

**AN ANALYSIS OF PERSUASIVE SPEECH ACT ON SPEECH VIDEO DELIVERED
BY KIM NAMJOON (BTS)**



**Submitted as Partial Fulfillment of the Requirement for Getting Bachelor Degree of
English Education School of Teacher Training and Education**

By:

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MUHAMMADIYAH UNIVERSITY OF SURAKARTA**

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**AN ANALYSIS OF PERSUASIVE SPEECH ACT ON SPEECH VIDEO
DELIVERED BY KIM NAMJOON (BTS)**

RESEARCH PAPER

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On 01 August 2022

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TESTIMONY

I am as the researcher, the undersigned beneath:

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Delivered By Kim Namjoon (Bts)**

I testify that this research paper is my own result and there is no plagiarism. To the best of my knowledge and belief, no opinion has ever been written or published before, except for the written references which are referred in this research paper and mentioned in the references. If there is an incorrect statement from the results of this research paper, I will be fully responsible and willing to accept academic sanctions in accordance with applicable regulations.

Surakarta, 2 August 2022

The Researcher



BERLIANA ISLAMIYATI
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MOTTO

لا حولة ولا قوة إلا بالله

-There is no power and no power except for Allah-

“Don't worry, there is Allah every step of the way”

-Berliana Islamiyati Khoirunnisa-

DEDICATION

With love, pride, and respect, this research is proudly dedicated to:

1. My beloved family who always supports me.
2. My beloved Mother Nur Kasanah.
3. My favorite supervisor, Prof. Dr. Endang Fauziaty. M.Hum.
4. My self who always tried the best for this research.

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This research was prepared as a partial fulfillment of the requirements to obtain a Bachelor's degree in English Education, Faculty of Teacher Training and Education, University of Muhammadiyah Surakarta. During the writing of this scientific paper, the researcher also expresses gratitude for the support, assistance, and prayers from those who have participated in helping the researcher. Therefore, the researchers would like to thank:

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ABSTRAK

Berliana Islamiyati Khoirunnisa / A320180214 **AN ANALYSIS PERSUASIVE SPEECH ACT DELIVERED BY KIM NAMJOON (BTS)**. Skripsi. Fakultas keguruan dan ilmu Pendidikan. Universitas Muhammadiyah Surakarta.

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Penelitian ini membahas tentang tindak tutur persuasif yang digunakan dalam beberapa pidato yang disampaikan Kim Namjoon. Tujuan penelitian ini untuk mengetahui strategi persuasif yang digunakan untuk mempengaruhi dan membujuk penonton, serta ingin mengetahui fungsi penggunaan persuasif dalam setiap pidato. Metode yang digunakan adalah deskriptif kualitatif dengan analisis isi dan pengumpulan data menggunakan analisis konten. Peneliti berpedoman pada teori Beeb and Beeb untuk mengetahui jenis-jenis strategi persuasif dan Holmes untuk mengetahui jenis-jenis fungsi persuasif. Objek penelitian ini adalah tindak tutur persuasif. Peneliti menggunakan teknik Miles dan Huberman seperti yang dilaporkan oleh Sugiyono untuk menghasilkan data, lalu kemudian melakukan validasi data menggunakan teknik penilaian ahli. Hasil temuan penelitian adalah peneliti menemukan sembilan jenis tindak tutur persuasif yang digunakan oleh Kim Namjoon yaitu penggunaan bukti yang kredibel, penggunaan bukti spesifik, penggunaan bukti untuk menceritakan kisah, penggunaan kata yang memperdebatkan emosi, penggunaan metafora dan perumpamaan yang tepat, dan penggunaan daya tarik rasa takut, harapan, kebanggaan, dan keberanian yang tepat. Temuan selanjutnya menunjukkan lima fungsi persuasif dalam pidatonya yaitu ekspresif, direktif, referensial, puitis, dan fatis, dan dapat disimpulkan bahwa Kim Namjoon memiliki kompetensi bahasa yang baik, sehingga ia dapat menggunakan strategi dan fungsi tindak tutur persuasif dengan baik dan benar.

Kata kunci: persuasif, strategi dalam persuasif, fungsi persuasif.

ABSTRACT

Berliana Islamiyati Khoirunnisa / A320180214 **AN ANALYSIS PERSUASIVE SPEECH ACT DELIVERED BY KIM NAMJOON (BTS)**. Research Paper. Faculty of Teacher Training and Education. University of Muhammadiyah Surakarta.

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This study discusses the persuasive speech acts used in several speeches delivered by Kim Namjoon. The purpose of this study was to determine the persuasive strategy used to influence and persuade the audience, and to find out the function of the use of persuasion in each speech. The method used is descriptive qualitative with content analysis and data collection using content analysis. Researchers are guided by the theory of Beeb and Beeb to determine the types of persuasive strategies and Holmes to determine the types of persuasive functions. The object of this research is persuasive speech acts in speech, and the subject of this research is Kim Namjoon. The researcher uses the Miles and Huberman technique as reported by Sugiyono, then performs data validity use the expert judgment technique. The research findings are that the researcher found nine types of persuasive speech acts used by Kim Namjoon, namely use of credible evidence, use of specific evidence, use of evidence to tell a story, use of the emotion-arguing word, use of appropriate metaphor and similes, and use of an appropriate fear appeal, hope, pride, and courage. Further findings show five persuasive functions in his speech, namely expressive, directive, referential, poetic, and phatic, and it can be concluded that Kim Namjoon has good language competence, so he can use the strategy and function of persuasive speech act properly and correctly.

Keywords: persuasive, persuasive startegy, function of persuasive speech act.