

CHAPTER I

INTRODUCTION

This chapter contains some subchapters, namely background of the study, statement of the problems, objective of the study, significances of the study, and scope and limitation of the study. They are necessary to be explained since they describe this study generally.

1.1 Background of the Study

Persuasion is used by people in daily communication either they are aware or not of it. Perloff (in Andersen, 2011) states that just about anything that involves molding or shaping attitudes involves persuasion. It can be seen from the fact that there are many things that can be reached by persuading the others, such as getting high rates consumers through the persuasive advertisement or getting support from many people in political election through the persuasive speech. Therefore, persuasion can be the means used by people to achieve their goals.

Perloff (in Andersen, 2011) also argues that people will always be influenced by their surroundings because they do not always have absolute freedom, even in a democratic society. Advertisement in TV, health campaign on billboard, and political speech are some examples of the influence in people's surroundings. All persuasion is not manipulative. He states that a persuader whose motives are honest and transparent is not employing manipulation. However, at the same time, listener can naively trust a

communicator. It means that although persuasion sounds manipulative or a little bit distasteful for some people, it cannot be considered as manipulation or even coercion when the speaker delivers the message honestly.

Persuasion is defined as those linguistic choices that aim at changing or affecting the behavior of others or strengthening the existing beliefs and behaviors of those who already agree, the beliefs and behaviors of persuaders included (Halmari & Virtanen, 2005). Many leaders in the world, such as Nelson Mandela, Abraham Lincoln, and Soekarno, have been successfully changing people's way of thinking and behavior through the persuasive speech. The greatness of their ability in delivering persuasive speeches is able to inspire their people to defend their countries.

From the facts above, it is interesting to analyze political speech. The political speech chosen is the political speech of Ban Ki Moon, the eighth secretary-general of the United Nations (2007-present). Ban Ki Moon's speech is considered important since they contain some UN's policies. Meanwhile, Ban Ki Moon is chosen because he is now the latest secretary general of UN. Therefore, the writer is interested in analyzing the speeches.

The paper focuses on what persuasion strategies are used in the speech and how they are used. The reasons to choose his speeches are because the speech must play important role remembering that he is a world leader (United Nations). He is also elected twice to lead the organization (until 2017). His priorities have been to mobilize world leaders around a set of new global challenges and increasing pressures involving food, energy and water. Personally, the writer is interested in

analyzing the speeches because he believes that the secretary general is one who is taking part in deciding some world's policy, since UN is a world's organization.

To make it clearer, the writer provides an example of Ban Ki Moon's speech when he was making at General Assembly on the topic of "Peaceful Resolution of Conflicts in Africa"

"From development to preventive diplomacy, from peacekeeping to capacity building and much else, **we** work day in and day out alongside our African counterparts towards long-term peace, prosperity and human rights."

(source: www.un.org/apps/news/infocus/sgspeeches)

Ban Ki Moon reminds the audience that they are the responsible parties who continuously work to reach the long-term peace, prosperity and human rights in Africa. In other words, Ban Ki Moon tries to spread the responsibility among the audience that they have been working hard to reach the goal. Spreading the responsibility is aimed to make the audience feel that they need to listen and then accept what Ban Ki Moon says since it is known that they have the same job to do. This is what makes the study of persuasion interesting. A listener may not realize that he or she is being persuaded since a speaker does not have to use coercion or threatening words in persuasion.

In persuasion, the data, statistics, or details found are not as many as in argumentation since persuasion is simply an art of persuading people (Kerf, 2004: 118). Understanding persuasion process is very complex. Persuasion intends to cause people to do things to others without regard for these people, their needs, or their

integrity. In other words, persuasion is a communication process of getting someone to do something by convincing him that there is a logical and reasonable thing to do. It needs stimuli from speaker (persuader) to get response from listener or audience (persuadee).

1.2 Statement of the Problems

According to the background of the study above, this study focuses on the following problems.

1. What persuasion strategies are found in Ban Ki Moon's speeches?
2. How are these strategies used to persuade people with his message?

1.3 Objectives of the Study

According to the problems of the study above, the objectives of this research are:

1. To explain what persuasion strategies are found in Ban Ki-moon's political speeches.
2. To describe how these strategies are used to persuade people with his message.

1.4 Significance of the Study

Theoretically, this study is expected to give contribution for further study analyzing the same source of data or using the same theory. This study is expected to give a better understanding about strategy of persuasion and the information about

how to analyze strategy of persuasion in political speech. This study can also become a reference for the next researchers who analyze strategy of persuasion. The strategy of persuasion is simply an art of speaking because its purpose is to affect other people's mind and behavior.

Meanwhile practically, this study helps the speaker and listener to understand about how strategy of persuasion is applied by a speaker when delivering a political speech. This study is expected to improve either the speaker or listener's knowledge about strategy of persuasion which can be applied not only in political communication but also in daily communication. This study is also expected to inspire the other speakers to apply strategy of persuasion correctly and effectively.

1.5 Scope and Limitation of the Study

The scope of this study is discourse analysis on persuasion strategy. This research is limited on analyzing three of Ban Ki Moon's speeches. They are; first, Remarks at General Assembly thematic debate on the Peaceful Resolution of Conflicts in Africa: Secretary-General Ban Ki-moon, General Assembly, 25 April 2013, the second, Remarks to General Assembly informal interactive dialogue on "The Responsibility to Protect: State Responsibility and Prevention": Secretary-General Ban Ki-moon, General Assembly, 11 September 2013, and the third is Remarks to the High-Level Meeting of the General Assembly on Nuclear Disarmament: Secretary-General Ban Ki-moon, General Assembly, 26 September 2013.