

**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
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Surakarta, 9 August 2022

The researcher



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Abstrak

Persuasif merupakan salah satu tindak tutur yang sering digunakan saat mendeklarasikan suatu gagasan. Penelitian ini membahas tentang tindaktutur persuasif yang digunakan dalam beberapa pidato yang disampaikan kim namjoon. Tujuan penelitian ini untuk mengetahui strategi persuasif yang di gunakan untuk mempengaruhi dan membujuk audience, serta ingin mengetahui fungsi penggunaan persuasive dalam setiap pidato. Metode yang digunakan adalah deskriptif kualitatif dengan analisis isi dan pengumpulan data menggunakan analisis konten. Peneliti berpedoman pada teory Beeb and Beeb untuk mengetahui jenis-jenis strategi persuasive dan Holmes untuk mengetahui jenis-jenis fungsi persuasive. Object penelitian ini adalah tindak tutur persuasive dalam pidato. Peneliti menggunakan Teknik Miles and Huberman as reported by Sugiyono untuk menghasilkan data, lalu kemudian melakukan valididas data menggunakan teknik expert judgment. Dalam penelitian di temukan delapan jenis tindak tutur persuasive 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 empat fungsi persuasive dalam pidatonya yaitu ekspresif, direktif, referensial, puitis, dan fatis. 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: Tindak tutur persuasif, Strategi persuasif, Fungsi penggunaan persuasif

Abstract

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 to generate data, then performs data validity using the expert judgment technique. The study found eight 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 four persuasive functions in his speech, namely expressive, directive, referential, poetic, and phatic. it can be concluded that Kim Namjoon has good language competence, so he can use the strategy and function of persuasive speech to act properly and correctly.

Keywords: Persuasive. Persuasive strategies, The function of persuasive.

1. INTRODUCTION

Language is a tool for interacting between humans or commonly called communication. Using the right language can make it easier for people to understand the meaning and purpose of the message conveyed as studied in pragmatics that language is not only a voice message but also through motion or body language such as smiling, crying, clapping, act. In accordance with Yule's theory (1996), pragmatics is a study that discusses the meaning of speech and the context outside the language (speech acts) involving place, time, interlocutor, theme, and purpose.

In order to easily understand the meaning of a word, one must be able to understand the speech act of a language because the speech act is one of the studies in pragmatics that discusses the actions of an utterance. Speech acts according to Sharly 2006's explanation Actions carried out through speech consist of three actions; namely locutionary acts, illocutionary acts, and perlocutionary acts which are used to determine the literal meaning of utterances, the intent of an utterance and the effects of speech acts.

Persuasion is the study of speech acts that are useful for persuading and even influencing the interlocutor. It has been found in everyday life that people use persuasive speech acts in promoting products, and advertising brands to attract more consumers. According to Taylor 2018, persuasion is a process in which attitudes or beliefs are exploited by the appeal of logic and reason. In addition, persuasive speech acts are also often used by famous people such as presidents, artists, and influence in declaring a speech, such as political speeches, religious speeches, and even demonstrative speeches because speech is a means to make it easier to influence the listener's actions.

Nowadays, many companies use persuasion strategies to promote a product in their advertisements to attract their customers such as MCD, KFC. Even persuasive strategies most prominent speakers such as presidents, and acting artists use persuasive strategies to state their ideas in a speech. In order to achieve its goal of persuading and inviting the listener to accept his opinion, the speaker uses persuasive strategies and expresses his speech according to the strategic function used. For example, "let's join to create a clean Indonesia" this sentence is expressed by using an invitation or seduction without coercion according to a persuasive strategy, so that listeners feel confident and want to participate in the idea. Expressing opinions by expressing enthusiasm and joy such as "I am very happy, to the participants who attend" the function of the persuasive sentence is to make it easier for listeners to know the speaker's expressions or feelings, with the aim of making it easier to influence the listener's feelings, changing the listener's emotions into feelings of pleasure. This is often manifested in the business world, especially in campaigning when expressing opinions through speeches.

Declaring a speech does not have to be face-to-face, over time technology is now making it easier for people to convey messages, such as by uploading them on social media such as YouTube, Instagram, Facebook, TikTok, and Twitter. Like what one famous Korean artist, Kim Namjoon, did, he uses social media to declare and inspire his audience, just like when he collaborated with UNICEF in the “love yourself” campaign aimed at inviting young people to love themselves. Researchers are interested in examining persuasive speech acts found in several speeches delivered by Kim Namjoon in youtube videos in terms of persuading and influencing the audience.

Previous research has discussed a lot about persuasive speech acts research. Several studies have the same research subjects, variables, and types of research. As in Zamzuardi and Ermanto's (2018) research on Ustad Abdul Somad's Persuasive Rhetoric: Discourse Analysis on YouTube Media. This study contains an analysis of the religious speech on youtube about persuasive rhetoric in the field of religious speech, and persuasion techniques used by Ustad Abdul Somad in religious speeches. In addition, other research comes from Altikriti (2016), who has written "Persuasive Speech Acts in Barack Obama's Inaugural Speeches' (2009, 2013) and The Last State of the Union Address (2016). This study discusses persuasive speech. The difference in Zamzuardi and Ermanto's (2018) research is that the research focuses on persuasion strategies in religious speech, while Altikriti focuses on political speech. Judging from the results of the study, present and past researchers have the same goal, namely how the use of the word persuasion can have an impact on society.

In conclusion, most of these studies identify persuasive speech acts in a speech that is used to influence the audience. This study aims to determine the types of persuasion strategies and speech functions in persuasive speech act as a language phenomenon used by Kim Namjoon by using Beebe & Beebe (2012) persuasive strategies and persuasion functions according to Holmes' theory of persuasive speech acts (1996). The researcher hopes that readers can find out more about persuasive speech acts and can use persuasive sentences in everyday life, especially when conveying ideas or ideas with a specific purpose.

2. METHOD

This researcher uses a qualitative descriptive method with content analysis. The researcher is guided by the 2012 Beeb and Beeb theory for persuasive speech act strategies and uses the 2001 Holmes theory for the persuasive speech act function. The subject of this research is Kim Namjoon and the object of the research is persuasive speech acts. The data used is taken from several videos of Kim Namjoon's speech on YouTube. the method used is content analysis

data, by collecting and analyzing data that has been taken from youtube, then collected according to the type in the table, then using data analysis techniques based on the theory of Miles, Huberman, & Saldana (2014) to analyze the data obtained through procedures such as data collection, data reduction, data presentation, and drawing conclusions.

3. RESULT AND DISCUSSION

From the results of the study, the researchers found 51 data about persuasiveness in Kim Namjoon's speech, containing 9 persuasive strategies using the 2012 Beeb and Beeb theory 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. and 5 persuasive functions in accordance with Holmes' 2001 theory namely expressive, directive, referential, poetic, and phatic.

3.1 Types of persuasive speech act

Researchers found 8 strategies used.

3.1.1 Credibility is used to increase trust and recognize one's abilities. Credibility can be seen from the positions held such as chairman, president, ustadz, or big people who can be trusted. Kim Namjoon side: *I am Kim Namjoon and also RM of BTS. I am an idol and I am an artist.* (SCE03) He showed his credibility as a famous artist and idol from Korea. According to Aristotle, the term credibility is related to the testimony of the speaker stating the abilities and positions possessed by logic, truth, and honesty. In this statement, Kim Nam Joon used credible evidence that he is an idol and artist who can be trusted because he has more experience in this field.

3.1.2 Use of Specific Evidence, Showing something specific can make it easier for people to find out the truth of a word and focus on one theme that is conveyed. The specific meaning in the specific KBBI is a trait that indicates it is special and distinctive. example: *We have partnered with UNICEF's #EndViolence program, to protect children and youth around the world from violence.* (SSE01) Kim Namjoon uses specific evidence and a special purpose so that listeners focus on the speech delivered so they don't feel confused when other messages are delivered. This makes it easier for the speaker to influence and the listener to understand the message.

3.1.3 Use of Evidence to Tell A Story, Stories from the past can easily motivate listeners, by pointing out difficult and inspiring events. From the explanation of Beeb and Beeb 2012 storytelling is one of the techniques used to create emotions in the audience through

imagination. For example, when Kim Namjoon tells the story: *Ten years ago, it snowed hard on the day of my middle school graduation. I remember that day clearly because I took a picture with my friends and kept it as my messenger profile for the rest of my school years. On that day, I was just a boy who had closed just one chapter ready to open another. And I remember that feeling. It's really thrilling, breathtaking. It was a moment I felt most like me myself, a feeling I wanted to hold on to forever.* (SET03). Kim Namjoon uses his personal experience to motivate listeners. the meaning of the sentence above is ten years ago he was the same as his audience who studied at school and graduated wearing a toga hat on his head as a sign that he had finished school. providing examples of real evidence in the past makes listeners feel impressed and focus on the message conveyed. This is called a persuasive strategy that affects imagination and emotions as motivation to follow in his footsteps.

3.1.4 Use the Emotion-Arguing Word, Influencing emotions using words that are interesting and contain emphasis, coercion, repetition of words, and questions can affect the emotions of listeners. This strategy is used to trigger audience response. For example: *Life goes on, life goes on, life goes on, life goes on, life goes on.* (EUW04) This expression is used at the end of Kim Namjoon's speech firmly and repeatedly to emphasize the meaning of the sentence. Kim Namjoon indirectly invites and even asks people to move forward and not fall into the past. He repeated the sentence life goes on more than three times which affected the listener's emotions so that they felt sure to change their decision.

3.1.5 Use of Appropriate Metaphors and Similes, Using the figure of speech such as metaphor and similes can give a different sensation to the listener, by providing the same parable and meaning to attract the impression of the audience to focus on the message conveyed. Metaphors and similes have differences, namely, reused to describe something clearly by comparing other things that have the same nature while similes are used to describe a situation by comparing it with other things but are both used to deceive the listener.

For example: *If the stars are hidden, we'll let moonlight guide us, if even the moon is dark, let our faces be the light that helps us find our way.* (UAM04). The sentence uses similes by describing the darkness of the sky at night that covers the small light from the stars and describes the moonlight at night as a face of the future. Kim namjoon invites listeners to find a way to love themselves because loving yourself makes hard things easier without feeling insecure. This strategy matches the theme delivered so that the audience does not immediately feel intimidated, but the audience will feel fascinated by the words used. This causes changes in the emotions held by the audience.

3.1.6 Use of An Appropriate Fear Appeal, This strategy uses the attraction of fear to turn feelings you have into fear. But the fear here is intended so that the listeners feel motivated not to make a mistake in making a decision. By hurting it and providing better options. For example, when Kim Namjoon said: *BTS will be there with you. Our tomorrow may be dark, painful, and challenging and we might stumble or fall, but the stars shine brightest when the night is darkest.* (UPF01). In this context, Kim Namjoon intends to inform us that there will be problems and obstacles that stand in the way of every journey of life, but there will be good things that will be obtained. He strengthened his words by showing "BTS will be there for you" which made the listeners fear to be sure and believe with BTS's tone they don't have to hesitate to decide by loving themselves and dreaming higher. This is the purpose of forming fear by providing better options for action.

3.1.7 Hope, Speeches that contain sentences of hope are more efficient in influencing and evoking feelings and emotions, so they can easily motivate listeners. According to beeb and beeb hope is a reference for courage in making decisions. Like Kim Namjoon's wish: *Let's reimagine our world. We're huddled together tired, but let's dream again.* (CH04). He put hope in the audience by showing that we can do all of these things. Together, he hopes the audience has high dreams like the dreams he has. This encourages the audience's curiosity because they are motivated by the expectations they convey.

3.1.8 Pride is one of the most powerful motivators to build one's self-confidence use to the phrase pride. A sense of pride is shown by a sense of happiness that shows the results of one's abilities or the path that has been passed. Beeb and Beeb also say pride can affect their feelings so pride can also affect their thinking. Example: *We sincerely congratulate you on your graduation. Congratulations, class of 2020.* (CP04). Kim Namjoon expressed his pride towards listeners who followed his message and ideas, he showed his pride by giving graduation proof that he has loved himself for the past 2 years. He said in his general speech that other listeners also felt motivated to follow in the previous footsteps and could build confidence in 2020 graduates.

3.1.9 Courage. is an expression that can encourage and inspire confidence to do things and make bold decisions. Using emotional appeal to change the thoughts and decisions you have. Example: *you know, even the waves come catastrophe comes windfall snowfalls rainfall, anything. so let's doubt ourselves, let's believe in ourselves and I love you so much. Truly, all of you know that I love you.* (CC01) Kim Namjoon intends to arouse a sense of courage to decide the audience. He shows the obstacles that will be passed are challenges that must be conquered by showing confidence they have. Using one step, namely self-love, the forced hope

that is given asks the audience to be brave. It is said to be effectively used to influence the actions of the listeners.

Table 1. type of persuasive strategies

No	Types	Number of case	Percentage
1.	use appropriate metaphors and similes	8	15,69%
2.	pride	8	15,69%
3.	hope	8	15,69%
4.	use of credible evidence	6	11,76%
5.	use the emotion-arguing word	6	11,76%
6.	use evidence to tell the story	5	9,80%
7.	use an appropriate fear appeal	5	9,80%
8.	Courage	3	5,89%
9.	Use specific evidence	2	3,92%
Total		51	100%

3.2 The function of Persuasive Speech Act

The researcher found 5 functions according to persuasive speech acts in the speech delivered by Kim Namjoon.

3.2.1 Expressive, According to Holmes 2001, expressiveness is an act to express or express a feeling or situation such as feeling happy, sad, proud, disappointed, or grateful. Expressive is used to make it easier to influence the feelings of the audience when expressing an opinion. For example, Kim Namjoon side: *We're very excited for what lies ahead of you.* (FE05). The word "*excites*" shows the joy that is in Kim namjoon, he said things like that aim to encourage listeners to do the next thing that is love themselves. Use expressing a word to feelings, can easily deceive the listener's feelings and even change them, such as when he expresses his feelings of pleasure and the listener feels happy and proud too, then the function of the persuasive speech act is achieved.

3.2.2 Directive are instructions, orders, and instructions to make it easier to convey messages so that audiences take action according to the contents of the speech. Holmes explains that directives are used to tell someone else to do something the speaker wants them to do. Example: *Find your name and find your voice by speaking yourself.* (FD03) The word indirectly aims to instruct the listener to "find oneself" even though it is not ordered directly but by giving an

invitation and suggestion is the reason for an order so that the listener does not feel pressured to follow his invitation. This is what is meant by influencing without coercion in persuasive speech.

3.2.3 The reference function is a tool to convey the meaning of messages in a certain context to find, solve, and discuss problems with certain topics. Kim Namjoon uses referential sentences to talk about/tell an object or incident around so that the audience feels amazed and impressed by the message conveyed.

Example: In a place in Seoul there is a piece of the Berlin wall displayed near a river called Cheonggyecheon. (FR04). He described the characteristics of the Cheonggyecheon River, describing it as the longest river in the soul close to the Berlin Wall in Germany. This means that the two countries are interconnected and close together. Using detailed descriptions makes people focus and feel confident about what they are saying.

3.2.4 The function of poetic in conveying an idea can evoke certain emotions (Holmes 2001). Speakers can convey messages according to their moods by expressing sentences or messages aesthetically because messages that look aesthetic or special can arouse the admiration of listeners. Example: *It might feel like it's always night and we'll always be alone, but the night is always darkest before the first light down.* Kim Namjoon said words poetically so that listeners felt impressed by the sentence he said. Describes solitude with a dark and lonely night that is self-conscious, and describes tomorrow on a sunny morning. The meaning of this sentence is that every problem we face must have a lesson in front of it. This shows the function of persuasive sentences used is to trick the listener.

3.2.5 Phatic. The function of phatic is used as a means to greet each other. Holmes 2001 says the phatic function is useful in interacting or communicating to start, maintain, strengthen or end a conversation. The occurrence of interaction between speakers if one of them starts a conversation creates a feeling to answer questions. This is a phatic conative function to elicit the opposite reaction. For example, when Kim Namjoon started his speech with *“Thank you Mr. secretary-general UNICEF executive director, and all the excellencies and distinguished guests from across the world”* (FA01). Ethics were shown in the opening greeting he gave during his speech, namely using the word “Mr” to show respect for an audience who is older or has a higher position. He also gave his greetings and respects to the other audience before starting his speech. The purpose of phatic sentences used at the beginning of a speech is to influence emotions by making a good impression from the beginning of a conversation or spectator get a good response from the listener so that it can influence his thinking.

Table 2. type of persuasive funtions

No	Types	Number of case	Percentage
1.	Expressive	23	45,09%
2.	Phatic	10	19,60%
3.	Directive	11	21,56%
4.	Referential	4	7,90%
5.	Poetic	3	9,68%
Total		51	100%

3.3 Discussion

Based on the research above there are two components of persuasive speech acts that are discussed in this study, namely the types of persuasive speech acts, and the function of persuasive speech acts that the researcher found in several speeches delivered by Kim Namjoon. The research found nine of type persuasive utterance, namely: using credible evidence, using specific evidence, using evidence to tell stories, and using words. who debate emotions, use appropriate metaphors and imagery, use the right appeal of fear, hope, pride, and courage. The result of this research is the theory of Beebe and Beebs (2012).

Subsequent studies that are the same as the current researchers who are guided by the 2012 Beeb and Beebe theory are Santoso and Sugeng (2015) and Firmansyah, I. and Kuntjara, E. (2016) seen from the results of their research that they both found persuasive strategies to be found in many studies. Despite having different findings in the types of use, Santoso and Sugeng found 7 types of persuasive speech acts, while Firmansyah and Kuntjara found 16 persuasive strategies. The difference in the findings may be due to the different data taken, namely about political speech, and how to promote products in social e-commerce. This shows that research using Beebe and Beebe strategies is effectively used in persuasive research.

And the research found 5 Function of Persuasive Speech Act in the speech delivered by Kim Namjoon. Such as expressive, directive, referential, poetic, and phatic. The current study are also in line with the research findings of Santoso and Sugeng (2015) because they use the same theory, namely the theory put forward by Holmes (2001) in Barack Obama's speech. They found 4 types of persuasive speech acts, namely expressive, directive, metalinguistic and phatic. In other words, current researchers and previous researchers have used the same theory and assumed that this theory is effectively used in researching the purpose of persuasive speech acts even though the research subjects and types of use are different.

4. CLOSING

This study examines the persuasive speech act strategies that Kim Namjoon uses when delivering a speech to invite, and persuade the audience to follow the ideas conveyed. The researcher used a qualitative descriptive approach in collecting and describing the data obtained from videos uploaded on YouTube. The researcher found 51 quotes of persuasive speech act strategies in 9 types of persuasive strategies from the theory of Beeb and Beebe 2012 which showed that most of the strategies used were the use of appropriate metaphors and similes, hope, and pride. However, each strategy used has a significant impact on Kim Namjoon's goal to make it easier to influence the audience, especially young people and their fans. The second findings show that there are 5 functions used theory Holmes 2001 of language in persuasive speeches delivered in 6 videos of his speeches, there are 32 utterances that can support Kim Namjoon in declaring his campaign speech, and then the audience can follow and accept his opinion. The results of the research, Kim Namjoon can use language properly and correctly, so he can easily use various types and functions of persuasive speech acts to convey messages to the other person. In other words, Kim Namjoon managed to influence the audience's thinking by declaring his ideas through a speech delivered using persuasive sentences.

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