

CHAPTER I

INTRODUCTION

The Background of study

Language is the method of human communication, either spoken or written, consisting of the use of words in a structured and conventional way. The use of language is the object study of rhetoric appeals. This study concerns linguistics, such as how languages are used in persuading people during communication. There is an art of course that is Rhetoric. Keraf (2000:118) argued, “Rhetoric means the use of language as an artistic technique, both oral and written are based on a well structured knowledge”. Deals with it, there are two important aspects which people should understand about rhetoric. The first is language knowledge and it’s used. The second knows the object that will be the target of the language’s user. People use language to communicate and socialize with other people to transfer information from the speaker to the listeners. In transferring the message from the speaker to the listeners, the speaker always has purposes on stating the utterances, whether only to give information, ask to do something, or to persuade the listeners to think or act as the speaker stated. Mostly the aim of communication is persuasion. People who use persuasion in their communication, may feel more or less comfortable, improve or weaken cooperation between colleagues and friends, and maintain relations with family and community (Mulholland, 2005). Persuasion can help people on 2 extending their messages and purposes smoothly with using polite ways. Thus, people use persuasion to achieve the aim of their communication. In addition, people will use convincing

language to persuade other people or hearers. The language used has some tactics to make sure that the hearers believe on what the speaker stated.

Rhetorical appeals refer to ethos, pathos, and logos. These are classical Greek terms, dating back to Aristotle, who is traditionally seen as the father of rhetoric. To be rhetorically effective (and thus persuasive), an author must engage the audience in a variety of compelling ways, which involves carefully choosing how to craft his or her argument so that the outcome, audience agreement with the argument or point, is achieved. Aristotle defined these modes of engagement and gave them the terms that we still use today: logos, pathos, and ethos.

This research aims at investigating rhetoric appeals used by Joko widodo's speech on coronavirus. The researcher chose rhetoric appeals in Joko widodo's speech about the coronavirus because the researcher wanted to understand more about rhetoric appeals and to answer his curiosity about what style of rhetoric appeals Jokowi used in his speech about covid-19 which is very prevalent at this time. In general, speech is defined as a speech given to an audience on various occasions and for various purposes that serve to achieve certain goals. Depending on the occasion and purpose, a speaker may aim to inspire or motivate, entertain, or inform an audience. In this research, the researcher will analyze the appeal of rhetoric which is intended to influence the audience to agree with the speaker. People need strategies to influence and persuade their interlocutors.

The researcher is very interested in analyzing the rhetorical appeals and wants to find out more about the types of rhetoric appeals that Jokowi uses in his speech and what type of rhetoric is the most dominant that Jokowi uses in his speech about COVID-19 at this time.

Moreover, rhetoric speeches tend to be used by public speakers who have strong positions such as the president. Thus, there are several reasons why researchers use Joko widodo's speech in the coronavirus speech. First, the speech contains persuasion in continuously urging the public to comply with health protocols to the audience. Second, provide education about the spread of the coronavirus and invite the public to always keep their distance, not in crowded crowds, and always wash their hands. Through a speech delivered by Jokowi, he tried to persuade and influence the emotions of his interlocutor. Furthermore, the researcher uses Aristotle's theory which provides three kinds of rhetoric appeals to help researchers get a comprehensive understanding of Joko widodo's speech. Jokowi speech is interesting for my research. This study investigates the types of rhetoric appeals used by Jokowi in his speeches. The purpose of this study was to determine the types and processes of implementing rhetoric appeals used by Jokowi to the public.

In this research, the researcher uses Aristotle's theory (1954) because of some reasons. First, this theory can adapt the rhetoric appeals phenomena. Second, Aristotle's theory provides a complete description to analyze the utterance that involves the coronavirus speech. Therefore, the theory proposed by Aristotle is important to be the reference for analyzing the data.

The problem of the study

Based on the background of this study, some questions need to be answered and questions are the problems that need a solution, there are :

1. What types of rhetoric appeals are used in Joko widodo's speech?

2. What is the dominant type of rhetoric appeals that occurred in Joko widodo's speech?

The objective of study

This study is mainly aimed to achieve the following objectives:

1. To find out the types of rhetoric appeals used in Joko widodo's speech.
2. To find out the dominant rhetoric appeals used in Joko widodo's speech.

The scope of study

The scope of this study analyses the selected transcript of Joko widodo's Speeches On the covid-19. The researcher focused on Joko widodo's speech that appealed to many Indonesian people to avoid following health protocol on the coronavirus. The researcher discusses Aristotle's Theory as the main of research.

The significances of study

This study gives both theoretical and practical contributions.

a. Theoretically :

1. the result of this study is expected to expand the theory of persuasive strategy used especially in the context of speech.
2. Besides that, it is expected to give information about rhetoric appeals includes in the form of words, sentences, and phrases.
3. To develop rhetoric knowledge. The researcher and reader understand the types of rhetoric appeals that are commonly applied in speech.

b. Practically :

1. This study is also expected to give more understanding about rhetoric appeals and their role in linguistics, for the readers and the

students, especially English department students. It is also supposed to be the reference of persuasive strategy for future researchers.

2. This research useful for those who have trouble in analyzing rhetoric appeals in the speech this study inspire those who would like to do similar research along with the progress of science in general.
3. Further, this study can be used as a reference for the next researchers who want to conduct research about the study of rhetoric.

CHAPTER II

REVIEW OF RELATED LITERATURE

2.1 Theoretical Framework

This chapter will discuss about the theories related to the topic. These theories include the concept of persuasive strategies. Explanation and examples are given to support them.

2.2 Linguistics

According to Cook (2002:20), “Linguistics is the academic discipline concerned with the relation of knowledge about language to decision making in the real world”. It means that Linguistics is the science that studies about language. According Bauer (2012:3), “Linguistics is the word meaning ‘relating to language’ as well as the word meaning ‘relating to linguistics’”. From this definition that given by Bauer, it can be concluded that linguistics has a close relation to language. These two items, Linguistics, and language, are very closer. It means that both of them cannot be defined. If talking about Linguistics, it means talking about them and vice versa.

2.3 Persuasive language

According to Keraf (2001:118) that persuasive is verbal is art the purposely convince someone to obey what the speaker’s said this moment or in the present time. It means that the purpose of persuasion is the speaker tries to persuade the listener to act something with no violence and coercion. Persuasion held conformity or agreement through reliance. As Lakhani (2005:16) said “persuasion is about creating an environment that lets two or more people find common ground and belief”. Persuasive language is language that aims to

persuade or succeed in persuade others to accept a point of view. Therefore, persuasive language is useful for persuading people to adhere to health protocol.

The researcher concludes that on the experts' statements regarding the of persuasive language speech, Keraf (2001:118) defines persuasion is about creating an environment that lets two or more people find common ground and belief". Persuasive language is language that aims to persuade or succeed in persuade others to accept a point of view. Therefore, persuasive language is useful for persuading people to adhere to health protocol. Persuasive communication is successful if the audience can understand the meaning of each sentence said by communicators, so the purpose of the communication can be achieved. To discuss and parse the persuasive utterances the researcher uses speech act theory, because persuasive and speech acts have same characteristics. For example, directive speech acts has same principles with persuasive. Because both of them have function to influence and ask other people to do something.

2.4 Persuasive Strategies

The term persuasive or persuasion has been defined by many experts in slightly different ways. According to Gorys Keraf (2000:118) defines that persuasion is an art of verbal with the intention to assure someone to do something appropriate with the speaker's purpose for this moment or the present time. The ability to persuade someone using words or another thing can be included as an art. It needs a specific skill to organize words and another aspect in order to influence people for doing something using verbal or non-verbal way is called persuasion. Persuasive is an effort to convey information by means analyzing and understands the public or audience accurately. Then, the purpose is

to influence or persuade the attitude, view or behavior of audience, in order that what speaker's aimed run well by audience's awareness without violence or an encouragement from other, at the moment or at the present time. By using persuasive, people will be able to ask another people doing something appropriate with their pretension. People do not need to force another people doing something they want. They only need to construct the words in a good way that people will believe and be interested in, therefore, mastering persuasion technique and strategies is very important thing in communication. Persuasive strategies is a plans or steps of an action to make someone believe something by giving them a good reason to do a certain purpose. According to Aristotle (1954, p. 36) that there are three strategies to persuade the viewer's attention. They are Ethos, Pathos, and Logos.

1. Ethos: an appeal to credibility or character.
2. Pathos: an appeal to emotion.
3. Logos: an appeal to logic or reason.

2.5 Rhetoric Appeals

Rhetoric is defined as “an ability, in each particular case, to see the available means of persuasion” Aristotle, (1954, p. 36). To effectively persuade the audience, three important persuasive appeals are identified ethos, pathos, and logos corresponding to the persona of the speaker, the emotion of the audience, and the reason for the message. In the words of Aristotle: Of the modes of persuasion furnished by the spoken word, there are three kinds. The first kind depends on the personal character of the speaker; the second on putting the audience into a certain frame of mind; the third on the proof, or apparent proof

provided by the words of the speech itself. (Aristotle, 1954: *On Rhetoric*, translated by Roberts) the major purpose of persuasive is to convince the reader that the ideas given are valid and more unique than others. Aristotle segmented the definition of appeals and persuasion into three classifications: ethos, pathos, and logos. the components of argumentation and discusses how they can be employed to devise an effective presentation, oral or written. Although he acknowledges their similarities, Aristotle distinguishes rhetoric from dialectic from the outset by a few key aspects. Whereas dialectic involves logical argumentation about general issues through dialogue, rhetoric refers to the capability “to see the available means of persuasion” in various circumstances. Correspondingly, dialectic is a debate for skilled audiences on philosophical matters whereas rhetoric is a debate for general audiences on practical issues. Additionally, dialectic intends to “discover general truths from common opinions” and rhetoric “allows us to communicate this truth claims to others.” After he delineates rhetoric that serves to separate the subject from dialectic and assert its validity (as historians know, in response to peer philosophers’ assaults), Aristotle transitions to specifics. The artistic means of persuasion that Aristotle focuses on the techniques the speaker himself applies to include what is commonly known as ethos (the speaker’s character), pathos (the audience’s emotions), and logos (the rationality of the arguments). In *Rhetoric*, Aristotle establishes and explains these three types of appeals to the audience which, to this day, are considered important principles of writing at all levels; they are often referred to as the “rhetorical” or “Aristotelian triangle.” A successful orator merges ethos, pathos, and logos, as Aristotle writes: “since rhetoric exists to affect the giving of decisions. the orator

must not only try to make the argument of his speech demonstrative and worthy of belief; he must also make his character look right and put his hearers, who are to decide, into the right frame of mind.”¹⁶ Rhetoric, as explained by Aristotle, is not pure reasoning: it also involves style, an “elegance or eloquence.” With this framework, Aristotle continues his exposition of rhetoric, revealing the power of words through analysis that unites the philosophical, political, ethical, and literary aspects of rhetoric. In his treatise on Rhetoric (360 BC – 334 BC), Aristotle defined Rhetoric as an act of observing systematically, the available means of persuasion in any given case. According to him (*The Art of Rhetoric*) Rhetoric deals with situations and circumstances with a concrete background. Winetrowd says that Rhetoric impinges on all areas of human concern and it plays a large part in every method of learning and teaching as well. In his book Rhetoric, Aristotle expressed that Rhetoric is a tool of knowledge that can be applied to any subject, from any universality of its basics to organized concepts. He recommended three important appeals of persuasion in the application of Rhetoric. these three appeals of persuasion i.e. Logos (Logical appeal), Pathos (Emotions of the audience) & Ethos (Character of the speaker). Though each of these three appeals is separate but can be combined judiciously to elicit a maximum response from the audience of various fields.

2.5.1 Ethos (An appeal to credibility or character.)

Ethos, otherwise known as a source credibility. Credibility in fact comes with the individual it gets the right to talk. Competence, expedience, dynamic, and common ground. Not forgetting personal skills, charisma, personnel. According to Lucas, beyond competence, character or something audience refers to the

speaker's sincerity, trustworthy and His concern for audience kindness is one factor of credibility (Lucas, 2007 :435). One does not get persuasion just because of that evidence left out, but by whom the evidence is presented (Pearson, nelson, Titsworth, harter, 2008:389).

The credibility of a speaker is very different for each personal audience. Credibility is in the eyes who see. But credibility can earned from the right to speak gained from experience and achievements achieved (Pearson, Nelson, Titsworth, Harter, 2008: 276). While according to Beebe, Beebe & Ivy (2010: 408) credibility is a perception audience of a speaker on competence, trustworthiness, and its dynamism. This is not something that is inherently owned by a speaker, but more based on the audience's behavior towards speaker. Four aspects that make up a person's credibility. Aspects These include competence, trustworthiness, dynamism, and common sense ground. Meanwhile, according to Lumsden, credibility is reflected in: preparation, information, ability to adapt and work with others, as well as the ability to think creatively and critically (Lumsden, 2006: 28). There are also the contexts of each example, which add information about the speech. Therefore, the reader can get comprehensive understanding and fresh knowledge. The findings and collected data are presented as the following.

Ethos (Greek for “character”)

1. Focuses attention on the writer's or speaker's trustworthiness.
2. Takes one of two forms: “appeal to character” or “appeal to credibility.”
3. A writer may show “ethos” through her tone, such as taking care to show more than one side of an issue before arguing for her side. When you use a

counterargument to show an opposing side to an issue before explaining why your thesis is still correct, you use ethos.

4. Other times, the author may rely on his reputation for honesty or his experience in a particular field. Advertising that relies on doctors' statements or political records often use an appeal to ethos.

Examples :

1. “ **Janine Bempechat, an assistant professor of education at Harvard,** took the position that ...”

Explanation :

Incomplete sentences, how the above quote is a strong example of **an ethical argument**: Each of these lead-ins to quotes helps to give the reader more information about the speaker. In the first example, the fact that she is an assistant professor of education at Harvard lets the audience know that she is a credible source when speaking about education.

2. “Furthermore, according to **Kim Koller, principal at Putnam school Eau Claire, Wi, and a longtime advocate of the 21th century** model of learning many teachers...”

Explanation :

Incomplete sentences, how the above quote is a strong example of **an ethical argument**:

In addition, the second example, Kim Koller, not only says that she is a principal, but that she is someone, using information taken from the original source, that believes in modern teaching practice. She is not solely an “old school” educator that sees the time-honored practice of homework as a good

one. She is credible because she lacks a bias one assumes a principal might have about homework.

3. “ we shouldn’t go see a movie this weekend, according to famous critic Roger Ebert, all the movies out this weekend are pointless and a waste of time”.

Explanation :

Incomplete sentences, how the above quote is a strong example of **an ethical argument**: it’s asking you to trust an expert.

2.5.2 Pathos (An appeal to emotion)

Pathos persuades by using security, love, guilt, greed, pity and humour (Gabrielsen & Christiansen, 2010), anger, insult, empathy, fear and confusion (Mshvenieradze, 2013). In an emotional appeal, the speaker shows identification with the “needs, values and desires of the audience” (Higgins & Walker, 2012, p. 198). Thus a good orator should know which emotion to tap into, taking into consideration the social status, age and other features of the audience (Mshvenieradze, 2013). Based on his analysis of complaint letters, Al-Momani (2014) identified the following as examples of persuasive strategies which appeal to emotions: confessing, regretting, making pleas, promising, praising, and thanking. Al-Momani (2014) explained that confession works by drawing on the audience’s sympathy but praising and thanking work through manipulation of the audience’s feelings to form rapport with the complainant (e.g I am sure of your wisdom). Metaphors are also commonly used to appeal to the audience’s emotions. Pathos it’s means that he or she is trying to tap into the audience’s emotions to get them to agree with the author’s claim. (Melanie Gagich & Emilie

Zickel (2019). researcher using pathetic appeals wants the audience to feel something: anger, pride, joy, rage, or happiness. For example : many of us have seen the ASPCA commercials that use photographs of injured puppies, or sad-looking kittens, and slow, depressing music to emotionally persuade their audience to donate money. Pathos based rhetorical strategies are any strategies that get the audience to “open up” to the topic, the argument, or to the author. Emotions can make us vulnerable, and an author can use this vulnerability to get the audience to believe that his or her argument is a compelling one.

Pathos appeals might include :

1. Expressive descriptions : of people, places, or events that help the reader to feel or experience those events.
2. Vivid imagery : of people, places or events that help the reader to feel like he or she is seeing those events.
3. Sharing personal : stories that make the reader feel a connection to, or empathy for, the person being described.
4. Using emotion laden vocabulary : as a way to put the reader into that specific emotional mindset (what is the author trying to make the audience feel? and how is he or she doing that?)
5. Using any information that will evoke an emotional response from the audience : This could involve making the audience feel empathy or disgust for the person/group/event being discussed, or perhaps connection to or rejection of the person/group/event being discussed.

Pathos (Greek for “suffering” or “experience”)

1. Focuses attention on the values and beliefs of the intended audience.
2. Appeals to the audience’s capacity for empathy, often by using an imaginable story to exemplify logical appeals.
3. Whereas logos and ethos appeal to our mental capacities for logic, pathos appeals to our imaginations and feelings, helping the audience grasp an argument’s significance in terms of how it would help or harm the tangible world around them.

Examples :

1. “So, despite a recent push by certain school districts to eliminate homework, what do over 75% of students, parents and teachers know? homework is important for learning. Homework is important for understanding. Homework is important for living”.

Explanation :

Incomplete sentences, how the above quote is a strong example of **an emotional argument**: The parallel structure in the answer to the question adds an opportunity for repetition of all of the ways that homework can aid a student. The repetition is meant to produce an emotional reaction from the reader (as much as one can when dealing with the idea of homework). The ideas of learning, understanding, and living give a rhythm to the piece that adds to the emotions of the reader.

2. “ children are dying and starving every day. Please donate now!”

Explanation :

Incomplete sentences, how the above quote is a strong example of **an emotional argument**: it’s trying to evoke your emotions trying to elicit your empathy.

3. “ you should come to the party tonight. It will be tons fun! We’ll have a blast!”

Explanation :

Incomplete sentences, how the above quote is a strong example of **an emotional argument**: it’s trying to excite you they are trying to get you to anticipate a find that you’re about to have to follow the party. if you to get people to do something. It’s when we ‘tug on the heartstrings’ or ‘dial up the emotions’. When we talk about ‘feeling all the feels, that’s pathos.

2.5.3 Logos (An appeal to logic or reason)

Logos is a rational appeal and persuasion is done using “the proof, or apparent proof, provided by the words of the speech itself” (Demirdöğen, 2010, p. 190). Logos appeal to reason which makes the “clarity and integrity of the argument” very important (Higgins & Walker, 2012, p. 198). Demirdöğen (2010) cited in Hovland, Lumsdaine, and Sheffield (1949) and Larson (1992) show that two-sided messages are more persuasive for a more educated audience who might not agree with the message. In a rhetorical analysis, the appeal to logos can be identified from the use of argumentation, logic, warrants/justification, claims, data, and evidence/examples. These are the substance of logical, rational, critical and analytical discourse. The appeal to reason in student complaint letters

analysed by Al- Momani (2014) took the form of questioning, wondering and arguing. According Melanie Gagich & Emilie Zickel (2019) Rationale Reason. Sanity. Logos is smart and scholarly, cool, quiet, gathered, objective. At the point when a creator depends on logos, it implies that the person in question is utilizing rationale, cautious construction, and target proof to interest the crowd. A creator can speak to a group of people's acumen by utilizing data that can be reality checked (utilizing various sources) and exhaustive clarifications to help key focuses. Also, giving a strong and non one sided clarification of one's contention is an extraordinary way for a creator to conjure logos. For example : if she were trying to convince my students to complete their homework, she might explain that she understand everyone is busy and have other classes (non-biased), but the homework will help them get a better grade on their test (explanation). She could add to this explanation by providing statistics showing the number of students who failed and didn't complete their homework versus the number of students who.

Logos (Greek for “word”)

1. Focuses attention on the message.
2. Often called a “logical appeal,” or an “appeal to reason.”
3. Points out internal consistency and clarity within its argument.
4. Frequently uses data to support its claim.

Examples :

1. **“ These are the types of skills that teachers do not teach directly to students, but that are taught indirectly as students learn to manage and work on their homework. Since managing time and staying**

organized are prized behaviors in the workplace, students are preparing for a life after school by doing their homework.

Explanation :

Incomplete sentences, how the above quote is a strong example of a **logical argument** : The explanation of the evidence makes a logical connection between the behaviors that homework teaches and the benefits that they will bring to students afterward. It is this cause/effect relationship that creates a logos persuasion for homework.

2. “ **Everyone should be required to wear helmets when riding bikes. Last year seven thousand lives were saved because of helmets being worn”**

Explanation :

Incomplete sentences, how the above quote is a strong example of a **logical argument**: using logos because uses a statistic the 7000 lives part to make its claim about likelihood.

3. “ **if we are going to require more of our schools we should also give more money to them. Many schools are doing the best they can with their funds. To improve the quality of education we should improve funding”.**

Explanation :

Incomplete sentences, how the above quote is a strong example of a **logical argument** : This is logos because it's trying to convince you through reasoning it starts by saying if we are going require more of our schools then we should also give more money to them and so this sort of

if-then format and this is just the fact there are a few steps involved it took you probably a little longer to process it are all indicators that are using reasoning it's using logos.

2.6 Speech

Speech is a skill to convey messages in public verbally with a specific purpose. Amount listeners are not limited, can be a lot or a little. According to James H. Mc. Burney and Ernest J. Wrage in books by Rustica C. Carpio, Anacleto M. Encarnacion, Private and Public Speaking. "Speech is the communication of ideas and feelings by using visible symbols and heard coming from the speaker. Speech is a speech with a good arrangement for conveyed to the people. The speech aims to influencing others, giving an understanding, making others happy and satisfied with the words conveyed in an entertaining way.

Since thousands of years ago, that is, since the time of Ancient Greece, Aristotle gives the meaning of Speech or Rhetoric as "The Art of Persuasion" or "The art of persuasion". This understanding has not changed until now. The meaning of persuading is persuading his listeners. According to Amar (1986: 11) the meaning of speech is convey and inculcate thoughts, information, ideas, from speaker to another person, namely the listener .

The researcher concludes that speech is a process delivery of an idea that aims to provide information or change and influence the mindset of the audience.

2.7 Jokowi

Joko widodo is the 7th president who leads the unitary state of the republic of Indonesia. Jokowi was born in Solo on June 21, 1961 with the real name Joko Widodo. His father's name is Noto Miharjo and his mother's name is Sujiatmi. He

is the eldest of four siblings. His three younger siblings are all girls. From a young age he was formed by himself to be a role model for his three younger sisters. He is not only trying to be a good example, but also trying his best to be able to protect and provide a sense of security for his three younger siblings and all members of his family (Suwiknyo, 2012, 78). During Jokowi's tenure as the 7th president in Indonesia, the Republic of Indonesia was also attacked by a global disease outbreak, namely the deadly coronavirus. And this infectious disease shocked the world, many efforts were made by Jokowi so that people in Indonesia followed the health protocol regulations and efforts to vaccinate to avoid this deadly virus.

Jokowi's most frequent efforts are to urge and remind all Indonesian people of the need to wear masks, wash hands, and avoid crowds that cause the rapid transmission of Covid-19 in his speech. In his speech, many sentences used persuasive strategies so that the Indonesian people could apply the rules that have been set for the health of their people.

The rhetoric appeals used by Jokowi in his speech involves emotional appeal (pathos), authority/credibility appeal (ethos), and reason appeal (logos). And currently Jokowi has a very important role for his country, because the country of Indonesia is also attacked by a very dangerous coronavirus that has gone global. As president Jokowi made many efforts so that his people are not exposed to this very deadly coronavirus, Jokowi invites and appeals to all Indonesian people through his speech to use health protocols, wash hands, and avoid crowds. In addition, Jokowi urges and invites the Indonesian people to

vaccinate to boost the immune system to avoid the current very dangerous coronavirus.

2.8 Pandemic covid-19

Throughout history there have been epidemics and pandemics, many causing high mortality (Woodrow, 2019). An epidemic is an outbreak of a disease that spreads quickly and affects many individuals at the same time and can occur in a community, geographical area or several countries. Declaring a pandemic allows national and global public health agencies to respond to the situation at a higher level. Declaring a pandemic raises awareness of the problem and increases measures to control it. According to the World Health Organization (WHO) (2020a), the first influenza pandemic of the 21st century occurred in 2009–2010 and was caused by an influenza A (H1N1) virus. Since then, new major epidemic foci of COVID-19, some without traceable origin, have been identified in Europe, North America, Asia, the Middle East, Africa and Latin America (Bedford, 2020). The Director-General of WHO characterised the COVID-19 situation as a pandemic on 11 March 2020. By 16 March 2020, the number of affected countries, states, or territories reporting infections to WHO was 143 (Bedford et al, 2020).

Some 81% of people with COVID-19 will have a mild illness, some will develop severe illness requiring oxygen therapy (14%) and approximately 5% will require intensive care unit treatment. Of the critically ill, most will require mechanical ventilation. The most common diagnosis in severe COVID-19 patients is severe pneumonia (WHO, 2020b).

According (Adnan 2020) Pandemic Coronavirus is a virus transmitted through a pathogenic infection of the severe Acute Respiratory Syndrome Coronavirus 2 (SARS-CoV-2) that has firstly appeared in Wuhan, China, and spread throughout the world. This virus is now known as Coronavirus Disease 2019 (COVID-19) affecting the lives of global society (Arshad et al., 2020). And at this time, Jokowi always tries to urge and try to invite the public to maintain health and use health protocols in a situation where there are many transmissions of the coronavirus which has claimed many victims in Indonesia. "This pandemic will pass, for that let us keep ourselves away from crowds and continue to use health protocols when leaving the house, don't forget we pray together so that our country can recover and this pandemic passes" (rhetoric pathos) said Jokowi firmly in his speech.

The researcher concludes that According to these experts, the two opinions of these experts have similarities or are related to each other Pandemic Coronavirus is a virus transmitted through a pathogenic infection of the severe Acute Respiratory Syndrome Coronavirus 2 (SARS-CoV-2) that has firstly appeared in Wuhan, China, and spread throughout the world. This virus is now known as Coronavirus Disease 2019 (COVID-19) affecting the lives of global society.

2.9 Previous Study

Persuasive strategies had been a common topic which is conducted by other researchers. However, there are only some researchers who interested in analyzing persuasive strategies of speech. The first previous study conducted by Nurrosyidah (2016) Thesis from Maulana Malik Ibrahim University to analyzed

the data, and applied a combined method of descriptive and qualitative in analyzing the data. entitled “analyzed persuasive strategies in joko widodo’s political speeches”. The researcher focused with the kinds analyzed form phrases and sentences on persuasive strategies based on joko widodo’s political speech. The researcher use theory from Aristotle’s about persusive strategies based on Aristotle’s theory in his political speeches,those are; ethos,pathos,logos strategies. In addition, Joko widodo uses ethos strategy in his political speeches by showing his reputation,knowledge and character to persuade the audience. The researcher also found pathos strategy in both of his political speeches by rising up the emotion of the audience and using figurative language, emotionally loaded language and logos strategy by giving factual data and statistic,giving an example, and using historical analogical to ensure the audience.

The similarities between the research above with this reserach are used the same theory. Researcher identify of persuasive strategies and both use ethos, pathos, and logos in persuasive strategies. However, the previous study has several differences because the writer will focus on persuasive strategy used in Joko widodo's political speech while in the previous study the researcher Nurrosyidah’s used the persuasive strategies Joko widodo’s political speech.

The second previous study was conducted by Imam Setyojati Sedyo Laksono,Hamamah,Nurul Chojimah (2019) entitled “ persuasive strategy in Prabowo’s Political Speech at National Agenda 2019.” The research is aimed to describe critical Prabowo Subianto against the government. The research discovered that Prabowo featured of words and phrases that have negative connotations. It is a strategy that affects the audience to agree that the governance

system is wrong. Negative connotations are part of the pathos. Where, it is statement conveyed by the speaker.

The similarities between the research above with this reserach are used the Persuasive strategies. The researcher identify of persuasive strategies. And differences between the two The researcher uses persuasive strategies ethos, pathos, and logos while Imam's research only uses pathos in his research. imam's used the persuasive strategies in Prabowo's Political Speech at National Agenda 2019 while, researcher used the persuasive strategies Joko widodo speech on coronavirus.

Another persuasive strategy was conducted by Ahmad Faiz,Andi Indah Yulianti,Dwiani Septiana (2020). entitled Trump's Speech about Jerusalem: "An Analysis on persuasive strategies." The researcher focuses on the types of persuasive strategies on Donald Trump's speech about Jerusalem. Persuasive strategies are expressed to influence and change hearers attitude and motives to follow what speaker wants to. Based on the analysis, the researcher found 2 speech of Trump about Jerusalem. The result showed that Trump used ethos,logos and pathos.

The similarity between the above research and this research is using persuasive strategies and using ethos, pathos, logos. Researchers Ahmad Faiz, Andi Indah Yulianti, Dwiani Septiana used persuasive strategies in Trump's speech about Jerusalem while, researchers used persuasive strategies in Joko widodo's speech on coronavirus.

2.10 Conceptual Framework

The theories are needed to explain some concepts applied. The explanation is considered important. The concepts which were used might be clarified in order to having same perspective with the implementation in the field. The following is the clarification of the concept use for feasibility of the study.

The Figure of Conceptual Framework

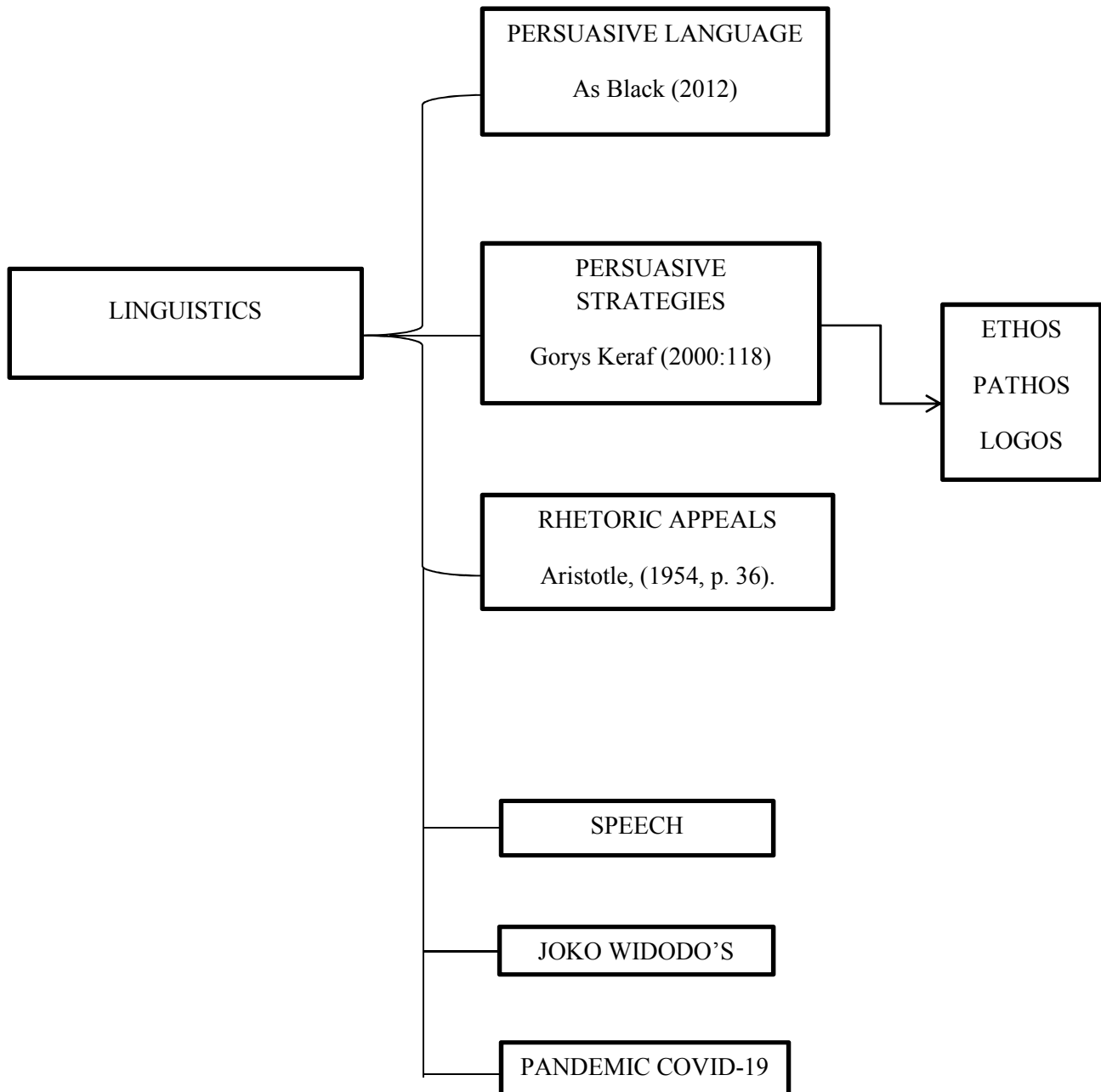


Figure 1. The Analysis Of Rhetoric Appeals In Jokowi's Speech On Corona-19.

CHAPTER III

RESEARCH METHODOLOGY

3.1 The Research design

This research used descriptive qualitative method because the data of this research are in the form of utterances and words, which are not statistically analysis. The researcher analyzed the utterance in the video of youtube and transcript of the speech. The researcher analyzed through describe and explained the data based on Aristotle's theory of rhetoric appeals. This analyzed rhetoric appeals that focuses on Joko widodo's coronavirus speech.

3.2 Source of the data

The data of this research is the video from youtube that contains many kinds of rhetoric appeals. The researcher takes the transcript of the video as the data source that is taken from Joko widodo's speech on youtube.

The source of data in the study is subjects from which the data can be obtainable. In this study, the writer use transcript speech as the sources of data, because it is written material. In conducting the study, the writer use mass media such as youtube.

3.3 The Technique of collecting data

In this study, the researcher use data from the transcrip speech of Joko widodo about coronavirus. The researcher takes the following steps :

1. The first step watching videos of youtube about Joko widodo's speech about coronavirus.
2. The second step the researcher download the complete the video of Jokowi speech in *<https://www.youtube.com/watch?v=bZuYAbEXbp0>*.
3. The third step Choose some speech of video.

4. The four step is to re-watch the film and check the accuracy of the transcript. This step is important because it helps researchers to find out the ethos, pathos, logos of rhetoric appeals.
5. The last step is classify and transfer the selected utterances containing the words ethos, pathos or logos in the data sheet.

3.4 The Technique of analyzing data

In this study, after all the data have been collect, the next step is analyzed the data. The procedure of analysis data are:

1. Watching and listen to Joko widodo's speech, then understand the meaning of every word said by Joko widodo.
2. Identifying the rhetoric appeals in accordance with rhetoric appeals.
3. Classifying the rhetoric appeals in Joko widodo's speech.
4. Make the calculation of the types rhetoric appeals on table.
5. Making conclusion

