Persuasive Speech of Karni Ilyas
in the Indonesia Lawyers Club Program

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ABSTRACT

This research discusses the use of Karni Ilyas' persuasive speech in the *Indonesia Lawyers Club*. The purpose of this study is to reveal the use of Karni Ilyas' persuasive speech in the *Indonesia Lawyers Club*. This type of research is qualitative research with descriptive methods. Descriptive means that research is carried out solely based on existing facts or phenomena that are empirically alive to the speakers. This qualitative research aims to produce descriptive data in the form of Karni Ilyas' persuasive speech in the *Indonesia Lawyers Club* Program. The data analysis technique of this research is based on the interactive technique of Miles and Huberman. Through this model, analysis activities are carried out through four stages of activity, namely (a) data collection, (b) data reduction, (c) data presentation, and (d) drawing conclusions and final results. Based on the results and discussion, it can be concluded that the persuasive form of Karni Ilyas' speech in the *Indonesia Lawyers Club* program found twenty assertive persuasive speeches, fifty-five directive speeches, sixteen expressive speeches, five commissive speeches and eight declarative speeches. So the more dominant form of Karni Ilyas' persuasive speech in the *Indonesia Lawyers Club* Program is the form of directive speech. commissive of five utterances and declarative of eight. So the more dominant form of Karni Ilyas' persuasive speech in the *Indonesia Lawyers Club* Program is the form of directive speech. commissive of five speeches and declarative of eight. So the more dominant form of Karni Ilyas' persuasive speech in the *Indonesia Lawyers Club* Program is the form of directive speech.

Keywords: form, persuasive speech, interview, Indonesia Lawyers Club

1. INTRODUCTION

Language is a communication tool that unites all human beings in life so that the role of language as the driving force of life is something that does not need to be debated. Through language, a person can convey his thoughts and opinions to others so that good interactions occur.

Good interaction is needed in the communication process so that speakers can persuade their speech partners for the realization of the purpose of the speech. In addition, one of the elements of human life that requires language as a medium of delivery is a situation that requires humans to deal with other humans, namely interaction. The language used, of course, must be understood by both speakers and listeners.

In this study, the object of study is the host of the Indonesia Lawyers Club program which lasts 210 minutes in each episode. This program is broadcast every Tuesday at 8 pm. and Sunday at 7.30 pm. Apart from serving as presenter, speakers are also interviewers for the present speakers. In the interview, the speaker uses a speech which is a series of a number of speech acts which are organized to achieve a goal.

The emcee is the first to speak, before the other main people give the speech. In a series of Programs, the presenter acts as the opening act. The emcee must be able to attract the attention of the listener to feel involved in the meeting. The main concern of a presenter is to instill self-confidence, and when dealing with the audience. Mardhiyah (2005, p.4), explains that there are several exercises in order to train yourself to be a host, namely opening the Program warmly, developing topics, including humor, gestures, and excellent appearance.

Researching speech, of course, must be oriented to pragmatic theory. The term 'pragmatics' was first introduced by the scientist Charles Morris in 1938. The word 'pragmatics' comes from German, 'pragmatics' which later changed to 'pragmatisch.' Then, in Latin it is called 'pragmatic' and in Greek it is known as 'pragmatikos' which consists of the word 'pragma' which means action. However, the field of pragmatics was officially present in 1977 with the publication of the Journal of Pragmatics magazine which contains works on pragmatics. In the structure of science, Pierce classified pragmatics into one of the branches of semiotics or sign science.

Pragmatics is the study of aspects of language use or contexts outside of language that contribute to the meaning of speech (Kridalaksana, 2009, p. 198). Studying pragmatics certainly also examines the context of the

speech so that the speech partner can know what the speaker means. Austin (in Lubis, 2011, p.10) explains that pragmatics has three types of language actions, as follows: (1) locusive acts, namely physical actions to produce speech, (2) illocutionary acts, namely actions carried out based on the intent of speech, and (3) perlocution act, namely the effect generated through the act of locus and illocution in the form of actions performed by the speech partner.

Then, the form of speech according to Searle (in Rahardi, 2005, p.36) in illocutionary acts is divided into several types, the first is assertive, for example stating, reporting, showing and mentioning. Second, directive is a speech that instructs, begs, demands, suggests, and challenges. Third, Expressive, namely speech that praises, says gratitude, criticizes and complains. Fourth, commissive is a speech that promises, swears and threatens. Fifth, the declaration is a speech that decides, prohibits, cancels, allows and forgives. Speech conveyed by sources (speakers) to speech partners in an effort to influence others to follow the wishes or wishes of the speaker.

After describing the concept of pragmatics, then the concept of persuasiveness will be described according to Effendy (in Maulana and Gumgum Gumelar, 2013, p. 6), persuasiveness is the process of influencing opinions, attitudes, and actions by using psychological manipulation so that the person acts as of his own will.

In addition, Maulana and Gumgum Gumelar (2013, p.5) suggest five signs of effective communication, two of which are persuasive, namely (1) influencing attitudes and (2) actions. In the sign influencing attitude, it is explained that persuasive communication requires an understanding of the factors in the communicator and the message has an effect on the communicant. That is, persuasion is defined as the process of influencing opinions, attitudes and actions by using psychological manipulation so that the person appears to be acting without coercion.

The term persuasion (persuasion) comes from the Latin word persuasio. The verb is persuadere, which means to persuade, invite, or seduce. In order for communication to achieve its goals and objectives, careful planning is carried out in the interaction (Mardhiyah, 2015, p. 4). Thanks to the expertise of the presenters of the Indonesia Lawyers Club, complying with persuasive speech can influence or invite resource persons or speech partners to follow what is said by the presenter. With these elements, this Program is interesting, not monotonous and not bland.

According to Rahardi, (2005, p.3) persuasive speech is termed imperative because the scope of meaning is broader based on the function of speech and the involvement of a more complex context. Persuasive speech is carried out by two or more people, thus persuasive speech can be said to be a conversation that aims to persuade or invite someone to want to take action or change attitudes according to what the speaker wants. Aristoteles (in Arif, 2014, p.232) gives four steps to communicate persuasion against speech opponents as follows: (1) exordium, (2) narration, (3) confirmatio, and (4) peroratio. Exordium is a way for speakers to make surprising statements or utterances to attract the attention of the other person. Narratio is a way of expressing problems faced by listeners. Confirmatio is a way for speakers to offer a solution to that problem, and peroratio is a way for speakers to express the benefits of taking action.

In addition, several studies have examined persuasive speech in the following section. First, research conducted by Kharisma Thahira (2015) with the title Mario Teguh Persuasive Speech in Mario Teguh Golden Ways show on Metro TV: Pragmatic Analysis. This study examines the form of Mario Teguh's persuasive speech as a host of Mario Teguh Golden Ways and the persuasion techniques used by Mario Teguh as a host of Mario Teguh Golden Ways. The results of this study found that Mario Teguh as the host of Mario Teguh Golden Ways used 22 forms of assertive speech, 58 forms of directive speech, 5 forms of commissive speech, 11 forms of expressive speech, and 10 forms of declaration speech.

Second, research conducted by Ayu Winda Wulandari (2018) entitled Karni Ilyas Verbal and Nonverbal Rhetoric Strategy in the Indonesia Lawyers Club Program. The results of this study were obtained regarding the use of verbal and nonverbal rhetoric as a presenter strategy with persuasion techniques. The types of diction, denotative, connotative, specific, general, scientific, popular, and the language style used have strategies that can influence the listener. The various elements of nonverbal rhetoric that are chosen serve to smooth the process of the emcee's strategy in influencing the listeners.

Third, Sari (2018) finding results in the form of a classification of persuasive speech techniques in Ustadz Yusuf Mansur's lecture, it was found that the persuasive speech techniques used by Ustad Yusuf Mansur were direct and indirect persuasive.

Fourth, Witra, A. (2019), found his findings in the form of persuasive speech acts by Surya Paloh. This research discusses the form of political communication performance in Surya Paloh's persuasive speech. The purpose of this research is to describe the forms of persuasive speech of Surya Paloh. This research is a qualitative descriptive study. The object of this research is a form of political communication performance in Surya Paloh's persuasive speech. The data were obtained using the observation, record and note methods. The findings of the persuasive speech form in Surya Paloh's utterances obtained five classifications, namely, assertive speech totaling 24 data, 30 directives, 5 commissive, 6 expressive, and 9 declarative data. So the performance of political communication in Surya Paloh's persuasive speech which is more often used is the form of directive speech. The purpose of this study was to describe the incidents of persuasive speech acts in Sandiaga Uno's speech.

Fifth, Indrawati (2019), recording results taken from social media twitter. The results showed that the persuasive language used by millennials in the 2019 presidential election contained the meaning of an

invitation, both explicitly and implicitly. The persuasive language used by millennials in the 2019 presidential election was in the form of symbols, sentences and paragraphs.

Based on the explanation above, the writer is interested in researching Karni Ilyas' Persuasive Speech in the Indonesia Lawyers Club Program. The purpose of this research is to describe the form of persuasive speech by Karni Ilyas in the Program he guides, namely the Indonesia Lawyers Club.

2. METHOD

This research was conducted in Padang, and the process for conducting this research was carried out in stages. This research was started on June 22, 2020. This type of research is qualitative research with descriptive methods. Qualitative research is a research that produces descriptive data in the form of written or spoken words and observed behavior, in this case the writer observes the shows of the Indonesia Lawyers Club. Therefore, the writer uses descriptive method because the writer will describe the forms of persuasive speech and Karni Ilyas in the Indonesia Lawyers Club Program.

According to Arikunto (1993, p.310) descriptive research is not intended to test certain hypotheses, but only describes what it is about a variable, symptom or condition. This study aims to obtain a description and explanation of the form of Karni Ilyas' persuasive speech in the Program he guides, Indonesia Lawyers Club. The research data source is in the form of youtube videos related to the form of persuasive speech.

In principle, this research data collection can be referred to as a data provision technique. Sudaryanto (1993, p.31) states that the meaning of 'provision of data' is the provision of data that is truly data, the provision of data that is fully guaranteed its validity. In addition, what is stated by the data collection technique is actually only collecting data that is already available. The method used in this research is the observation method.

The data analysis technique of this research is based on interactive techniques (Miles and Huberman 1992, p. 15-20). Through this model, analysis activities are carried out through four stages of activity, namely (a) data collection, (b) data reduction, (c) data presentation, and (d) drawing conclusions and final results. The flow of activities from data collection, data reduction, data presentation and drawing conclusions. The series of data analysis activities were as follows: Data analysis was carried out using listening techniques, this stage resulted in notes on Karni Ilyas' persuasive speech. The data selection stage is a stage that includes identifying, classifying, and numbering the form of persuasive speech in conducting data analysis starting with the data reduction stage. At this stage the process of identification, sorting and numbering of data is carried out. and classification. The identification process is carried out on the data. The data review stage includes structuring activities that have been reduced. The organized data is presented in a table according to the problem under study. The data presented in this table is reduced again by focusing on simplification of speech. Furthermore, the data collected is analyzed and conclusions are drawn or verification is carried out on the interpretation of the data after being presented.

3. RESULT AND DISCUSSION

3.1 RESULT

Table 1. Karni Ilyas' Persuasive Speech in the *Indonesia Lawyers Club* Program

No.		Data	%
	Persuasive Forms of Speech	104	
1.	a. Assertive	20	19.2%
2.	b. Directive	55	52.8%
3.	c. Expressive	16	15.3%
4.	d. Commissive	5	4.8%
5.	e. Declarative	8	7.6%

3.2. Discussion
3.2.1 Forms of Assertive Speech

The form of assertive speech is a form of speech that involves or binds the speaker to the truth of the proposition he is expressing in the speech. The form of assertive speech includes the following: stating, informing, suggesting, boasting, complaining, boasting, demanding / claiming, reporting.

   (1) Speaker: "As a rule of law, Indonesia is currently facing serious legal and public justice issues."

Based on the data quotation (1) above, the speaker gave his statement regarding the current condition of the Indonesian state after discussing the problems that occurred in the episode entitled Law for "The Sendal Jepit." It seems clear that this speech is a statement that is classified as an assertive form of speech. Stating is a speech that means to say or convey something that is on the speaker's mind according to reality.

From the speech conveyed by the speakers, the speakers invited all Indonesian speakers and people who watched the Program to be 'law literate' and concerned about state politics so that the fate of the Indonesian state could be resolved. So, the speech is a form of assertive speech.

3.2.2 Forms of Directive Speech

The form of directive speech is a form of speech that is intended by the speaker to have an effect or make an impact so that the interlocutor takes the actions he wants, such as the following, ordering, ordering, pleading, asking, suggesting, suggesting / recommending, advising, and asking.

(2) Speaker: "Do you still remember a number of cases that are considered not fulfilling public justice that occurred in this country?"

Based on the data quotation (2) above, the speaker asks the speech partner, namely the resource person, about incidents in a number of cases in Indonesia that are deemed not fulfilling justice for society. This speech is included in persuasive speech in the form of directive speech, because the speaker in the form of asking invites the speech partner to return to remember the cases that have occurred which are considered not fulfilling justice for the people of this country. Asking is a speech that asks for information about information or something.

So, the data quotation above is a persuasive speech in the form of a questioning directive.

3.2.3 Forms of Expressive Speech

The form of expressive speech is a form of speech that functions to express, express, show or inform a speaker's psychological attitude towards certain circumstances, as mentioned below, to thank, say congratulations, forgive, apologize, forgive, blame, praise, condolences, and so.

(3) Speaker: "Yes, in fact until the very end, what is being processed to the court is the theft of the sandals, not the persecution, just disciplined persecution, that's what I'm worried about."

Based on the data quotation (3) above, the speaker expressed his concern for the speech based on the facts that happened in court. From these utterances it is clear that the speakers blamed the judicial process that occurred because the problems that reached the trial were not the real problems because the real problem was persecution, not just a problem of stealing sandals. The speech is classified into persuasive speech which has an expressive form of blaming.

3.2.4 Commissive Speech Forms

Commissive form of speech is a form of speech act that involves the speaker in some future action or is used to make certain promises or offers, for example, promising, swearing, frightening, offering something, making vows, praying (prayer).

(4) Speaker: "We, this process, takes a long time, this kind of energy. Meanwhile, this is sad for the children as well as during the process of growth and our future in the future. Then yes .. the problem is if there is one party who disagrees because this demands justice, we will pay attention to the justice of all parties. We pay attention to the justice of the reporter or the suspect. So if we can't try to solve it in its entirety, yes ... we are forced to take a middle ground, namely the legal process, we will wait, so that later this can be processed according to existing regulations."

Based on the data quotation (4) above, the speaker gives a statement to the speech partner (resource person) regarding the consequences that must be faced if the process at hand does not show justice. The excerpt from the utterance "so that if we can't try to solve it in its entirety, yes ... we have to take the middle ground, namely the legal process we will wait, so that later this can be processed according to the existing provisions" is a persuasive speech with a commissive frightening form. This is because all elements of society certainly do not want to be prosecuted. Law becomes something scary. Therefore speakers invite all involved to act fairly because justice is the right of all Indonesian people.

3.2.5 Form of Declaration Speech

The form of speech declaration is a form of speech that connects the content of speech with reality or other illocutionary meanings which 'if the performance is successful it will cause good correspondence between the propositional contents of reality, such as giving up, firing, baptizing, naming, lifting, isolating, punishing, verifying, determining , pointed.

(173) Speaker: "Well, , I want to ask, why is our Police for naughty kids like this not wise at all, give a warning beforehand, unless he kills people or molest his friends. If it's only a petty theft, Mr. Saud has (stolen), isn't it too small? How little was Mr. Saud first? "

Based on the data quotation (173) above, it is clear that speakers in their speech to speech partners (resource persons) convict the speech partners of having done the same thing when they were children. Apart from that, in the form of an introgative sentence the speaker convicted the police that they were not wise because they could not see the problem based on the context of the situation. The speaker also persuades the speech partner to give the answer the speaker wants to know.

So the speech is a persuasive speech in the form of condemnation.

4. CONCLUSION

Based on the results and discussion, it can be concluded that in the persuasive form of Karni Ilyas' speech in the program he guides, the *Indonesia Lawyers Club* found twenty assertive persuasive speeches, fifty-five

directive speeches, sixteen expressive speeches, five commissive and declarative speeches. as many as eight speeches. So, the more dominant form of Karni Ilyas' persuasive speech in the Program he is guiding, *Indonesia Lawyers Club* is the form of directive speech.

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