

**An Analysis of Rhetorical Structure of Speech Delivered by Sales
Persons of *Greenlite* Multilevel Marketing in Persuading the
Customers**

Thesis

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(S1) in the English Department of FBS UNP Padang*



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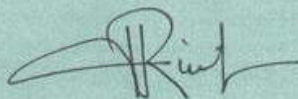
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Greenlite Multilevel Marketing in Persuading the Customers**

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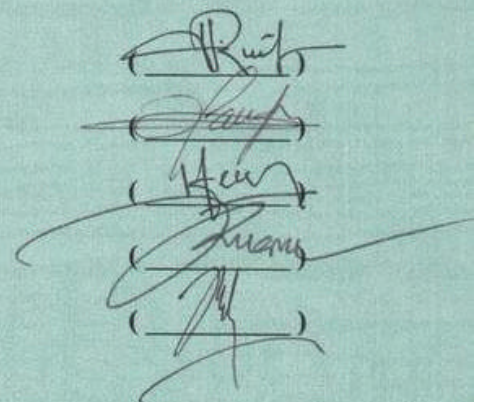
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Abstrak

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Dalam dunia pemasaran keahlian menarik serta mempengaruhi pelanggan sangatlah dibutuhkan. Kemampuan ini sangat diprioritaskan bagi para *sales person* Multilevel Marketing untuk dapat memberikan efek positif terhadap pelanggan serta produk yang dipasarkan. Kecakapan dalam berpidato persuasif secara struktural yang baik, menjadi nilai tambah bagi para *sales person* itu sendiri. Berdasarkan latar belakang tersebut, penelitian ini bertujuan untuk mengetahui sejauh mana para sales menggunakan struktural persuasif dalam persentasinya berdasarkan teori *Rhetorical Structure* yang dikemukakan oleh Mann dan Thompson (1988) yaitu *subject matter relation* dan *presentational*. Selain itu, untuk mengetahui jenis *persuasion appeal* yang digunakan para sales dalam pidato persentasinya, berdasarkan teori *persuasion appeals* Aristoteles yang dikemukakan kembali oleh Fletcher (1990).

Metode yang digunakan dalam melakukan penelitian ini adalah metode deskriptif kualitatif, dengan menggambarkan dan menginterpretasikan tentang kondisi yang ada. Tahap yang dilakukan adalah menganalisa pidato presentasi dari para *sales person*. Kemudian data di analisa berdasarkan teori *rhetorical relation*. Sehingga dapat di temukan jenis *rhetorical relation* yang paling banyak digunakan serta tipe-tipe apa saja yang ditemukan dalam pidato presentasi para sales person tersebut.

Hasil penelitian menunjukkan bahwa tipe dari *rethorical relation* yang ditemukan dalam pidato presentasi para sales adalah 14 tipe dan tipe yang paling banyak di gunakan adalah *Evidence*, dengan jumlah 25.21%, menyusul urutan kedua *Purpose* dengan jumlah 21.85% dan tipe yang paling jarang digunakan adalah *Volitional Result*, *Concession* dan *Solution hood*. Kemudian jenis *persuasion appeal* yang ditemukan adalah dua jenis yakni *logical appeal* dan *emotional appeal*.

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CHAPTER 1

INTRODUCTION

1.1 Background of the Problem

Communication is one key component in human interactions, because communication is a way to exchange the information from one person to another person to convey their thought, idea and feelings. An effective communication occurs when the receiver understand what the speaker says. Having good capability in using language also can back up the communication itself. This is because language has a power to persuade and to convince people about what speaker express and can inform the mind, caress and comfort the feelings, excite and thrill the spirit, or warm and kindle the flame of the hearts.

Persuasion is one of the communication phenomena that could be found in daily conversation. Naturally, people can use persuasion to transmit thoughts to others. The fundamental of persuasion itself can be stated simply. According to Walton (2007:53), the central notions of persuasion are two participants, one is trying to persuade the other and the other accepts the designated proposition as true. It means that the persuasion could be achieved in a conversation or in the speech if the speaker and the receiver have the relationship with the idea that was delivered. This central idea of persuasion implies in a dialogue. When a dialogue occurs, the receiver did not consider that they are being persuaded by the speakers, it is supported by the rhetoric used by the speaker.

Persuasion speech has significant role in economic activities, especially to promote the products. A producer and a customer interact with each other to establish beneficial relationship in trading goods and services. The process of sales person is entirely a complicated form that involves interactive behavior followed by good ability to use linguistic competence. Furthermore, a good speech will represent the image of the company and it will help to rise product selling. For this reason, sales person need consider about rhetoric.

Rhetoric is art of language; contain persuasion effect because rhetoric is an important means of human relationship and activities. Rhetoric exists primarily to persuade in order to convey the information, idea or thought. Through the rhetoric, the listeners can understand the speaker`s point of view and automatically, the listeners has involved in the speech.

According to Aristotle (384 B.C), rhetoric is related to three persuasion appeals that can be used to persuade the customer or the listener. First is *ethos*. Ethos can be seen as credibility and characteristic of the speaker in order to persuade their listener. Second, *pathos* can be described as the use of emotional appeal to sway another`s opinion in rhetorical argument. And the third one is *logos*. Logos is most easily defined as the logical of an argument. Rhetorical structure is associated with the phenomenon of rhetoric.

The use of rhetoric is also found in speech by sales person in Multilevel Marketing. One of the biggest multilevel marketing companies is well known today is Greenlite Multilevel marketing. The Multilevel Marketing such as Greenlite has way to communicate to their consumer trough their sales persons.

The communication of the sales persons will persuade the consumers with his idea, opinion or information and also through the visual proof. To catch the attention of the consumer is not an easy thing; so that the sales persons should have some strategies to attract their consumer. In addition a good Multi-level marketing has to have good rhetoric because rhetoric itself is the art of persuasion through carefully crafted word and the speech. By having a good rhetoric, sales persons in Greenlite Multilevel Marketing can persuade the customer with his idea, opinion, or information.

In this research, the researcher tries to find the form of rhetorical structure of speech that is used by the sales persons in Greenlite Multi-level Marketing. Through the presentations that they made, it can be better solution to attract more people buy and also join to their business. There are some aspects that sales person should have to attract their consumers. First, sales person of the Multi-Level Marketing have to convey the strength of the product that they are presented. Second, the sales person through their presentation should give all of information about the functions of the products. Third, the sales persons should give information about the advantages of the products.

In order to find the rhetorical structure to persuade the customer that used by the sales persons, in Greenlite Multi-Level Marketing, it is important to analyze which is related to Rhetorical Structure Theory (RST) that was developed by Mann and Thompson in 1988. Rhetorical Structure Theory is a theory that explains about the coherence of the text. It is conceived to characterize text and textual relations for the purposes of text generation. Moreover, Rhetorical

Structure Theory (RST) is a tool to describe the relation between text parts based on functional terms.

There are certain reasons that make the researcher choose the Rhetorical Structure Theory in persuading the customer as the focus of the research. First, based on pre-observation, the researcher saw that almost all of the multilevel marketing companies use the rhetorical structure to present their presentation as well as persuade their customer to get involve in their presentation. Then, they are some studies of the rhetorical structure have been conducted by the researcher. Every researcher has different ways to in doing this research. In the rhetorical structure, many researchers have done the research related to the text. So, in this research, the researcher tries to investigate the using of rhetorical structure of speech in persuading people related to the speech communication. The researcher also wants to analyze the pattern of the rhetorical structure and the multi-level marketing as the object of the research.

The researcher chooses the Greenlite Multilevel Marketing, because the Greenlite Multilevel Marketing is a well-known Multilevel Marketing nowadays. Greenlite is a company which is very sturdy and reliable, strongly committed to building a better quality of life. The foundation is built on trust “Belief”, Concern “Care”, and Teamwork “team work” in a compact and focused. Greenlite provides a simple approach and the latest in every business process. Whatever you want to Optimum Health, Financial Freedom and Dreams - your dreams, Greenlite is the answer of your chance. Greenlite Multilevel marketing has specialty in their products. They try to offer many products in the market, such as healthy products,

agriculture products, foods and their product also concern about the current issues, such as their product to prevent the Cervical Cancer and etc. Meanwhile, other multilevel marketing, only serve several products such as Tianshi, CNI and KK. Based on pre-observed from the costumer that has used product from Greenlite and also become a member. The researcher takes the data from the recorded videos of presentation of Greenlite Multilevel Marketing that is one of the popular methods of selling their products.

1.2 Identification of the Problems

Rhetorical structure of speech in persuading often use in selling products in Greenlite Multilevel Marketing. Rhetorical structure is a strategy that is used to persuade the customer through their speech, visualization and proof of the goods. In this research the researcher tries to identify the choice of words that used by the sales person of Greenlite Multilevel Marketing and how it can influence the customer. There are some problems that appear in this research. First, from the discourse analysis point of view, the researcher relates to the type of relation type in Rhetorical Structure Theory that consists of the subject matter relations, consist of circumstances, condition, elaboration, evaluation, interpretation, means, non-volitional cause, non-volitional result, otherwise, purpose, solution hood, unconditional, unless, volitional cause, volitional result; and presentational relations, consist of; antithesis, background, concession, enablement, evidence, justify, motivation, preparation, restatement and summary. This study is intended

to find the structure form of the sales person's speech, based on rhetorical structure analysis and to know the types are mostly used.

Second, from pragmatic point of view, it can be analyzed persuasion appeals that proclaimed by Aristotle, he stated the three types of persuasion appeals such as ethos, pathos and logos. It can be analyzed persuasion appeals, forms, meaning, types and function based on the contextual meaning. This research focus on persuasion appeals that used by sales person in Greenlite Multilevel Marketing.

1.3 Limitation of the Problem

Based on the identification of the problems previously, this research was limited into discourse aspect. It means that this research analyzed the patterns of rhetorical relations (subject matter relations and presentational relations) in rhetorical structure theory (RST). It is going to see the used of rhetorical relations in Greenlite Multilevel Marketing persuade the customer. Here, the writer discerns to observe the speech of persuasion delivered by sales person in Greenlite multilevel marketing.

1.4 Formulation of the Problem

Related to the limitation of the problem above, the writer formulates the problem as follow: "What are the patterns of rhetorical relation in Rhetorical Structure Theory in persuading used by sales persons in Greenlite Multilevel Marketing?"

1.5 Research Questions

Related to formulation of the problem previously, the research questions for this research are:

1. What are the relation forms of rhetorical structure of speech used by sales persons in Greenlite Multilevel Marketing?
2. What are the types of persuasion appeals used by sales person of Greenlite Multilevel Marketing?

1.6 Purpose of the Research

Due to the research question before, the purposes of the research are:

1. To identify and investigate the forms of relation in rhetorical structure of speech in persuading used by sales person in Green Lite Multilevel Marketing.
2. To investigate the types of persuasion appeals occur in speech in persuading by sales person Greenlite Multilevel Marketing.

1.7 Significance of the Study

It is expected that the result of this research will be able to give significant contribution. Theoretically, this research is useful to provide a significant contribution in enriching linguistics studies, especially to give better knowledge

about rhetorical relation pattern in Rhetorical Structure Theory and the form of persuasive appeals itself that is analyzed based on the speech of persuasion.

Practically, this research can help the reader or the audience to identify the language that used by sales person especially in Greenlite Multilevel Marketing whether that good or not in communication.

1.8 Definitions of Key Terms

1. Rhetoric : A form of communication is used by certain communicators to accomplish certain purpose.
2. Rhetorical structure : Relation occurs among the phrases of sentences that create certain effect, usually known by the relation of *nucleus* and *satellite* used by sales person in Greenlite Multilevel Marketing.
3. Sales person : A person, that promotes the product of a company Greenlite Multilevel Marketing.
4. Multilevel marketing : is marketing strategy which sales forced by compensated not only for sales but also the sales other recruitment and creating a hierarchy of multiple levels of compensation, such as Greenlite Multilevel Marketing.
5. Greenlite : One of popular Multilevel Marketing in West Sumatera that has spread this business in every level of society.