

**AN ANALYSIS OF PERSUASION STRATEGIES IN ARTICLE OF  
NEWSWEEK MAGAZINE**

**SKRIPSI**

*Submitted In Partial Fulfillment of the Requirements  
For the Degree of Sarjana Pendidikan (S.Pd)  
English Education Program*

**By**

**LELA YUNIKA**  
**NPM. 1402050375**



**FACULTY OF TEACHER TRAINING AND EDUCATION  
UNIVERSITY OF MUHAMMADIYAH NORTH SUMATERA  
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**MAJELIS PENDIDIKAN TINGGI  
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA  
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**

Jl. Kapten Mukhtar Basri No. 3 Medan 20238 Telp. 061-6622400 Ext. 22, 23, 30  
Website: <http://www.fkip.umsu.ac.id> E-mail: [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

**BERITA ACARA**

Ujian Mempertahankan Skripsi Sarjana Bagi Mahasiswa Program Strata I  
Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara



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Nama : Lela Yunika  
NPM : 1402050375  
Program Studi : Pendidikan Bahasa Inggris  
Judul Skripsi : An Analysis of Persuasion Strategies in Articles of Newsweek Magazine

Dengan diterimanya skripsi ini, sudah lulus dari ujian Komprehensif, berhak memakai gelar Sarjana Pendidikan (S.Pd).

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Ketua

Dr. Elfrianto Nasution, S.Pd, M.Pd.

Sekretaris

Dra. Hj. Syamsiyurnita, M.Pd

**ANGGOTA PENGUJI:**

1. Dr. Bambang Panca S, S.Pd, M.Hum
2. Rini Ekayati, SS, MA
3. Dr. T. Winona Emelia, M.Hum

3.

2.



LEMBAR PENGESAHAN SKRIPSI

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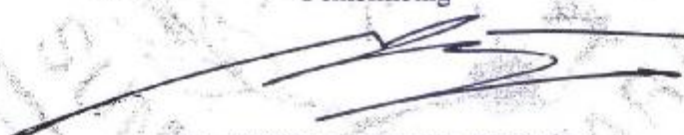
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Nama Lengkap : Lela Yunika  
N.P.M : 1402050375  
Program Studi : Pendidikan Bahasa Inggris  
Judul Skripsi : An Analysis of Persuasion Strategies in Articles of Newsweek Magazine

sudah layak disidangkan.

Medan, Maret 2018

Disetujui oleh:  
Pembimbing

  
Dr. T. Winona Emelia, M.Hum

Diketahui oleh:

Dekan  
  
Dr. Elfrianto Nasution, S.Pd., M.Pd.

Ketua Program Studi  
  
Mandra Saragih, S.Pd., M.Hum.

## SURAT PERNYATAAN

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

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Nama Lengkap : Lela Yunika  
N.P.M : 1402050375  
Program Studi : Pendidikan Bahasa Inggris  
Judul Skripsi : An Analysis of Persuasion Strategies in Articles of Newsweek Magazine

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Lela Yunika

Diketahui oleh Ketua Program Studi  
Pendidikan Bahasa Inggris

Mandra Saragih, S.Pd, M.Hum



**BERITA ACARA BIMBINGAN SKRIPSI**

Perguruan Tinggi : Universitas Muhammadiyah Sumatera Utara  
Fakultas : Keguruan dan Ilmu Pendidikan  
Jurusan/Prog. Studi : Pendidikan Bahasa Inggris  
Nama Lengkap : Lela Yunika  
N.P.M : 1402050375  
Program Studi : Pendidikan Bahasa Inggris  
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15 Maret 2018	- Abstract	
	- Chapter I	
	- Chapter II	
	- Chapter III	
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Medan, Maret 2018

Diketahui oleh:  
Ketua Prodi

(Mandra Saragih, S.Pd, M.Hum)

Dosen Pembimbing

(Dr. T. Winona Emelia, M.Hum)

## ABSTRACT

**Yunika, Lela. 1402050375, “An Analysis of Persuasion Strategies in Article of Newsweek Magazine”. Skripsi : English Education Programs. Faculty of Teacher Training and Education, University of Muhammadiyah Sumatera Utara. Medan 2018.**

This study deal with the analysis of persuasion strategies in articles of newsweek magazine. The objectives of the study were to figure out types of persuasion strategies classification of the persuasion strategies and find out the dominant type of persuasion strategies in article of newsweek magazine. The data taken from newsweek magazine which publish in January 2017, February 2017, October 2017, and December 2017. It was found that seventh types of persuasion strategies. There were retionalization 13 (65%), identification 1 (5%), hypnotic 1 (5%), conformity 2 (10%), compensation 2 (10%), projection 0 (0%), displacement 1 (5%). That is found from 20 articles. Most dominant type of persuasion strategies in articles of newsweek magazine is retionalization 13 (65%).

Keywords : *Pragmatic, Persuasion Strategies*

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## CHAPTER I

### INTRODUCTION

#### A. Background of the Study

Communication was the process of sending and receiving messages through verbal or nonverbal means including speech or oral communication, writing or written communication, signs, signals, and behavior. More simply, communication is said to be “creation and exchange of meaning”.

Media critic and theorist famously defined communication as “a symbolic process whereby reality is produced maintained, repaired and transformed” in his 1992 book “Communication as Culture,” positing that we define our reality via sharing our experience with others. Because there are different kinds of communication and different contexts and settings in which it occurs, there are many definition of the term. More than 40 years ago, researchers Frank Dance and Carl Larson conted 126 published definitions of communication in “Function of Human Communication”. In “Democracy and Its Discontents, the most important single change “in human consciounes in the last century, and especially in the American consciounes, has been the multiplying of the means and forms of what we call communication”. This is especially true in modern times with the advent of texting, e-mail and social media as forms of communicating with others around the world.

Language is the most significant and colosal work that human spirit has envolved. Being one of the most characteristic forms human behavior, it is so

familiar feature or our daily life that we rarely pause so think about it. Paul A Gaeng (1971). So, every people can see represent the characteristic of someone from their language use. Language is not necessary to life but that it is essential to human life. Language is a way communicating meaning from human mind to another to vocal sounds, gesture, signals, written symbols.

Persuasion is typically defined as “human communication that is designed to influence others by modifying their beliefs, values, or attitude”. Argued that there are requirements for the sender, the means, and the recipient to consider something persuasive. First, persuasion involves a goal and the intent to achieve that goal on the part of the message sender. Second, communication is the means to achieve that goal. Third, the message recipient must have free will (i.e., threatening physical harm if the recipient doesn't comply is usually considered force, not persuasion). Accordingly, persuasion is not accidental, not is it coercive. It is inherently communicational.

Persuasion can also be interpreted as using one's personal or positional resources to change people's behaviors or attitude. Systematic persuasion is the process through which attitudes or beliefs are leveraged by appeals to logic and reason. Heuristic persuasion on the other hand is the process through which attitudes or beliefs are leveraged appeals to habit or emotion. Persuasion is an emerging topic in the field of Human Computer Interaction: persuasion function will improve the effectiveness of intelligent interfaces. The focus of paper regards how persuasion affect Rhetorical Relation (RR) selection in the generation of an effective, and context-adapted, message. Using to taxonomy of persuasive

strategies, together with reasoning model, a tree-like structure of the message is generated. By means of selection theorems this structure is then tagged with appropriate RRs. The message structure includes also features for multimodal realization.

In communication process, the use of persuasion has big role in conveying the message and achieving the purpose. Persuasion runs indelibly through all aspect of our lives. In very part of our live, people always tries to convince and persuade other people to believe with their belief, buy their product or just follow their value. People can find in television, radio, magazine, newspaper, poster, slogan, pamphlet, in the market and other of life. There are many kinds and ways of persuasion that people use in attracting the listeners and hearer's only related with advertising but also used in political, marketing and even in daily communication.

By using persuasion, people may be able to avoid an unpleasant way in conveying the message, can win a point at a meeting or can be the life and soul of party. Persuasion can make the conversation smoother and most people use persuasion to achieve the goal of the communication courteously. And the effect of the persuasion may be positive or negative wheter they believe and follow or buy or they only listen and go or did not give response.

There were many definition defined the meaning of persuasion. Mills (2000) stated that persuasion is the process of changing or reinforcing attitude, beliefs, or behavior. Therefor, people use this kind of technique to convince, to

persuade the readers and listeners and finally follow their belief. In the process of persuasion, people try to make the hearers believe and agree with what he or she said. There are two responses of the hearer on the persuasion, thoughtfully or 17 mindlessly. There was always an effect of persuasion whether the hearers agree and believe or disagree and leave it, because it was the main goal of using persuasion. When the response thoughtfully, they will listen carefully on what the speaker say and finally give a response. The response may pros or cons to the argument, when the hearers think critically and when they found illogical argument, they will ask question. While the response mindfully, they will not interested on hearing the utterance and the brains automatically locked. The hearer's brain relies on the fact, logic and evidence to make judgment.

Furthermore, that persuasion is a communicative function that can be pursued in many different settings, ranging from face-to-face interaction to mass communication. Persuasion can be used in many aspects which related with social communication between one and another. In the mass media persuasion takes on three form core: commercial advertising, pro-social advertising and political advertising. Mainly, on commercial advertising, social advertising and political were taken many advantages from using persuasion.

In short, persuasion will always deal with the process of changing someone's idea, thought, believe or act. In doing the persuasion in the communication, people tries to get the goal of the communication without any hard pressure, intimidation and with the smooth way. In this way, people more

concern on the way of getting people heart then they will believe on what speaker said.

### **B. The Identification of the Problem**

The problem of this reaserch identified as follows:

1. The types of persuasion strategies used in the articles news week magazine
2. The dominant type of persuasion strategies in the articles of news week magazine

### **C. The Scope and Limitation**

The study focused on the persuasion strategies. There are seven strategies to persuade. They are rationalization, identification, hypnotic, conformity, compensation, projection, and displacement strategy.

### **D. The Formulation of the Problem**

The problems of the research formulated as the following:

1. What types of persuasion strategies the used in the articles of newsweek magazine?
2. What type of persuasion strategies are dominantly used in the articels of newsweek magazine ?

### **E. The Objective of the Study**

The objectives of the study were as following:

1. To describe the type of persuasion strategies used in the articles of newsweek magazine



2. To find out the most dominant type of persuasion strategies used in the articles of the newsweek magazine

#### **F. The Significance of the Study**

The finding of this research were expected to be useful and relevant theoretically and practically.

1. Theoritically, the finding was enrich the study of persuade
2. Practically, the finding was useful for those who have a trouble in analyzing persuasion strategies in the article of the news week magazine and this study inspire those who would like to do similar research along with the progress of science in general

## CHAPTER II

### REVIEW OF LITERATURE

#### A. Theoretical Framework

Initially, all the terms used in this study was to be made clear. This considered important because the readers will feel free from confusion to understand ideas will convey. Furthermore, this clarification will prevent possible misunderstanding between the writer and readers.

##### 1. Description of Discourse Analysis

Discourse analysis was the study about a text. It is concerned with the study of the relationship between language and context in which it has to be found on the study of the system of language. The main reason for the studying the system is to throw light on discourse, on what people say, write, listen to and read. We have to focus both the system and text. There are two form of text that is not strange to be known. They are written and spoken language.

Discourse analysis was a general terms for a number of approaches to analyze written, vocal, or sign language use, or any significant semiotic event. The object of discourse analysis (discourse, writing, conversation, communicative event) are variously define in term of coherent sequences of sentence, proposition, speech, or turns-at-talk. Contrary to much of traditional linguistic, discourse analysts not only study language use 'beyond the sentence bondary' but also prefer to analyze 'naturally occurring' language use, not inveted example. Text

linguistic was a closely related field. The essential difference between discourse analysis and text linguistic is that discourse analysis aims at revealing socio-psychological characteristics of a person/persons rather than text structure.

One of studies of language was called as discourse analysis. The word “discourse” is usually defined as language beyond the sentence. The meaning of the sentence was not literally stated, but it was implicitly. While discourse analysis, as Yule (2006) defined is branches of linguistic study which concerned on the study of language in text and conversation. In this linguistics study, it will focus on the language beyond the text and conversation, how people have a sense when they read the text, how people recognize well constructed texts as opposed to those that are incoherent, how people understand speakers who communicate more than they say, how people use words to persuade people to follow their belief and others. The language use in the text and conversation differ from the real meaning of the purposes.

Based on the definition above, in short discourse analysis is study of language which discusses about the language used in the text and conversation and the relation between language and the real meaning of the sentences and utterances.

Discourse analysis has been taken up in a variety of disciplines in the humanities and social sciences, including linguistics, education, sociology, anthropology, social work, cognitive psychology, social psychology, area studies, cultural studies, international relations, human geography, communication studies,

and translation studies, each of which is subject to its own assumptions, dimensions of analysis, and methodologies.

States functionalism was based on two general assumption that language has the function that are external functions influence the internal organization of the linguistic system.

Those shared assumptions which contrast functionalism with approach that are concerned with how external process effect upon language or view such relation as irrevelant to the goal of linguistic theory.

In other to achieve an obvious descrption of what a discourse is some definiton of discourse are given as follows:

1. Discourse was a term used in linguistic refer to a continuesstrech of (especially spoken) language thant a sentence. But within this broad notion several different application maybe found. The world text is used to linguistic to any passage of discourse that is coherent in these two regards: It is coherent in respect to context posituation and therefore cohesive, it can be thought of as the basic unit of meaning in language.
2. Critical Discorse Analysis (CDA) was a type of discourse analytical research that primarily studies the way social power use, dominance, and inequality are enacted, reproduced, and resisted by text and talk in the social and political context. With such dissdent research, critical discourse analysis take explicit position, and thus what to understand, expose, and ultimetalaly resist social quality.

Discourse analysis does not analyze only the large unit of language such as conversation or written text but it also attempts to achieve the exact meaning or at least the closest meaning intended by a written text or speaker in conversation.

In order to reach the aim of discourse analysis, there are some functions related to it, they are:

1. Enabling someone to say why the text is or is not, effective for its own purpose in what respects it fails, or even less successful in order to get the evaluation of text.
2. Enabling someone to show how and what the text means so that he or she can understand the text. This is the lower in among the two functions. It is one that should always be attainable based on grammar.

The scope of discourse analysis is wide because discourse analyzes unit of language not only text but also in spoken for example speech, interview, conversation, etc. We listeners or readers try to understand every single meaning of the word. In reaching these, the speakers or the writers will try to find the best way in choosing the words to link them each other so that the reader or the listener easy to understand.

## **2. Description of Pragmatic**

A pragmatic theory view of understanding as intention-recognition is offered. They distinguish two levels of speaker intention. The speaker's communicative intention is simply to have her informative intention recognized. When the hearer does indeed recognize the speaker's informative intention she

recovers the speaker's meaning. Her recovery of the intended meaning guided by the presumption of optimal relevance: the presumption that the utterance is at least relevant enough to be worth processing, and moreover the most relevant one the speaker could have used given her own abilities and preferences.

This framework offers the intuitively satisfying possibility that the communicative intention might be fulfilled (i.e. the informative intention recognized), without the informative intention being fulfilled (i.e. the assumptions the speaker intended to make manifest, are not being made manifest to hearer). The informative intention is only fulfilled once these intended assumptions are manifest to hearer (i.e. part of her cognitive environment). Understanding the speaker's meaning and accepting her beliefs or attitudes are two different processes, and the two-level intention framework offered by relevance theory clearly shows how the higher-level intention can be fulfilled without the lower-level of intention being achieved. Understanding and believing are distinguishable in this way.

Pragmatics is one of the approaches of discourse analysis. It is a sub-discipline of linguistics. It has a correlation between language use and language user in situational context. Pragmatics deal with the study of meaning as a communication by speaker and interpreter by listener. It has more to do with analysis of what people mean in their sentences than the words or phrases in those sentences mean by themselves. Therefore, the notion of pragmatics is the study of meaning not conveyed in semantics certainly has some cogency.

Pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader). Pragmatics is the study of meaning (Yule, 1996:3). Pragmatics is about explaining how we produce and understand such everyday but apparently rather peculiar uses of language. And another linguist said that pragmatics is the study of the aspects of meaning and language use that are dependent on the speaker, the addressee and other features of the context of utterance.

Pragmatics is a subfield of linguistics and semiotics that studies the ways in which context contributes to meaning. Pragmatics encompasses speech act theory, conversational implicature, talk in interaction and other approaches to language behavior in philosophy, sociology, linguistics and anthropology. Unlike semantics, which examines meaning that is conventional or "coded" in a given language, pragmatics studies how the transmission of meaning depends not only on structural and linguistic knowledge of the speaker and listener, but also on the context of the utterance, any pre-existing knowledge about those involved, the inferred intent of the speaker, and other factors. In this respect, pragmatics explains how language users are able to overcome apparent ambiguity, since meaning relies on the manner, place, time, of an utterance. The ability to understand another speaker's intended meaning is called pragmatic competence.

Pragmatics was a reaction to structuralist linguistics as outlined by Ferdinand de Saussure. In many cases, it expanded upon his idea that language has an analyzable structure, composed of parts that can be defined in relation to others. Pragmatics first engaged only in synchronic study, as opposed to examining the

historical development of language. However, it rejected the notion that all meaning comes from signs existing purely in the abstract space of language. Meanwhile, historical pragmatics has also come into being. This field only gained linguists' attention in the 70s. This is when two different schools emerged; notably the Anglo-American pragmatic thought and the European continental pragmatic thought (also called the perspective view).

The study of pragmatics is concerned with many principles to make sense of what somebody hears and reads. Pragmatics involves some focuses to study like deixis, reference, entailment, implicature, speech act, and so on. Deixis is one of them that takes some elements of it from the situation of the utterance in which it is used. Reference is an act in which a speaker or writer uses linguistic forms to enable a listener or reader to identify something. Entailment is something that logically follows from what is asserted in the utterance. Speech acts are actions performed via utterances recognized by the hearer. Among those areas of the study, the writer focuses on speech act.

Speech act theory is the theory in the field of pragmatics. To communicate is to express a certain attitude, and the type of speech act being performed corresponds to the type of attitude being expressed. As an act of communication, a speech act succeeds if the audience identifies, in accordance with the speaker's intention, the attitude being expressed.



Speech act theory is theory which perceived that every utterance constitute sort of act. Yule (1996) defines speech act as an action performed by the use of utterances to communicate.

In linguistic, a speech act is an utterance defined in term of a speaker's intention and the effect it has on a listener. Esstentially, it is the actions which the speaker hopes to provoke in their audience.

Speech act might be request, warnings, promise, apologies, greetings, or any number or declarations. As you might imagine, speech act are in important part of communication.

Some speech act, however, are not primarily acts of communication ad have the function of effecting institutional states of affairs. They can do so in either of two ways. Some afficially judge something to be the case, and others actually make something the case. Those of the firs kind include judges' ruling, referees' decisions etc, and the latter include firing, appoting etc. Acts of both kinds can be performed only in certain ways under certain circumstance by those in certain institutional or social positions.

The theory of speech acts aims to do justice to the factthat even thought words (prases, sentence) incode, information, people do more things with words then convey information, they often convey more that their words encode. Although the focus of speech act theory has been utterances, especially those made in conversational and other face-to-face situations, the phrase 'speech act' should be taken as a generic term for any sort of language use, oral or otherwise.

Speech act, whatever the medium of their performance, fall under the broad category of intentional action, with which they share certain general features.

An especially pertinent feature is that when one acts intentionally, generally one has a set of nested intentions. For instance, having arrived home without one's key, one might push a button with the intention not just of pushing the button or ringing a bell, arousing one's spouse and, ultimately, getting into one's house. The single bodily movement involved in pushing the button comprises a multiplicity of acts, each corresponding to a different one of the nested intentions.

### **3. Description of Utterance**

In spoken language analysis, an utterance is the smallest unit of speech. It is a continuous piece of speech beginning and ending with a clear pause. In the case of oral languages, it is generally but not always bounded by silence. Utterances do not exist in written language, only their representations do. They can be represented and delineated in written language in many ways.

In oral/spoken language utterances have several features including paralinguistic features which are aspects of speech such as facial expression, gesture, and posture. Prosodic features include stress, intonation, and tone of voice, as well as ellipsis, which are words that the listener inserts in spoken language to fill gaps. Moreover, other aspects of utterances found in spoken languages are non-fluency features including: voiced/un-voiced pause (like "umm"), tag questions, and false starts when someone begins their utterance again to correct themselves. Other features include: fillers ("and stuff"); accent/dialect; deictic

expressions, which are utterance like “over there” which need further explanation to be understood; simple conjunctions (“and,” “but,” etc.) and colloquial lexis which are everyday informal words.

Utterance that are portrayed in writing are planned, in contrast to utterances in improvised spoken language. In written language there are frameworks that are used to portray this type of language. Discourse structure (which can also be found in spoken language) is how the conversation is organized, in which adjacency pairs-an utterance and the answer to that utterance- are used. Discourse markers are used to organize conversation.

An utterance which is found in spoken and written language as in a script has several characteristic. These include paralinguistic features which is a feature of communication that doesn't involve words but is added around an utterance to give meaning. Examples of paralinguistic features include facial expression, laughter, eye contact, and gestures. Prosodic features refer to the sound of someone's voice as they speak: pitch, intonation and stress. Ellipsis can be used in either written or spoken language, when an utterance is conveyed and the speaker omits words because they are already understood in the situation.

#### **4. Description of Persuasion**

In the type of speech acts, it was in representative type. Persuasion is the way people to convince hearer or reader to interest and agree with the speaker or writer. Persuasion is typically defined as “human communication that is designed to influence others by modifying their beliefs, values, or attitudes” .

Aristotle argued that there were basic ways to persuade an audience of your position: ethos, logos, phatos. It is known as persuasion Rhetoric. Rhetoric can be defined as the faculty of discovering the possible means of persuasion in reference to any subject whatever. (This is the function of no other of the art, each of which is able to instruct and persuade in its own special subject: thus, medicine deal with health and sickness). But Rhetoric so to (speak) appears to be able to discover the means of persuasion in reference to any given subject. That is why we say that as an art its rules are not applied to any particular definite class of things. (Aristotle in Metsamaki, 2012).

All of these question reflect on changes in receivers. Another kind of persuasion reinforces existing behavior, attitudes, or beliefs. It has largely been neglected by contemporary researchers, but is now emergin as a focus for research into brand loyalty, party affiliation, religious zealotry, and other areas in which reinforcement seems critical.

Another recurring theme, which seems almost contrdictory to the dependency issue, is that the individual receiver, especially when he or she engages ininterpersonal communication with other about mediated information, is an active participant in the persuasive process. In other words, can choose to be persuaderd or not to be persuaded by selectively exposing ourselves to media persuasion, and by comparing our evaluations of the information with those of other people.

A third common theme is that mass-mediated persuasion is so pervasive and universal that we are in danger of being overwhelmed by it.

There were other approaches that we could mention, but these five should give you a broad perspective regarding contemporary persuasion research. Let us now turn to each of the approaches in more depth.

What this shows was that awareness of rhetoric helps us resort to its tools in many fields of society. The following sections will define the key terms of persuasion in more detail. Aristotle (in Metsamaki, 2012) distinguishes three kinds of proofs or structural principles: persuasion by moral character (ethos), persuasion by putting the hearer into a certain emotional frame of mind (pathos), and persuasion by speech itself (logos). On the basis of this analysis, we can draw the following conclusion: persuasive talk consists of the speaker, the message, and the listener(s)/audience.

Ethos (Greek for character) refers to the trustworthiness or credibility of the writer/speaker. Ethos is often conveyed through the tone and style of the message (Aristotle in Metsamaki, 2012). Ethos is often conveyed through tone and style of the message and through the way the writer or speaker refers to differing views. It can also be affected by the writer's reputation as it exists independently from the message: his or her expertise in the field, his or her previous record or integrity, and so forth. The impact of ethos is often called the argument's 'ethical appeal' or the 'appeal from credibility.' According to Cockcroft (in Metsamaki, 2012) ethos can be divided into two aspects: personality and stance. Personality is recognizable in

any spoken exchange which gives us confidence in the person we are talking to, whereas the notion of stance refers to a wider framework of attitudes, a sense of the persuader's position or viewpoint about what is being discussed (Cokcroft in Metsamaki, 2012). Aristotle (in Metsamaki, 2012) identifies the following qualities as communicating ethos: trust, benevolence and constructive competence, which means that success has been achieved with the help of rich vocabulary, intonation, and structural organization. In addition, ethos involves that the persuader has taken a persuader's stance and has positioned him/herself as a persuader.

Ethos consists of two elements. First are those things persuaders bring to the speaking situation: their reputation as honest and trustworthy people, their training as experts perhaps, or their experience if this is known. Thus, a respected army general could rely on his reputation and experience when he tried to persuade others to follow his advice regarding military matters. He might not be so persuasive when trying to advise people about agriculture innovations, however. This element in ethos is largely to be considered an artistic proof using Aristotle's distinction only if the persuader could control it, such as by designing a news release that stressed the speaker's good point prior to the speech.

The second element in persuasion using one's ethos relates to what occurs during the speech. It includes how smoothly the persuader delivers the message, how he or she uses gestures, eye contact and vocal variations, and so on. Clearly, these are artistic proofs the speaker controls them. Taken together, a person's reputation and delivery make up their use of ethos.

Pathos (Greek for suffering or experience) is often associated with emotional appeal. For achievement of success in persuasion, emotional appeals both towards audience and topic are needed. Emotional engagement can be created by a variety of linguistic means, the right language choice, and through imagination (Cockcroft in Metsamaki, 2012). An appeal to pathos causes an audience not just to respond emotionally but to identify with the writer's point of view, feel what the writer feels. The values, beliefs and understandings of the writer implicit in the story are conveyed imaginatively to the reader.

Pathos relates to the emotions. It includes appeals to the passions or the will. Persuasion aimed at our fears of nuclear annihilation is a good example. So are those messages aimed at our emotional attachments to our families. Bell telephone recognizes this with its slogan "Reach Out, Reach Out and Touch Someone".

In today's terms, these are psychological appeals. They rely on the receivers' emotions. In using such appeals, persuaders assess the emotional state of their audience and design artistic appeals to those states. Knowing that the audience feels helpless in the face of events, a persuader could be successful by reassuring them of the value of their individual roles and perhaps by giving them some outlet for individual action.

According to Aristotle, logos means persuading by the use of reasoning. The Greek word logos means word and it refers to the internal consistency of the message, the clarity of the claim, the logic of its reasons, and the effectiveness of

its supporting evidence. The impact of logos on the audience is sometimes called the argument's logical appeal (Aristotle in Metsamaki, 2012). In logical appeal, you can use inductive by logic giving your readers a bunch of similar examples and then drawing from them a general proposition. Or, you can use the deductive enthymeme by giving your readers a few general propositions and then drawing from them specific truth. Dictionaries give a wide range of meanings for the word logos, and at different periods it has had many meanings directly relevant to rhetoric. In many contexts logos has been defined as premise, argument leading conclusion, thesis, reason or ground of argument, inward debate, speech, and verbal expression (Cockcroft in Metsamake, 2012).

Logos appeals to the intellect, or to the rational side of humans. It relies on the audience's ability to process information (such as statistical data, examples, or testimony) in logical ways to arrive at some conclusion. The persuader has to be able to predict how the audience will do this and thus has to assess their information processing and conclusion-drawing patterns.

Clearly, being able to identify these patterns of information processing and being able to design arguments and use evidence effectively is an artistic proff. You can find logical appeals operating daily in your lives. Your parents might use data about the cost of tuition, living in a dormitory, and travel to and from college to persuade you to attend one school as opposed to another.



Aristotle also advised persuaders to use enthymemes, which are syllogistic arguments in which the major premise is already believed by the audience and thus does not need to be stated.

According to Aristotle's definition, rhetoric is the ability, in each particular case, to see the available means of persuasion (Aristotle in Metsamaki, 2012). The persuasive message should consist of clearly uttered main issue and the ideas supporting it.

### **5. Description of Persuasive Strategies**

In persuading other people's belief, idea or behavior, people use some strategies to get the goal of the communication. According to Keraf(2004) stated that there are seven strategies to persuade other people, they are rationally, identification, hypnotic, conformity, compensation, projection, and displacement strategy.

#### **a. Rationalization**

Rationalization is the process of using to mind to give justification of certain issue with logical reason. Rationalization actually shows something by giving some impossible and logical statements or reasons which can be accepted by the logic. In this strategy, the advertiser or copywriter give statement than prove and justify about the quality of the product to convince the consumer's attention. So, Advertisers or copywriter should know about the consumer's need, belief and attitude. Consumers will interest in the product when it gives and provides what their need, belief and same with their attitude. For example in

smartfrent Andromex V, advertisement the advertiser stated that Smartfrend Andromax V is big, smart and style mobile phone. It means that if people buy and use think kind of mobile phone, people will be a smart and more stylistic.

b. Identification

Identification is the process of identify the consumers and the situation accurately. Advertisement should relevant with the target consumers whether they are adult, teenager, children, or event relevant 19with their job, businessmen, and teacher and etcectra to get the best response from them. Identifying the situation also useful to get their response, the phenomenal issue of the era will take the consumer's attention more. By identifying them, the edvertisers will knowwhat the appropriate words and concept for the product. For example edvertiserment which uses strategy is Honda Vario advertisement. In Honda Vario advertisement, the advertiser shows that Honda Vario is express in many situation and kinds of people. It means that Honda Vario made for any kind of people and can use in many different situation.

c. Hypnotic

Hypnotic is the process of using interesting and convincing words and gesture or voice to make people belief what the edvertiser convey. The interesting words, gestures, colors, background of the advertisement, the use of famous idol will make the consumers hypnotic. The harmony between pictures, color, background of the advertisement, and the use of font are things to entertai consumers and when they combine in advertising, it is become interesting.

d. Conformity

Conformity is conforming act to something that has been intended or to make something similar with the others. In advertisement, it is way of thinking to adopt or adjust the advertiser with the consumer's condition. Sometimes, the advertiser also make the advertisement which similar with something famous or exist at that time, then consumers will interested in 20 because every people talk and use that product. For example in Iphone 6 and Iphone 6s advertisement, the advetiser shows to the consumers that Iphone 6 and Iphone 6s have big size. It was similar with the era of that time that most of phones are produced with big size.

e. Compensation

Compensation is an action or an effort result to find out substitution of thing which has been unacceptable anymore. The effort arises from the different situation of the situation before. An advertiser will use this situation to influence consumers that they will find or get other better situation with using the product. The product gives the application that they cannot find in the product before.

f. Projection

In this strategy, is a strategy in making the subject become an object. If someone asked to describe somebody whome he hates, he will describe a good thing from himself. A mistake that is done by somebody shifted the mistake to other people, so, in projection strategy will shows the different of the products.

g. Displacement

Displacement is a process of displacing an intention or something which faced an obstacle with other means. In short, displacement attempted to take the audiences or consumer's emotion, whether sadness or happiness and avert with the new object. For example in Maybelline 21 Baby Lips and they seem ghostly and unhappy. Afterward, girl as the idol comes with use this product and she looks pretty and has fresh lips.

### **6. Description of Article**

Article is part of newspaper writers the article is nonfictional literary composition that forms an independent part of a publication as of newspaper or magazine. States that article is piece of writing, usually dealing with particular issue or topic in newspaper or magazine. An article is a nonfictional text written based on the facts and situations that happened around us.

Article is distinct portion of an instrument, discourse, literary, work or any other writing, consisting of two or more particular or treating of various topics; as an article in the constituent. Hence: A clause in a contract, system of regulations, treaty or like; a term, condition or stipulation in a contract; a concise statement; as articles of agreement.

Article is a written composition in prose, usually nonfiction on specific topic, owning an independent part of a book or other publication, newspaper or magazine. Newspaper articles is an article published in a newspaper. Article nonfictional prose forming an independent part of publication magazine, newspaper a

periodic publication it to subscribe to it; it takes several years before a newspaper start to break even.

The definite article is used to refer to a particular member of a group or class. It may be something that the speaker has already mentioned or it may be something uniquely specified.

## **7. Description of Magazine**

A magazine is a publication, usually a periodical publication, which is printed or electronically published (sometimes referred to as an online magazine). Magazine are generally published on a regular schedule and contain a variety of content. They are generally financed by advertising, by a purchase price, by prepaid subscriptions, or a combination of three. At its root, the word “magazine” refers to a collection or storage location. In the case of written publication, it is a collection of written articles. This explains why magazine publications share the word root with gunpowder magazines, artillery magazine, firearms magazines, and in french, retail stores such as department stores.

By definition, a magazine paginates with each issue starting at page three, with the standard sizing being 8 3/8 x 10 7/8 inches. However, in the technical sense a journal has continuous paginations through a volume. Thus business week, which starts each issue anew with page one, is a magazine, but the journal of Business Communication, which starts each volume with the winter issue and continues the same sequence of pagination through the continuous year, is a journal. Some professional or trade publications are also peer-reviewed, an

example being the journal of accountancy. Academic or professional publications that are not peer-reviewed are generally professional magazines. That a publication calls itself a journal does not make it a journal in the technical sense; the waal street journal is actually is a newspaper.

Magazine can be distributed through the mail, through sales by newsstands, bookstore, or other vendors, or through free distribution at selected pick-up locations. The subscription business models for distribution fall into three main categories.

#### 1. Paid circulations

In this model, the magazine is sold to readers for a price, either on a per-issue basis or by subscription, where an annual fee or monthly price is paid and issues are sent by post to readers. Paid circulation allows for defined readership statistic.

##### a. Non-paid circulation

This means that there is no cover price and issues are given away, for example in street dispensers, airline, or include with other product or publications. Because this model involves giving issues away to unspecific populations, the statistics only entail the number of issue distributed, and not who reads them.

##### b. Controlled circulation

This is the model used by trade magazines (industry-based periodicals) distributed only to qualifying readers, often for free and determined by some form of survey. Because of costs (e.g., printing and

postage) associated with the medium of print, publisher may not distribute free copies to everyone who request one (unqualified leads); instead, they operate under controlled circulation, deciding who may receive free subscriptions based on each person's qualification as a member of the trade (and likelihood of buying, for example, likelihood of having corporate purchasing authority, as determined from job title). This allows high level of certainty that advertisements will be received by the advertiser's target audience, and it avoids wasted printing and distribution expenses. This latter model was widely used before the rise of the World Wide Web and is still employed by some titles. For example, in the United Kingdom, a number of computer-industry magazines use this model, including Computer Weekly and Computing and Finance, Waters Magazine. For the global media industry, an example would be Video Age International.

A magazine is a type of book people read. Magazines are not like regular books. This is because a new version of the magazine is printed many times each year. Magazines are a type of periodicals because new versions of them keep being printed. Magazines are printed on paper. People usually need to subscribe to them. An example of a magazine is Time. There are magazines printed about many things. Magazines are similar to newspapers, but usually new versions take longer to make, they cost more money, and they are in color on every page. Also, sometimes magazines come with little gifts to reward the readers who buy it.

## **B. Relevance studies**

Previous research related to Persuasion had been conducted from several researcher. The first researcher related to the Persuasion had been conducted from journal by Marco Guerini (2004) entitled "*Persuasive strategies and rhetorical Relation Selection*". the result of the study is persuasion is an emerging topic in the field of Human Computer Interaction: Persuasion functions will improve the effectiveness of intelligent interfaces. The focus of this paper regards how persuasion aspects Rethorical Relation (RR) selection in the generation of an effective, and context-adapted, message. Using a taxonomy of persuasive strategies, together with a reasoning model, a tree-like structure of the message is generated. By means of selection theorems this structure includes also features for multi modal realization.

The first research related to the persuasion had been conducted from journal by Madya Giri Admitama (2016) entitled "*Persuasion in Internasional Journals: Pragmatic Analysis*". This result of this study is the objectives of the research are to classify the persuasive strategies and to describe hedging strategies applied in persuasive sentence use by native-non native English author in internasional journals. The types of research to descriptive qualitative. The data collecting method used inthis research is documentation method by using content analysis techniques. The data source are internasional journals which consist of 25 journals written by native English author and 25 journals written by non-native English author which are choosen randomly and analyzed by using Aristotle's persuasive strategies theory and Hyland's hedges strategies theory.



The first research related to the persuasion had been conducted from journal by Marie-Odile Taillard entitled "*Persuasive Communication: The Case of Marketing*" This result of this study is two of the goals human of communication are: to be understood and to be believed. In persuasive communication, both of these acts are fulfilled. Pragmatists have investigated the first goal and how it is carried out, while social psychologists have focused on the second goal. This paper attempts to shed new light on persuasion by reviewing work from both fields and sketching the outline of a model integrating such work. Relevance theory bridges communication and cognition and, as such, provides a solid foundation for further research on persuasion. Marketing communication offers a rich domain of investigation for this endeavor: we show that pragmatics can only benefit from an analysis of persuasive communication in an "optimized" context such as marketing.

### **C. Conceptual Framework**

Language is very important in our daily life activity by language people can communicate with other people without misunderstanding and misperception. Language is used by everybody to communicate and express their thought and feeling to other people by sound, gesture, and signals.

It shows that words are not only something the speakers say something, the speaker does not just say it exactly, but there is an implicit meaning behind it. Therefore, the words or utterances that we produce also can lead to misunderstanding.

## **CHAPTER III**

### **METHOD OF RESEARCH**

#### **A. Research Design**

This study conducted by using descriptive qualitative method. A descriptive method will be used in collecting the data and analyzing it. Descriptive qualitative develops concept based on available data and follows the flexible research design that suitable to the context. By using this method, the researcher will analyze the type of persuasion strategies and the most dominant type of persuasion strategies in articles news week magazine.

#### **B. Source of Data**

The source of data in this research taken from the articles of news week magazine. The analysis will be focused in politic articles on February 24 2017. Limited on 13 articles. That published on persuasion strategies in articles of news week magazine.

#### **C. The Techniques for Collecting Data**

In collecting data, the techniques taken as follows:

1. Reading in the article of newss week magazine
2. Classifying the kind of strategies which are used in the article of newsweek magazine.

#### **D. The Techniques for Analyzing Data**

In analyzing the data, the following steps are applied as the following:

1. Identifying the persuasion strategies in each paragraph of article in the newsweek magazine.
2. Classifying the persuasion strategies in the article of newsweek magazine.
3. Finding out the dominant type of persuasion strategies used in the article of the newsweek magazine.
4. Concluded the result of the study.

## CHAPTER IV

### DATA ANALYSIS AND FINDINGS

#### A. Data Collection

The data of this research were collected from 13 political articles and it was described to seventh types of persuasion strategies used in articles and the dominant of persuasion strategies used.

#### B. Data Analysis

After collecting data, the data were analyzed based on classification of persuasion strategies. The researcher found classifications of persuasion strategies that can be answered the formulation of the problem of this research, namely what type of persuasion strategies and type of persuasion strategies dominantly used in this newsweek magazine. The data were analyzed shown in the following table.

##### B.1 Classification of Types of Persuasion Strategies

The table shows the categories of the persuasion strategies in article of newsweek magazine.

**Table 4.2**

**Classification of Type of Persuasion Strategies in Article of Newsweek Magazine**

No	Sentence	Ret	Idn	Hyp	Con	Com	Pro	Dis
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1.	Everyone who studies radicalization knows that education and decreasing poverty mitigate its effects.	ü						
2.	the high price of pharmaceuticals. “We have to get prices down,”			ü				
3.	Until recently, most of us haven’t been overly concerned about our digital privacy.		ü					
4.	I hope you are some day. There also were more thoughtful, respectful critiques that questioned the necessity and effectiveness of public shaming	ü						
5	It’s not enough just to be a citizen registering a complaint. You have to show that you were personally injured				ü			
6.	nonviolent campaigns around the world were more successful than violent ones. A reason is that fewer people are willing to participate in violent movements, leading to fewer resources	ü						

7.	<p>These tallies could help physicians better allocate their time and extremely limited funds and supplies. “If some of these patients had the benefit of more resources, they wouldn’t have died.</p>	ü						
8.	<p>“The current administration’s lack of understanding of technology places our country at risk for unthinkable harm.</p>	ü						
9.	<p>technology is as indispensable as underwear, and they are leading us into an epoch of enormous change driven by AI, block chain, 3-D printing and a host of other emerging inventions</p>	ü						
10.	<p>“We have to win this battle, or we will no longer be the most powerful nation in the world,” he tells me. “AI is going to be at the base of every war and terror threat we face for the next 50 years at least. We can’t lose this war.”</p>	ü						

11.	Insurance is a last-century solution to the problem of rocketing health care costs. Yet the tech industry knows that AI, Big Data, the “internet of things” and genomics could radically lower the cost of health care while making it better and more personal.	ü						
12.	The American tech sector has long disdained politics, usually believing it’s easier to change the world with software than with policy. But now, in the Trump era, it better step up, or we’ll wind up as some quaint old nation.	ü						
13.	Refugees like Abdi have an uncertain future. Depending on what the courts decide.	ü						

14.	Trump's order could mean that approved refugees will have to undergo extra security screening before being admitted to the United States.							ü
15.	“no discrimination amongst [people] on the ground of gender, origin, color, language, religion, sect, domicile, or social status.	ü						
16.	intended to block the country from building a nuclear weapon, was finally implemented in January 2016, many foreign policy experts said Oman had helped persuade the two sides to reach a deal.				ü			
17.	Any instability could—and probably would—be exploited by terrorists like Al-Qaeda and ISIS.	ü						



18.	As the young people of Oman face an uncertain future, they're sure of one thing: They want to avoid the violence and chaos that afflicts their country's neighbors.				ü			
19.	Trump hopes this shift will help him at the negotiating table, but Middle East experts believe it will be hard to convince Arab leaders to exclude the Palestinians entirely from his vision of peace.					ü		
20.	“by moving the embassy to Jerusalem, we will have basically agreed that united Jerusalem is the eternal capital of Israel, opening the door for the Israelis to expand their presence there without any pushback from the United States.	ü						

**Table 4.3**

**The Table Proportion of persuasion strategies in articles of newsweek magazine**

<b>No.</b>	<b>Types of Persuasion Strategies</b>	<b>Frequency</b>
<b>1.</b>	Rationalization	13
<b>2.</b>	Identification	1
<b>3.</b>	Hypnotic	1
<b>4.</b>	Conformity	2
<b>5.</b>	Compensation	2
<b>6.</b>	Projection	0
<b>7.</b>	Displacement	1
<b>Total</b>		<b>20</b>

Table above only shows seventh types of persuasion strategies were occurred in the articles of newsweek magazine. They were Rationalization (13),

Identification (1), Hypnotic (1), Conformity (2), Compensation (2), Projection (0), Displacement (1). It means that the persuasion strategies in article newsweek magazine, the dominantly is retionalization.

In the persuasion strategies in articles of newswek magazine, the dominantly is retionalization because retionalization is the process of using to mind to give justification of certain issue logical reason.

### **C. Research Findings**

After the researcher having analyzed the data, the findings were as follow.

1. In the study, there found only seventh types of persuasion strategies ( retionalization, identification, hypnotic, conformity, compensation, projection, displacement) one type of persuasion strategies there are not found (projection) in articles newsweek magazine.
2. In this study the data has identified by persuasion strategies use of seventh types of persuasion strategies (retionalization, identification, hypnotic, conformity, compensation, projection, displacement ) one type of persuasion strategies there are not found (projection) .
3. In the findings, the total number of each types of persuasion strategies in perecentage: Retionalization 13, identification 1, hypnotic 1, conformity 2, compensation 1, projection 0, displacement 1.
4. The occurances of each types of persuasion strategies in percentage: retionalization 65%, identification 5%, hypnotic 5%, conformity 10%, compensation 10%, projection 0%, displacement 5%.

5. The dominant type persuasion strategies in articles of newsweek magazine is rationally, about 13 items or 65%.
6. This research had found that the existential as the dominant type of persuasion strategies in articles newsweek magazine.

## CHAPTER V

### CONCLUSIONS AND SUGGESTION

#### A. Conclusions

After the collected, classified, and analyzed the data, it can be concluded that:

1. The type of persuasion strategies namely:
  - a. Retionalization
  - b. Identification
  - c. Hypnotic
  - d. Conformity
  - e. Compensation
  - f. Projection
  - g. Displacement

were applied in articles of newsweek magazine. The total number of Retionalization 65%, Identification 5%, Conformity 10%, Compensation 5%, Projection 0%, Displacement 5%.

2. The most dominant type of persuasion strategies in articles of newsweek magazine is Retionalization (65%). The study shows that Retionalization as dominant type the existence the researcher of this article it make easy to understand the content of the articles

## **B. Suggestions**

Based on the result of the research, the suggestion are presented as follows:

1. This study suggested the researcher to get more information from articles.
2. This study suggested the research to make further their knowledge about persuasion.
3. It is suggested for the next researchers who are interest in persuasive types to make detail analysis of persuasion strategies in articles.
4. It is suggested to the readers of article to use the persuasion strategies in articles to make understand the contents of the articles.

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