

CHAPTER I

INTRODUCTION

This chapter comprises five sub chapters, namely background of the study, statement of the research problems, objectives of the study, significance of the study, and scope and limitation of the study. Each sub chapter explains different information which is important to be known.

1.1 Background of the Study

Nowadays, people are familiar with the existence of motivation. According to Guay et al (2010), a motivation is the reasons underlying behavior. Motivation refers to reasons that underlie behavior that is characterized by willingness and volition. An motivation includes motivation quotes. Generally, motivation quotes are means to capture the audiences' or readers' attentions or persuasion. A good motivation quotes provokes audiences' or readers' attentions and shows the meaning or message. Motivation quote deal with words, phrases, or sentences. Thus, it is essential for motivators to use several linguistic features, such as rhetorical devices.

Nowdays, the rapid development of Indonesian motivators, which became the interest of Indonesian people to be able to motivate them when they were down. Ippho Santosa stated the best motivator is ourselves. Therefore, motivator choices provide more, namely wise motivational words and always called motivation quotes, great ways of success, and examples of success that are rich

(diverse).

The writer uses *Zig Ziglar's little Book of Big Quotes* book as the source of data to analyze rhetorical devices. *Zig Ziglar's little Book of Big Quotes* is one of book that contains many rhetorical devices. This book is written by American motivator, out of nine of his twenty three book have been on the best seller list and his titles have been translated into more than thirty eight language and dialects. This book contain informations about the ways to be a consistent messenger of hope and optimism, which was taken from the *Zig Ziglar's little Book of Big Quotes* by Zig Ziglar. In the beginning, Zig Ziglar built a wildly successful career in sales. However, the more he learned about selling and personal achievement, the more he is interested to become a motivator. He wanted to help others to attain the success he enjoyed. This book published in American in 2004.

The book have big impact, the Little Book of Big Quotes is perfect to hand out to friends, clients or associates. Filled with Zig's motivating quotes on a wide range of topics, this Little Book is a great resource for our personal success journey.

There are two reasons why the writer choose *Zig Ziglar's little Book of Big Quotes* as the source of data. The first reason is because the book shows motivating quotes on a wide range of topics. The second reason is that the book was considered one of 9 titles on the best seller book in best motivational speakers.

In addition, the writer decide to analyze of rhetorical devices in *Zig Ziglar's little Book of Big Quotes* because of one reason. The reason is that many data

(rhetorical devices) can be found in this book of quote that are proper to the theories used, for example You“ve got **to be before you can do, and do before you can have**. The bold expression in the quote above is one of rhetorical devices found in the *Zig Ziglar’s little Book of Big Quotes*. Based on the theory of the types of rhetorical devices proposed by Robert (1992), the rhetorical devices includes as *chiasmus* because notice that the second half of this sentence is an inverted form of the first half, both grammatically and logically. Based on the theory of Chetia (2015) relating to the function of rhetorical devices, the clause of **to be before you can do, and do before you can have**. In the function are to create emphatic and forceful.

One use of rhetorical devices can be found in motivation quote. One of them is written by zig ziglar titled *Zig Ziglar’s little Book of Big Quotes*. Rhetoric can be defined as the art of speaking or written in an elegant and forceful but hidden way to influence, impress and persuade the audience or the reader. Meanwhile, rhetorical devices have the function as a tool to deliver beauty, variety, vividness, force, and power to the language. According to Chetia (2015) to achieve persuasion to appeal to more readers, various rhetorical devices are employed in quotes.

The study of rhetorical devices can be found in some articles. They were an analysis of rhetorical devices in Obama’s Public Speeches conducted by Fengjie Li,et al (2016); an analysis the use of rhetorical devices in writings of Arab high school students conducted by Shakour (2014); Linguistics analysis of online Advertising in English conducted by Romanenko (2014); and a study conducted by Hutagaol (2006) to analyze rhetorical devices found in Jewel’s Song Lyrics.

Some reserchers mostly focus on advertisement text, speech and academic writing. One has studied the rhetorical devices in quotes. Therefore the author finds the use of rhetorical devices in quotes written by Zig Ziglar and their functions.

1.2 Statements of the Research Problems

Through this research, the writer emerges the following questions:

1. What are the types of rhetorical devices found in Zig Ziglar's little book of big quotes?
2. What are the functions of rhetorical devices found in Zig Ziglar's little book of big quotes?

1.3 Objectives of the Study

Based on the statements of the research problem, the purposes of the study are:

1. To explain the types of rhetorical devices found in Zig Ziglar's little book of big quotes.
2. To explain the functions of rhetorical devices found in Zig Ziglar's little book of big quotes.

1.4 Significances of the Study

The study explains some important insight into theoretical significance and practical significance. Theoretically, the results of this study are expected to give understanding of stylistic approach especially in rhetorical devices. The writer

also hopes that it can become useful reference for other researchers studying similar research.

Practically, this study aims to gain people's awareness of the importance of rhetorical devices usage especially in making quote. Authors and speakers can learn more beautiful words or quotes. Thus their writing can attract the readers and its message can be delivered well.

1.5 Scope and Limitation of the Study

The scope of this study is stylistics. However, the writer limits the theory only on rhetorical devices. The writer analyzes the types of rhetorical devices in Zig Ziglar's little book of big quotes in 2004 using the theory proposed by Robert (1992) and the function of rhetorical devices proposed by using Chetia (2015)

