manipulative. He states that a persuader whose motives are transparent is not employing manipulation and honest. However, at the sometime, listener can naively trust a communicator. It means that although persuasion

sounds manipulative or some people feel a little bit distasteful of it, it cannot be considered as manipulation or even coercion when the speaker delivers the message honestly.

In daily life, persuasion strategy is often used by people. Many leaders in the world who used it, such as Abraham Lincoln, Nelson Mandela, and Soekarno, have been successfully changing people's behavior and ways of thinking through the persuasive speech. The greatness of their ability in delivering persuasion speech is able to inspire their people to defend their countries. Everyone have different persuasion strategies which is used on their speech because of their position, background knowledge and also experiences. For example: Habib Rizieq Shihab, he is a high priest of Islamic Defenders Front who has good ability in persuasion (Quraisyiah, 2014). He is often invited to fill the Islamic speech, lately he is very viral in social media for leading Muslims together with the aim of demanding the government to administer justice to all the elements, especially the former governor of DKI Jakarta Basuki Tjahja Purnama who has allegedly despised the Islamic religion.

From the statements above, it is interesting to analyze Habib Rizieq's speech *in action to defend Islam* because at that time he as one of the orator that make many Moslems persuaded by him, again the reason to choose his speeches is because he has many followers and his speeches involve persuasion strategy that caused other people influenced by him.

Here some example of persuasion strategies, as follow:

1. Every time we have acted to *heal* our environment, *pessimists* have told us it would hurt the economy.

source: (Halmari & Virtanen, 2005)

2. “We have *more than 14 million* more new jobs, lowest unemployment in *24 years*, the lowest core inflation *in 30 years*; incomes are rising; and we have the highest homeownership in history.” (Clinton)

The first example above belongs to appeals to logic persuasive strategy. The verb “*heal*” evokes positive associations. It is something that needs healing has been in bad shape, sick, and the logic thing to do is to support the process of healing but also, if you do oppose it, you are called a “*Pessimist*”. While the second example is persuasion strategy which belongs to superlative and “nice numbers”, which is the factual information often involves the use of numerical data – fact backed up by numbers.

There are three studies that have been found related to persuasion strategy. Include those done by Nurul Umi Fadilah (2010) which was about A Discourse Analysis on the persuasive technique used in Drtv Advertisement, Marsella Yeanetta Hatane (2011) which was about the Persuasive Strategy Through The Illucionary Act of Alex, Gloria and Marty in Persuading Each other in Madagaskar, and Souffien Jarraya (2013) which was about Persuasion in Political Discourse: Tunisian President Ben Ali’s Last Speech As a Case Study.

Those studies discussed persuasion strategies in different source of data. Therefore, to cover the vacant space of the previous research, the writer is interested in analyzing persuasion strategies in Habib Rizieq’s speech *in action to defend Islam 1*.

1.2 Statement of the Problems

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

1. What persuasion strategies are found in Habib Riziq's speech in *Action to defend Islam 1*?
2. How are persuasion strategies used to persuade people with his message?

1.3 Objectives of the Study

Based on the statement of the research problem formulated above the objectives of the research are:

1. To explain kind of persuasion strategies are found in Habib Riziq speech in *action to defend Islam 1*.
2. To explain the strategies used to persuade people with his message.

1.4 Significance of the Study

Theoretically, this study is expected to give contribution for the readers who want to analyze the different data using same theory. This study is also hoped to give a better explanation about persuasion and information on how to analyze strategy of persuasion. In addition, this study may become a reference for the next writers who want to analyze about strategy of persuasion. Practically, the writer expects that this study can help other people to interact with other people by using persuasion strategy in daily communication.

1.5 Scope and Limitation of the study

The scope of this study is discourse analysis on persuasion strategy and the theory used persuasive by Halmari & Virtanen (2005). This research is limited on analysing utterance of Habib Rizieq's speech in *action to defend Islam 1* which shows persuasion strategies.