A PRAGMATIC ANALYSIS OF ARGUMENTATION STRATEGIES IN ZAKIR NAIK'S DEBATE SHOW

THESIS

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by:

HIDAYATI SHOLIHAH
ID No. S200160017

DEPARTMENT OF LANGUAGE STUDIES

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PRIMARY SUPERVISOR'S APPROVAL FORM

The student submits the thesis for examination:

Name : Hidayati Sholihah

ID Number : S 200160017

Department : Language Studies

Field of Study : English Education

Thesis Title : A Pragmatic Analysis of Argumentation Strategies in Zakir Naik's Debate Show

Supervisor's Approval:

I confirm that the thesis written by the above-named student meets the scholarly standards for the degree and is, therefore, eligible to proceed to an examination by the board of examiners of the Department of Language Studies, the Graduate School of Universitas Muhammadiyah Surakarta.

Surakarta, August 14 , 2018

Primary Supervisor

Agus Wijayanto, M.A., Ph.D.

CO-SUPERVISOR'S APPROVAL FORM

The student submits the thesis for examination:

Name : Hidayati Sholihah

ID Number : S 200160017

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Surakarta, August 14, 2018

Co-Supervisor

Maulv Halwat Hikmat, M.Hum.,Ph.D.

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Submitted by
HIDAYATI SHOLIHAH

Has been examined by the board of examiners on August 14th 2018. All feedback, corrections, and suggestions recommended by the examiners have been considered and revision has been accordingly made by the student.

The boards of examiners certify that the thesis is eligible for submission.

The Board of Examiners
Primary supervisor

Agus Wijayanto, Ph.D.

Co-supervisor

Mauly Halwat Hikmat, Ph.D.

Examiner

Prof. Dr. Endang Fauziati, M.Hum.

Surakarta, August 15th 2018
The Director of Graduate School

Prof. Dr. Bambang Sumardjoko, M.Pd.

STATEMENT OF AUTHORSHIP

I hereby confirm that the thesis entitled **"A Pragmatic Analysis of Argumentation Strategies in Zakir Naik's Debate Show"** is an original and authentic work written by myself and it has satisfied the rules and regulations of Universitas Muhammadiyah Surakarta with respect to plagiarism. I certify that all quotations and the sources of information have been fully referred and acknowledged accordingly.

I confirm that this thesis has not been submitted for the award of any previous degree in any tertiary institutions in Indonesia or abroad.

Name : Hidayati Sholihah

ID Number : S200160017

Department : Language Studies

Field of Study : English Education

Date :

Signed :

(Hidayati Sholihah)

MOTTO

Laa khaulaa wa laa quwwata illaa billaah

(If you help Alloh, He will help you, and make your foothold firm – QS. Muhammad: 7)

Don't be afraid of anything, because we have Alloh, Allohu Akbar, Alloh is The Greatest (Rangga Almahendra)

DEDICATION

This thesis is wholeheartedly dedicated to:

The All-Knowing Alloh SWT

The beloved and honourable mother

The beloved and honourable father

The dearly loved brothers and sisters

The much-loved friends

ABSTRAK

Penelitian ini bertujuan untuk mengetahui strategi Zakir Naik dalam berargumen dan strategi kesopanan yang ia gunakan dalam pertunjukan debatnya. Ini merupakan penelitian deskriptif-kualitatif dengan menggunakan berbagai tahap penelitian, yaitu menonton video ceramah Zakir, menulis skrip, mengidentifikasi data yang terdapat argument Zakir Naik, menandai argumen Zakir, mengurangi data yang tidak termasuk dalam objek penelitian, mengelompokkan data, memberi kode data, dan terahir menganalisis. Objek penelitian ini adalah argumen Zakir Naik. Sumber data berasal dari video ceramah dan debat Zakir Naik di *YouTube.* Penelitian ini menggunakan teori Freeley and Steinberg (2000) dan Pecorino (2001) untuk meneliti strategi Zakir dalam berargumen. Selanjutnya, penelitian ini juga menggunakan teori strategi kesopanan dari Brown dan Levinson (1987) untuk menganalisis strategi kesopanannya. Ahirnya, penelitian ini dapat mengungkap strategi Zakir Naik dalam berargumen dan strategi kesopanan yang ia gunakan. (1) Zakir menggunakan strategi berargumen: *Impromptu* (seluruh ceramahnya), *Reasoning by Example* (16.05% or 13/81), *Reasoning by Analogy* (14.81% or 12/81), *Causal Reasoning* (8.64% or 7/81), *Reasoning by Sign* (2.47% or 2/81), *Rebuttal* (13.58% or 11/81), *Refutation* (14.81% or 12/81), dan *Argument from Revelation* (29.63% or 24/81). (2) Dalam strategi kesopanan, Zakir menggunakan *Bald on* Record (1.88% or 1/53), *Positive Politeness* (64.15% or 34/53), *Negative Politeness* (7.55% or 4/53), *and Off-Record* (26.42% or 14/53). Jadi, Zakir sering menggunakan strategi *Argument from Revelation* dan *Positive Politeness* dengan menggunakan *in-group identity markers*.

Kata Kunci: Argumen, Strategi berargumen, Strategi Kesopanan, Debat Zakir Naik

ABSTRACT

This study aims to identify the argumentation strategies applied by Zakir Naik in his debate shows and to describe its politeness strategies included in Zakir Naik's argument in his debate show. This is a descriptive-qualitative research using the series stages, they are watching Zakir Naik's debate shows, transcribing the video of Zakir Naik's debate shows, identifying and observing the data contained argumentation and its strategies, signing the argumentations and the strategies, reducing the uncategorized data, gathering the data, coding, and analyzing. The object of this research is argumentations applied by Zakir Naik. The data source is Zakir Naik's debate shows from *YouTube*. This study utilizes theory from Freeley and Steinberg (2000) and Pecorino (2001) to identify the argumentation strategies applied by Zakir Naik in his debate shows. Besides that, this study also applies Brown and Levinson's politeness theory (1987) to describe its politeness strategies. Finally, this study can reveal the argumentation strategies and its politeness strategy. (1) For displaying the argumentation strategies, this study found Zakir applied some strategies in his arguments, namely *Impromptu* (whole debate shows), *Reasoning by Example* (16.05% or 13/81), *Reasoning by Analogy* (14.81% or 12/81), *Causal Reasoning* (8.64% or 7/81), *Reasoning by Sign* (2.47% or 2/81), *Rebuttal* (13.58% or 11/81), *Refutation* (14.81% or 12/81), and *Argument from Revelation* (29.63% or 24/81). (2) For emerging politeness strategies of argumentation, this study found Zakir applied *Bald on* Record (1.88% or 1/53), *Positive Politeness* (64.15% or 34/53), *Negative Politeness* (7.55% or 4/53), *and Off-Record* (26.42% or 14/53). In short, Zakir mostly makes *Argument from Revelation* as the strategy of argumentation and *Positive Politeness* using *in-group identity markers*.

Keywords: Argumentation, Argumentation strategy, Politeness Strategy, Zakir Naik's debate shows

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LIST OF ABBREVIATIONS

RE : Reasoning by Example

RA : Reasoning by Analogy

CR : Causal Reasoning

RS : Reasoning by Sign

REB : Rebuttal for Defending

REF : Refutation for Defending

AR : Argument from Revelation

BO : Bald on

PP : Positive Politeness

NP : Negative Politeness

OR : Off Record

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