

# Events of Persuasive Speech in the Interview of Sandiaga Uno

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## ABSTRACT

This study discusses the use of persuasive speech forms in Sandiaga Uno's interviews. The purpose of this study is to reveal the use of persuasive speech forms in Sandiaga Uno's interviews. This type of research is qualitative research with descriptive methods. Descriptive means that research is carried out solely based on existing facts or phenomena that are empirically alive in the speakers. This qualitative research aims to produce descriptive data in the form of persuasive speech in Sandiaga Uno's interviews. The data analysis technique of this research is based on the interactive technique of Miles and Huberman. Through this model, analysis activities are carried out through four stages of activity, namely (a) data collection, (b) data reduction, (c) data presentation, and (d) drawing conclusions and final results. Based on the results and discussion, it can be concluded that in the form of persuasive speech in Sandiaga Uno's speech, there are as many as forty persuasive speeches, thirty-five directive speeches, ten expressive speeches, five commissive speeches and eight declarative speeches. So the more dominant form of persuasive speech in Sandiaga Uno's interview is the form of assertive speech.

**Keywords:** *Forms, persuasive speech, interviews*

## 1. INTRODUCTION

One of the things that everyone who wants to connect with other people needs to know is how a person dares to interact with other people. All of that would not have been done without the courage to start, greet others, the courage to talk to others, the courage to respect other people for interacting, one of which is by persuading with a persuasive speech in Sandiaga Uno's interview.

In an interview, a person uses a speech that consists of a series of speech acts (English: speech act) that are organized to achieve a goal. If speech events are a social symptom, then speech acts are an individual symptom, psychological in nature, and their continuity is determined by the speaker's language ability in dealing with certain situations. In the speech event, it is more seen in the purpose of the event, but in the speech act, it is more seen in the meaning or meaning of the action in the speech. Speech acts and speech events are two symptoms that exist in one process, namely the communication process.

In essence, the interactions that occur in human relationships, one of the goals is to gain influence from others. From a communication perspective, it appears that the interview is a conversation between two or more people and takes place between the source and the interviewer. In conducting an interview, of course, someone uses language and makes a speech. The speech

acts used include locus acts, illocutionary acts, perlocution acts. The form of speech according to Searle (in Rahardi, 2005, p.36) is "assertive, for example stating, reporting, showing and mentioning, speech directives that instruct, beg, demand, suggest, and challenge. expressive, namely utterances that praise, say thanks, criticize and complain, commit speech that promise, swear and threaten, and speech declarations that decide, prohibit, cancel, allow, and forgive. Speech delivered by the source (speaker) to the speech partner in an effort to influence others to follow the wishes or wishes of the speaker.

According to Rahardi, (2005, p.3), persuasive speech is termed imperative because the scope of meaning is broader-based on the function of speech and the involvement of more complex contexts. Persuasive speech is carried out by two or more people, thus persuasive speech can be said to be a conversation that aims to persuade or invite someone to take action or change attitudes according to what the speaker wants. According to Gorys Keraf (2007), persuasive is a verbal art that aims to convince someone to do something the speaker wants, or in this study, it is called a speaker. This is meant by doing something the speaker wants.

Apart from the persuasive speech theory, the writer also uses the pragmatic theory. Wijana (1996, p.1) Pragmatics is a branch of linguistics that studies the structure of language externally, namely how a language is used in communication. Gunarwan (1994, p.38) states that in linguistic science there are two main streams, namely formalism and functionalism. The first refers to the point

of view that study is the study of language form and language substance, the second refers to the opinion that linguistic study is a study of speech functions. Gunarwan (1994, p.40), Pragmatics is a study of the ability to use language to adapt sentences to the context so that sentences should be uttered.

The next theory is speech acts, Gunarwan (1994, p. 43) explains that the speech act or speech act has an important position in pragmatics because it is one of the units of analysis. Saying a speech can be seen as an activity to take action (influence or instruct), in addition to actually saying or uttering the utterance. The speech act or word act is an entity that is central in pragmatics so that it is essential in pragmatics.

Yule (1996, p.83) explains that speech acts are acts carried out through speech. The first intended action is locution which is a basic act of utterance or produces a meaningful linguistic expression. The second act of illocution, the act of illusion, is shown through the communicative emphasis of a speech. In the third dimension, the perlocution speech act, you will share the assumption that the listener will experience the consequences that you cause, for example, to explain an extraordinary aroma, or ask the listener to drink coffee.

Speech acts are the basis for the analysis of other pragmatic topics such as presumptions, the principle of the same monkey, and the principle of politeness. Speech acts have various forms to express a purpose. For example, according to the provisions of the law in force in this country.

Several studies examining the form of persuasive speech used in research are as follows. First, research conducted by Asmaniah, Zainah (2015) with the title *Rajapati Drama Manuscript Karangannya Ahmad Bakri (Structural and Pragmastic Studies)*. In this study, a pragmastic study was found which consisted of two study elements, namely the pragmatic division and the stylistic division, namely the figurative elements in the sentence. The pragmatic and stylistic elements in the drama script are combined and determined as many as nineteen patterns of performative verbs based on the figure of speech. Pragmastics in this study consists of several elements, each of which is grouped into pragmatic and stylistic studies. For pragmatics, it is divided into seven parts, while stylistics consists of two elements of the figure of speech, namely rhetoric and figurative. The two elements are combined into a pragmastic element which has nineteen patterns based on a figure of speech.

Second, Rizkia Putri (2018), the first round of persuasive speech acts of the 2017 DKI Jakarta governor candidate on Television, Thesis, PBSI, FKIP UN PGRI KEDIRI, 2017. There are many modes of persuasive speech with data sources from the debate, many techniques are found. Persuasive in the speeches of the debate, the first candidate pair Agus-Sylvi used the declarative mode a lot, the second candidate pair Basuki-Jarot mostly used the technique of showing the results of their work.

Third, Witra, A. (2019), his findings were in the form of persuasive speech acts by Surya Paloh. This research discusses the form of political communication

performance in Surya Paloh's persuasive speech. The purpose of this research is to describe the forms of persuasive speech of Surya Paloh. This research is a qualitative descriptive study. The object of this research is a form of political communication performance in Surya Paloh's persuasive speech. The data were obtained using the observation, record and note methods. The findings of the persuasive form of speech in Surya Paloh's speech obtained five classifications, namely, assertive speech totaling 24 data, 30 directives, 5 commissive, 6 expressive, and 9 declarative forms. So the performance of political communication in Surya Paloh's persuasive speech is more frequently used. is a form of directive speech. The purpose of this study was to describe the incidents of persuasive speech acts in Sandiaga Uno's speech. Third, Witra, A. (2019), his findings were in the form of persuasive speech acts by Surya Paloh. This research discusses the form of political communication performance in Surya Paloh's persuasive speech. The purpose of this research is to describe the forms of persuasive speech of Surya Paloh. This research is a qualitative descriptive study. The object of this research is a form of political communication performance in Surya Paloh's persuasive speech. The data were obtained using the observation, record and note methods. The findings of the persuasive form of speech in Surya Paloh's speech obtained five classifications, namely, speech totaling 24 data, 30 directives, 5 commissive, 6 expressive, and 9 declarative forms. So the performance of political communication in Surya Paloh's persuasive speech is more frequently used. is a form of directive speech. The purpose of this study was to describe the incidents of persuasive speech acts in Sandiaga Uno's speech.

Four, Indrawati (2019), recording results taken from social media twitter. The results show that the persuasive language used by millennials in the 2019 presidential election contains the meaning of an invitation, both explicitly and implicitly. The persuasive language used by millennials in the 2019 presidential election was in the form of symbols, sentences, and paragraphs. The purpose of this research is to describe the incidents of persuasive speech acts in Sandiaga Uno's interview.

## 2. METHOD

This research was conducted in Padang, and the process for conducting this research was carried out in stages. This research was started on July 1, 2020. This type of research is qualitative research with descriptive methods. Descriptive means that research is carried out solely based on existing facts or phenomena that are empirically alive in the speakers. This qualitative research aims to produce descriptive data in the form of persuasive speech in Sandiaga Uno's interviews. Qualitative methods are research procedures that produce descriptive data in the form of spoken words from people and observed behavior. Correspondingly, according to Arikonto (1993, p. 310) descriptive research is not intended to test a particular hypothesis, but only describes what it is about a variable,

symptom, or condition. This study aims to obtain descriptions and explanations of the form of persuasive speech in Sandiaga Uno's interviews. The research data source is in the form of youtube videos related to the form of persuasive speech. In principle, this research data collection can be called a data provision technique. Sudaryanto (1993, p.31) the meaning of "data provision" is the provision of data that is data, the provision of data that is fully guaranteed its validity. " Meanwhile, what is stated by the data collection technique is only collecting data that is already available. The method used in this research is the observation method.

The data analysis technique of this research is based on interactive techniques (Miles and Huberman 1992, p. 15-20). Through this model, analysis activities are carried out through four stages of activity, namely (a) data collection, (b) data reduction, (c) data presentation, and (d) drawing conclusions and final results. The flow of activities from data collection, data reduction, data presentation and drawing conclusions. The series of data analysis activities are as follows: Data analysis is carried out using listening techniques, this stage produces notes about Sandiaga Uno's oral communication. The data selection stage is a stage

that includes identifying, classifying, and numbering the form of persuasive speech in conducting data analysis starting with the data reduction stage. At this stage, the process of identification, sorting, and numbering of data is carried out and classification. The identification process is carried out on communicating. The data review stage includes structuring activities that have been reduced. The organized data is presented in a table according to the problem under study. The data presented in this table are reduced again by focusing on the simplification of speech. Furthermore, the data collected is analyzed and conclusions are drawn or verification is carried out on the interpretation of the data after being presented. Pragmatic interpretation emphasizes the aspects of the study of the situation or context in Leech theory.

### 3. FINDINGS AND DISCUSSION

#### 3.1 Findings

**Table 1.** Incidents of Persuasive Speech Actions in Sandiaga Uno's Interview

No.	Persuasive Forms of Speech	Data	%
		98	
1.	a. Assertive	40	39,2%
2.	b. Directive	35	34,3%
3.	c. Ekspresive	10	9,8%
4.	d. Comissive	5	9,4%
5.	e. Declarative	8	7,8%

#### 3.2 Discussion

##### 3.2.1 Assertive Form of Speech

Representative / assertive, namely speech that binds the speaker to the truth of what is being said. This type of speech act is also known as assertive speech act, which includes speech acts of this type, namely speech stating, demanding, acknowledging, showing, reporting, giving testimony, mentioning, speculating.

Sandi: "I have no intention of going into politics, in 2010 I was invited, I thought that as a businessman he also contributed to the country."

Based on the above narrative, the speaker explained about entrepreneurs who are currently also involved in politics. From the speech conveyed by the speaker that he was invited by Mr. Prabowo to enter the world of politics even though currently Sandiaga Uno is a successful businessman. In the words I have been invited, it is classified as persuasive speech because the speaker persuades directly. When viewed from the form of speech, it is classified as assertive speech.

##### 3.2.2 Directive Form of Speech

The directive, namely the speech act which is meant by the speaker so that the listener does the action mentioned in the speech. A directive speech act is also called an imposition positive speech act which is included in this type of speech act, including speech asking, inviting, compelling, suggesting, pressing, ordering, asking, ordering, urging, pleading, challenging, giving on cue.

Sandi: "In 2015, Mr. Prabowo asked for one thing that touched my heart, he spoke like this, you can continue to be a businessman, enrich yourself and create jobs for 50 thousand employees, but this country also needs to be because this politics is already elected to be a democracy."

Based on the above narrative, the speaker explained that Pak Prabowo had invited him in 2012 to join the political world and could remain an entrepreneur and create jobs. This speech is included in a persuasive speech in the form of directive speech because speakers were ordered by Mr. Prabowo to go into politics and remain entrepreneurs who can create jobs for the Indonesian people.

### 3.2.3 Expressive Form of Speech

This speech act is also known as the evaluative speech act. Expressive speech acts are speech acts that are meant by the speaker so that the speech is interpreted as an evaluation of the things mentioned in the speech, including utterances of thanking, complaining, congratulating, flattering, praising, blaming, and criticizing.

Sandi: "Political parties need fresh blood. You may be selfish and continue to be entrepreneurs, but now I ask you to think carefully."

Based on the above speech, speakers received criticism from Mr. Prabowo, not to be too selfish as entrepreneurs, please think carefully about the future of this Indonesian nation. This speech is classified as a persuasive speech that has an expressive form.

### 3.2.4 Commissive Form of Speech

Commissive speech acts are speech acts that bind the speaker to carry out everything that is stated in his utterance, for example swearing, promising, threatening, declaring commitment.

Sandi: "He said in short, I accepted, but there must be consequences. Earlier, Mrs. Rosi said that there was a conflict of interest, I am sure there must be a conflict. For example, living as a ruler and a politician, I have to ask permission to work in that field."

Based on the above narrative, the speaker states the ability to live as a ruler and a politician by ensuring that the speaker can certainly do it even though there are conflicts to be faced. The speech is persuasive in the form of a commissive speech, which is a statement of ability.

### 3.2.5 Declaration Form of Speech

Declarative / establishing / isbati, namely speech acts intended by the speaker to create new things (status, circumstances, etc.). This speech act is also called isbati, which is included in this type of speech is a speech to impress, deciding, canceling, prohibiting, granting, permitting, classifying, lifting, forgiving, forgiving.

Sandi: "I asked permission from Mother first, to get your blessing. It turns out that Mr. Prabowo first asked for permission to invite Sandi to join politics."

Based on the above speech, the speaker asked for permission from the family to go into politics and Mr. Prabowo turned out to have also invited Sandiaga Uno to

join the Gerindra party. This speech was a persuasive speech in the form of a declaration because the speaker received permission from the family to start politics under the patronage of Mr. Prabowo.

## 4. CONCLUSION

Based on the results and discussion, it can be concluded that in the form of persuasive speech in Sandiaga Uno's interviews, there are as many as forty persuasive speeches, thirty-five directive speeches, ten expressive speeches, five commissive speeches, and eight declarative ones. So the more dominant form of persuasive speech in Sandiaga Uno's interview is the form of assertive speech.

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