

ABSTRACT

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Persuasion is defined as those linguistic choices that aim at changing or affecting the behavior of others or strengthening the existing beliefs and behaviors. One of the areas that need study of persuasion is political speech. Political speech cannot be separated from the persuasive speech. Concerning to the topic, this study is focused on the use of persuasion strategy proposed by Halmari & Virtanen (2005) in analyzing Ban Ki Moon’s speeches. This study took this topic because it is intended to investigate about the persuasion strategy and how the strategy is used in the speech.

This research was designed by using descriptive qualitative method because the data of this research were in the form of utterances that were not statistically analyzed. This study also used discourse analysis because the researcher wanted to know how language is used to persuade other people in speech. The data were taken from the speeches or utterances of Ban Ki Moon’s speeches during 2013. The data were analyzed through the observation done by the researcher himself.

It was found that to persuade the audience, Ban Ki Moon applies seven strategies of persuasion. These strategies are: appeal to authority (4.2%), appeals to logic (17.1%), superlative and “nice number” (2.85%), alliteration (27.16%), vocatives (5.71%), the use of personal pronouns (25.71%), rhetorical organization / evoking history and continuity (17.14%).

Key words: persuasion, persuasion strategy, political speech

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