

**THE RHETORIC IN OBAMA'S SPEECH CAMPAIGN:
CONSTRUCTION, STYLE AND FUNCTION**

A THESIS

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ABSTRAK

Thesis ini membahas tentang konstruksi retorika/cara seseorang membangun sebuah retorika dalam pidato kampanye Barack Obama dalam mempengaruhi dan mengarahkan para pendengar. Permasalahan yang dibahas adalah (1) strategi yang digunakan oleh Barack Obama dalam membangun retorikanya berdasarkan teori dari Beebe, (2) gaya bahasa yang digunakan oleh Barack Obama dalam mendukung retorikanya, gaya bahasa yang diidentifikasi adalah gaya bahasa berdasarkan struktur kalimat berdasarkan struktur kalimat menurut Gorys Keraf, (3) fungsi bahasa berdasarkan analisa gaya bahasa dan retorika berdasarkan teori dari Renkeema.

Data yang dijadikan bahan analisis adalah naskah pidato Barack Obama di DNC (Democratic National Convention), Denver, pada hari Kamis tanggal 28 Agustus 2008 pukul 08:00 PM. Metode yang digunakan dalam analisis data adalah metode padan dan metode agih. Dalam metode padan, digunakan pula beberapa sub-jenis metode yaitu (1) translational dimana alat penentunya yaitu bahasa lain yaitu langue dalam hal ini adalah bahasa Inggris dan (2) ortografis dimana alat penentunya adalah pengawet bahasa yaitu tulisan atau transkrip dari pidato Obama. Dalam metode Agih, alat penentunya berupa bagian atau unsur dari bahasa objek sasaran penelitian itu sendiri yaitu kalimat dan paragraf.

Dari hasil analisis diketahui bahwa jenis strategi yang paling banyak digunakan oleh Barack Obama dalam membangun retorika-retorikanya adalah dengan menggunakan dan memperlihatkan kredibilitasnya kepada pendengarnya. Strategi ini mengindikasikan seakan-akan Barack Obama pantas dan mampu melakukan perubahan di Amerika Serikat. Namun, dengan cara seperti inilah pendengar dalam kampanyenya tertarik dan terkesan dengan Barack Obama. Gaya bahasa yang mendominasi dalam pidato Barack Obama adalah gaya bahasa pengulangan (repetisi). Gaya bahasa yang lain juga ditemukan beberapa kali, namun tidaklah sebanyak gaya bahasa pengulangan. Pengulangan tersebut bertujuan untuk menekankan pesan yang ingin disampaikan oleh pembicara. Fungsi bahasa sebagai wacana argumentatif sangatlah berperan dalam pidato ini. Wacana ini memiliki fungsi untuk mengajak seseorang untuk melakukan sesuatu baik secara langsung maupun secara tidak langsung, sehingga fungsi retorika dalam analisis ini terpenuhi sepanjang retorika dianggap sebagai suatu pengajakan (persuasi).

CHAPTER 1

INTRODUCTION

1.1 The Background of the Study

Rhetoric means the persuasive speaking of someone having a purpose to attract people to follow and to agree with his idea. Rhetoric is the art of persuading others, therefore rhetoric and persuasion are inseparable since any definitions of rhetoric necessarily include the idea of persuasion. The essential difference between the two is that rhetoric refers to the act of communication from the hearer's perspective while persuasion refers both to the speaker's intentions and successful outcomes (Charterls-Black, 2005: 8-9). Hearers are only persuaded when the speaker's rhetoric is successful.

Barrack Obama as one of the candidates of the United States of America's president has used the rhetoric speech in persuading the audience. Being the candidate of president, he has done his speech campaigns in order to persuade the electors to vote him in the Election Day.

As proposed by Leech (1981: 41), one of the functions of language is directive function. It means that this function is to affect the behavior and the attitude of the audience. The persuasive act on his speeches have directed all of the hearer in America, even most people in the world impressed by his speech.

Then, this research relates with the function of discourse as proposed by Renkeema (1993: 48-49), one of the discourse functions is to persuade the hearer or the audience. The speech of Obama can be categorized as argumentative discourse, since the discourse tries to persuade the audience. Thus, this writing then deals with how the speaker affects the audiences, especially in directing them as the application of directive functions, how he/she constructs the rhetoric in his speech and how the speaker applies the style of language.

1.2. The Identification of the Problems.

In rhetoric, style brings effects to the audience, especially when the style is applied well. By means, the successful persuasion depends on the way of the speaker delivers his/her idea. Thus, this research will analyze the rhetoric construction used by Obama in constructing and arranging well-rhetoric and the style of language itself. It needs to be emphasized that this research does not discuss the syntactic construction.

Then, the problems to be analyzed here are:

1. What are the rhetoric constructions of Obama's speech?
2. What is the style of language used by Obama to construct his rhetoric in his speech?
3. What is the function of the rhetoric in his speech?

CHAPTER 4

CONCLUSION

This writing deals with the three relationships of theories, they are; the rhetoric construction, the style of language based on the structure of sentence and the function of rhetoric itself. The writer tries to correlate these theories by examining 18 data. Every datum has the different construction of rhetoric and style. However, the function of rhetoric remains the same. The rhetoric function is to affect and to persuade the hearer to follow the speaker's idea directly or indirectly.

By observing the 18 data and looking at the table presented, the writer concludes that:

1. The most occurrence of rhetoric construction is establishing credibility to persuade. This strategy emerges 8 times (44.44 %) from all data and followed by using logic and evidence to persuade (3 times or 16.67%), Strategies for Adapting Ideas to People and People to Ideas (3 times or 16.67%), using Emotion to persuade (2 times or 11.2%) and using refutation (2 times or 11.11%). Apparently, this strategy is the best way of Obama to make his rhetoric persuasively. By telling his credibility, he can affect the hearer attention to vote for him in the Election Day. The phrase he often uses to arouse the hearer emotion is "If I am president".
2. Repetition and climax are the style of language which are often used in Obama's rhetoric (persuasive speaking). Repetition occurs 7 time (38.89%) and followed by Climax (6 times = 33.33%), Anticlimax (3 times or 16.67 %), Parallelism

(once or 5.6%) and Antithesis (once or 5.6%). Obama often applied repetition to arouse the emotion and to convince his political followers (the hearer) to agree with his objective in making change in the United States. And climax also has a function to arouse the hearer emotion. He tells the unimportant thing first, and then in the last sentence, he reveals the important thing emotionally.

Overall, by seeing the occurrence of rhetoric construction and style applied, the writer concludes that Establishing Credibility combined with repetition style of language is the best strategy of Obama to deliver his speech in order to persuade the hearers. The function that often occurs is persuasion. This function is supported by the notion of rhetoric that is the art of persuasive speaking.

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