

CHAPTER I

INTRODUCTION

This chapter provides some subchapters, namely background of the study, statements of the problems, objectives of the study, significances of the study, and scope and limitation of the study. Those are important to describe the study generally.

1.1 Background of the Study

Persuasion is commonly used to convince someone else or hearer to do the speaker's purpose. It is one of strategies to influence the hearer without coercion. Keraf (2004) stated that persuasion is an art of verbal with the intention to assure someone to do something appropriate with the speaker's purpose for this moment or the following days. It means that persuasion is an effort to persuade someone or to influence hearers to commit what the speaker delivers or to follow what the speaker does.

Persuasion is not easy to apply in practice. It requires appropriate techniques to make the speaker intentions are followed or done by the hearer. Hart (1983:260) stated that persuasive technique is a tactic of doing thing so that people can reach their goals that one has freely chosen for among several options. In line with Hart, Perloff (in Mukarromah, 2016:2), stated that persuasion is categorized as a symbolic process in which communication attempt to convince other people to change their attitudes or behaviors regarding an issue through the transmission of a message in an atmosphere of free choice.

There are various daily activities utilize persuasion to reach their goal such as advertisement, politic, conversation, speech and others. Speech activity is to attract attention, to influence attitude and behavior, or to persuade the hearer in order to convince about something and take an action for it regarding the speech purpose.

One of famous speakers in speech is Malala Yousafzai. Her speeches inspire a lot of people in the world. She is a Pakistani child education activist. She has been recognized for her hard work promoting the right for girls to have an education. She was ever shot in the head in October 2012 by a Taliban gunman. In 2014 she became the youngest person ever to win the Nobel Peace Prize. The prestigious Nobel Prize is the highest accolade in the academic world, created in 1901 by Swedish inventor and manufacturer, Alfred Nobel (Brant, 2014).

The writer initiates to analyze persuasion used in Malala Yousafzai's speeches. Malala is still young but has been able to convince and inspire a lot of people in the world. This indicates that she has good persuasive strategy to convince someone else. She persuades people through speech communication conveyed in her speeches. She uses words, phrases or sentences designed to persuade, motivate and inspire many people. It can be seen her statement contains rhetorical question in one of her speeches to persuade people to think and do action, she said "that countries which we call strong are so powerful in creating wars but are so weak in bringing peace *why is It? why is it?*". So, linguistics is one of the central studies to identify persuasive strategies and persuasive proofs used by Malala in her speeches.

There are three previous studies which are relevant to this study. The first research was conducted by Evin Maya Aulia Rizka (2016), the second research was conducted by Nuckfi Mukarromah (2016), and the third was conducted by Nurul Wynda Pramithasari (2013). The difference between this study and the three previous studies are on the source of data and the theory. The first previous study used Nike advertisement as source of data analyzing with theory proposed by Keraf (2004), the second previous study utilized slogan of iPhone as source of data analyzing with theory proposed by Keraf 2004, and the third used Jokowi's Speech in His Governor Election Campaign as source of data analyzing with persuasive strategy proposed by Beebe and Beebe (2012). On the contrary, the source data of this study is Malala Yousafzai's speech. Meanwhile, the theory in this study is the types of persuasive strategy proposed by Halmari and Virtanen (2005) and the kinds of persuasive proof proposed by Kennedy (1991).

1.2 Statements of Problems

Based on the background of the study above, the statements of the research problem are formulated as follows:

1. What are the types of persuasive strategy used by Malala Yousafzai in her speeches?
2. What kinds of persuasive proof used by Malala to persuade people in her speeches?

1.3 Objectives of the Study

Based on the statements of the problems formulated above, this study have several objectives, they are:

1. To explain the types of persuasive strategy are used by Malala Yousafzai in her speeches.
2. To explain the kinds of persuasive proof used by Malala to persuade people in her speeches.

1.4 Significance of the Study.

Theoretically, this study contributes knowledge about the types of persuasive strategies and the kinds of persuasive proof in speech. This study also becomes a reference for future researchers who are intend to analyze the persuasive strategy.

Practically, this study helps public speakers to apply persuasive strategies appropriately to convince the hearers. This study also improves either the speakers or writers' knowledge about the persuasive strategies. They can be applied not only in speech but also in daily communication to convince someone else.

1.5 The scope and Limitation of the Study.

This study analyzes the types of persuasive strategy found in Malala Yousafzai's speeches and the kinds of persuasive proof used to persuade people in her speeches. Therefore, the scope of this study is the theory of persuasive strategies proposed by Halmar and Virtanen (2005) and the theory of persuasive proofs proposed by Kennedy (1991).

Malala Yousafzai's videos are easily found in YouTube and the number is plenty. Therefore, the writer limits the number of videos which are going to be analyzed two videos only. The limitation of this study is on all utterances

produced by Malala Yousafzai which contain types of persuasive strategies and kinds of persuasive proof.