

**PERSUASIVE STRATEGIES USED ON RIDWAN KAMIL'S INTERVIEW
IN WORLD CITIES SUMMIT 2014**

A GRADUATING PAPER

Submitted in Partial Fulfillment of the Requirement for Gaining the Bachelor

Degree in English Literature



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A FINAL PROJECT STATEMENT

I certify that this thesis is definitely my own work. I am completely responsible for the content of this thesis. All the sources that I have used or quoted have been indicated and acknowledge by means of complete references.

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IN WORLD CITIES SUMMIT 2014**

Saya menyatakan bahwa skripsi tersebut sudah dapat diajukan pada sidang Munaqasyah untuk memenuhi sebagian syarat memperoleh gelar Sarjana Sastra Inggris.

Atas perhatian yang diberikan, saya ucapkan terima kasih.

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Persuasive Strategies used on Ridwan Kamil's Interview in World Cities Summit 2014

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ABSTRACT

This research analyzes persuasive strategies which is using in an interview. The researcher chooses the interview of Ridwan Kamil in World Cities Summit 2014 as an object of the study. Ridwan Kamil as the former mayor of Bandung, Indonesia was selected as World Cities Summit Young Leader 2014 in Singapore. He was interviewed in the forum about his vision and program for Bandung city. In conveying his answers of interview, he used some persuasive strategies. This research investigates and describes what kinds of persuasive strategies used on Ridwan Kamil's interview and how the persuasive strategies applied on Ridwan Kamil's interview in World Cities Summit 2014. This research uses descriptive qualitative method to analyze and interpret the data. The data are taken from the video that was uploaded by channel "World Cities Summit" on *YouTube*. After collecting the data, the researcher analyzes and identifies the data using Rhetoric theory of Aristotle. The result of the study shows that Ridwan Kamil use all three persuasive strategies of Aristotle's theory; *ethos*, *pathos*, and *logos*. The researcher finds 16 data containing persuasive strategies on Ridwan Kamil's interview. 2 data found uses *ethos* strategy, 6 data uses *pathos* strategy and 8 data uses *logos* strategy. Ridwan Kamil uses *ethos* strategies in his interview by showing his experience and knowledge to persuade the audiences. It is also shown when he proposed some future projects for his city. He also uses *pathos* strategy in his interview by rising up the emotion of the listeners. *Logos* strategy is found in Ridwan Kamil's interview by delivering the statistic and fact, giving examples, informed opinions, and historical analogies.

Keywords: *Ridwan Kamil, persuasive strategies, Aristotle's theory, rhetoric, interview.*

Persuasive Strategies used on Ridwan Kamil's Interview in World Cities Summit 2014

By: Moh. Ulil Albab

ABSTRAK

Penelitian ini menganalisis strategi persuasif yang digunakan dalam sebuah wawancara. Peneliti memilih wawancara Ridwan Kamil dalam *World Cities Summit 2014* sebagai objek kajian. Ridwan Kamil, mantan walikota Bandung, Indonesia terpilih sebagai Pemimpin Muda dalam *World Cities Summit 2014* di Singapura. Dia diwawancarai di forum tersebut tentang visi dan program untuk kota Bandung. Dia menggunakan strategi persuasif dalam menyampaikan jawabannya. Penelitian ini menginvestigasi dan menjelaskan jenis strategi persuasif yang digunakan oleh Ridwan Kamil dalam wawancaranya. Penelitian ini juga menjelaskan bagaimana penggunaan strategi persuasif ini diterapkan dalam wawancaranya di forum *World Cities Summit 2014*. Penelitian ini menggunakan metode deskriptif-kualitatif untuk menganalisis dan menafsirkan data. Data diambil dari video yang diunggah oleh kanal "World Cities Summit" di *Youtube*. Setelah mengumpulkan data, peneliti menganalisis dan mengidentifikasi data menggunakan Teori Retorika Aristoteles. Hasil dari penelitian ini menunjukkan bahwa Ridwan Kamil menggunakan ketiga strategi persuasif dari teori Aristoteles; yakni *ethos*, *pathos* dan *logos*. Peneliti menemukan ada 16 data dari wawancara Ridwan Kamil yang menggunakan strategi persuasif. 2 data menggunakan *ethos*, 6 data menggunakan *pathos* dan 8 data menggunakan *logos*. Ridwan Kamil menggunakan strategi *ethos* dalam wawancaranya dengan menunjukkan pengalaman dan pengetahuannya untuk mempengaruhi pendengar. Hal itu juga ditunjukkan saat ia mengemukakan rencana masa depan untuk kotanya. Dia juga menggunakan strategi *pathos* dalam wawancaranya dengan menaikkan emosi pendengar. Strategi *logos* ditemukan dalam wawancara Ridwan Kamil dengan caranya menyampaikan fakta dan statistik, memberikan contoh, opini, serta analogi historis.

Keywords: *Ridwan Kamil, strategi persuasif, teori Aristoteles, retorika, wawancara.*

MOTTO

“SINAU”



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DEDICATION

This graduating paper is dedicated to:

My Self, Family, and Readers



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Assalamualaikum wr. wb.

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CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Language is what the members of a particular society speak (Wardhaugh, 2006: 1). People use language to express ideas, feeling, opinion, wishes, and others. People also use language to socialize each other. In their socialization with other people, they need good communication. In building a good communication, people must be able to transfer messages to other people well. People have some purposes when they communicate each other. Some of them only communicate to give information, and others communicate to persuade and influence the listeners to think or act what the speakers stated. People mostly use persuasion in their communication. Persuasion can make people feel more or less comfortable, improve or weaken cooperation between colleagues and friends, and maintain relations with family and the community (Mulholland, 2005: xiii). Hence, the purpose of persuasion is to persuade people to follow the message. This persuasion issue is stated in Quran Annisa verse 63:

أُولَٰئِكَ الَّذِينَ يَعْلَمُ اللَّهُ مَا فِي قُلُوبِهِمْ فَأَعْرِضْ عَنْهُمْ وَعِظْهُمْ وَقُلْ
لَهُمْ فِي أَنفُسِهِمْ قَوْلًا بَلِيغًا

“Those are the ones of whom Allah knows what is in their hearts, so turn away from them but admonish them and speak to them a far-reaching word.”

(Quran.com)

From the verse above, people in communicating should use a far-reaching word to persuade others. It is suggested to use good and persuasive word to transfer the messages. Persuasion is usually used in political speech and advertising. The political figure as presidents, ministers, senators, or mayors often use persuasion in their political speech or interview. They have to be able persuade their society. One of the strategy to persuade is rhetoric. Rhetoric is the art of “seeing” how persuasion may be effected (Kennedy, 2007: 37). In this study, the researcher investigates the persuasive strategy based on discourse analysis perspective.

The word “discourse” is usually defined as “language beyond the sentence” and so the analysis of discourse is typically concerned with the study of language in texts and conversation (Yule, 2010: 142). The language used by the political figure is very influential how his institution and himself considered by people. Therefore, the researcher investigates the persuasive strategies used by the political figures in their political speech.

The political figure that the researcher analyzes his persuasive strategies is Ridwan Kamil. He is the former mayor of Bandung City, Indonesia. He was elected as mayor of Bandung city on 23 June 2013. He is famous with name Kang Emil in Indonesia. Before he became the mayor of Bandung, he ever got some international achievements for his capability (Wink, 2019). In 2006, Ridwan Kamil was Indonesian winner of the British Council’s Young Creative Entrepreneur award. In 2009, Ridwan Kamil was selected as the Architect of the year by Elle Decor Magazine. Besides that, he also had some projects of

great architectures in this world, such as Aceh Tsunami Museum, Rasuna Epicentrum, Marina Bay Waterfront, etc.

In 2013, Ridwan Kamil was elected by people of Bandung to be mayor of Bandung (Wink, 2019). He has vision “Happiness Project”. So he made Bandung becomes beautiful city with some arrangements of park in Bandung. In 2014, he got an achievement as World Cities Summit Young Leader in World Cities Summit Mayors Forum 2014 (World Cities Summit, 2014). The World Cities Summit Mayors Forum is an annual by-invitation only global event for city leaders to discuss pressing urban issues and share best practices with one another. This event was hold in Singapore. He was interviewed in this event to present his ideas for his city, Bandung. In his interview, there are some persuasive strategies stated by Ridwan Kamil as the mayor. Ridwan Kamil conveyed his great ideas for Bandung through the media of World Cities Summit that was uploaded to YouTube channel. Actually, he had conveyed his ideas in the mayor forum. However, that was not uploaded on YouTube. Hence, the researcher analyzes the video that contains the interview between World Cities Summit media crew and Ridwan Kamil. The video that was uploaded by channel account of World Cities Summit entitled Interview- His Excellency Ridwan Kamil on Bandung Urban Mobility Project. In the video, the questions are written text without sound then answered by Ridwan Kamil directly with English language.

The researcher has some reasons why Ridwan Kamil’s interview is choosen. First, Ridwan Kamil is one of the best and popular mayor in Indonesia. It is

proven by his achievements and his social media account that is followed by thousands of people. Some comments in YouTube video also show the amazement of the viewers. Second, Ridwan Kamil was interviewed as World Cities Summit Young Leader in international forum. It is a rare thing in Indonesia that mayor of one of the city in Indonesia show his leadership capability in international forum. Third, he used English in his interview. These are the reasons why this object properly to be analyzed.

1.2 Research Questions

Based on the background of the study above, the researcher has a following research questions. These are:

1. What kinds of persuasive strategies are used on Ridwan Kamil's interview in World Cities Summit 2014?
2. How the persuasive strategies applied on Ridwan Kamil's interview in World Cities Summit 2014?

1.3 Objectives of Study

The researcher has the objectives of study relating to background of the study and research question. They are:

1. To describe kinds of persuasive strategies that are used on Ridwan kamil interview in World Cities Summit 2014.
2. To describe how the persuasive strategies applied on Ridwan Kamil's interview in World City Summit 2014.

1.4 Significances of Study

This study is expected to give valuable contribution both theoretically or practically for the development of linguistics area.

Theoretically, this study is expected to give contribution on widely understanding of discourse analysis, especially theoretical of persuasive strategies.

Practically, this study can give more understanding about persuasive strategies and its role. It also can be the inspiration for the speakers how to make a good speech and arrange sentences well to persuade and influence the listeners using rhetoric theory. Furthermore, this study can be reference of persuasive strategies for future researchers.

1.5 Literature Review

Persuasive strategy and some relevant topics are subjects that have been researched and observed by some researchers. First research is the research of Hilda Yumnawati Nurrosyidah (2016). She was a student of State Islamic University of Maulana Malik Ibrahim Malang. Her study has title Persuasive Strategies in Joko Widodo's Political Speech. The result of her study shows that persuasive strategies based on Aristotle's theory is applied in Joko Widodo's political speeches; at Economic Cooperation 2014 and Economic Forum 2015. In this case, she found all the three appeals of persuasive strategies (*pathos*,

logos, and *ethos*) are equally important to persuade the audiences in the area of political speeches. The most frequently persuasive strategies used by Joko Widodo are *pathos* and *logos* strategies.

The second is a graduating paper written by Nashihah (2016) entitled Discourse Analysis of “Rexona Advertising”. In her study, she analyzed three advertisements of Rexona; Rexona Power, Rexona Men (ice cold), and Rexona Women (maximum protection). She used Discourse of advertising by Cook to analyze the advertising. She said that text and context components have the meaning and they interact each other to deliver the message of advertisement to the consumers.

The third graduating paper is written by Zulvy Alivia Hanim (2016) entitled Rhetorical Devices on Glenn Beck’s Speech in Conservative Political Action Conference (CPAC) 2016. She said that Glenn applied five rhetorical devices proposed by Jones and Peccei such as metaphor, euphemism, the rule of three, parallelism and pronoun. In other hand, her research are concerning with the microstructure of CDA (Critical Discourse Analysis) which constructed by Van Dijk. The way of the speaker utters the rhetorical devices is also effect the audience response. It is showed with responses of audiences by giving applause or commentaries “woo..”, “it is right...” when the speaker was conveying the speech both the use of rising the intonation or low intonation. Other microstructure is metaphor. Glenn used this way to deliver his main aims implicitly.

This present research closes to the three prior research in discourse analysis. However, this research has different subject of study and the theory approach. This research focuses to analyzing on the persuasive strategies using Aristotle's theory that has similarity with Nurrosyidah's paper, but with different subject of study.

1.6 Theoretical Approach

The researcher analyzes the political speech using Aristotle's theory. Aristotle divided persuasive strategies into three models to influence and persuade the audiences. They are *ethos*, *pathos*, and *logos*. *Ethos* is the credibility and the nature of the speaker. *Pathos* is the ability of the speaker to control the audience's emotion, and *Logos* corresponds with the argument's speaker "logical appeals". The Aristotle's theory is used to analyze persuasive strategies of political speech because this theory can adapt to any persuasive phenomena. So it is an acceptable theory to analyze persuasive strategies in political speech.

1.7 Method of Research

In this section, the researcher will explain the method of the study that consists of type of research, data source, data collecting technique, and data analysis technique.

1.7.1 Type of Research

This study uses qualitative research. It is concerned with developing explanations of social phenomena in order to understand the people in the world (Hancock, 2002: 2). This study is classified as a descriptive qualitative research because the researcher analyze the data of the utterance and word. In this study, the researcher analyzes and interprets descriptively the kinds of persuasive strategies and how Ridwan Kamil used persuasive strategies on his interview in World Cities Summit.

1.7.2 Data Sources

This research has two kinds of data sources. They are main data and supporting data. The main data of this research is the form phrases, clauses, and sentences on persuasive strategies based on Ridwan Kamil's interview in World Cities Summit video. The supporting data are the books, journals, magazines, or electrical sources that support this research.

1.7.3 Data Collection Technique

The researcher uses several steps to collect the data. First step is downloading the video on YouTube:

www.YouTube.com/watch?v=WlkH_FUYB-c.

After downloading the video on YouTube, the researcher listens to the video and takes notes to the interview and transcripts it. Then the researcher selects the data that contains persuasive strategies.

The researcher also try to get more data with reading some books and searching on internet.

1.7.4 Data Analysis Technique

After getting the data, the researcher reads the data several times to get deep understanding. Then the researcher analyzes the data with marking the utterance transcript to be classified what kinds of persuasive strategies used by Ridwan Kamil and how Ridwan Kamil used persuasive strategies in his interview.

1.8 Paper Organization

This chapter contains four chapters. Chapter 1 is introduction that consists of background of the study, research questions, significances of study, literature review, theoretical approach, method of research, and paper organization. Chapter 2 explains the theoretical background. Chapter 3 explains the finding of the data analysis. And chapter 4 explains the conclusion and also suggestion for this research.

CHAPTER IV

CONCLUSION AND SUGGESTION

This chapter provides conclusion and suggestion of this study. Conclusion is to answer the problem statements. And suggestion is given to the readers and/or next researchers.

4.1 Conclusion

Based on the result of the findings, the researcher concludes that Ridwan Kamil used persuasive strategies based on Aristotle's theory on his interview in World Cities Summit 2014. In this study, all three appeals of persuasive strategies; *ethos*, *pathos*, and *logos* are used and clearly important to persuade the audience.

Ridwan Kamil applied the persuasive strategies through some ways. First, Ridwan Kamil showed his credibility (*ethos*) as one of the best mayor in the world by describing his plan and what he is doing for the city in detail. He also showed his comprehensive knowledge in managing a city. He also used *pathos* strategy to touch the audience's emotion. He drove the audience to be part of his project in the city. Then, he also used *logos* strategy in his interview. He explain well the facts, data, and statistic about the city that can make the audience believe what he said.

In addition, the most frequently persuasive strategies used by Ridwan Kamil is *logos*. He described a lot of data, facts, and statistic of the city to support his argument and persuade the audience.

4.2 Suggestion

Finally, at the end of this research, the researcher realizes that there are some weakness in this research that should be covered by the next researcher. Besides that this research is based on the researcher's interpretation and description that has still has superficial knowledge.

Based on the result of the research, there are suggestions for the readers and/or next researcher:

1. Many researchers did analysis the persuasive strategies in politic and advertisement. If the next researchers want to do analysis in persusives strategies, they can analyze in different area.
2. For the readers, persuasion is very important in our daily life. It can be used in any situation. In communication, however we need to have persuasion skill to get benefit in our life.

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APPENDIX

Transcript

Bandung is a city of 2.5 million in West Java, Indonesia. It's a metropolitan city. The climate is very cool. This is the reason why people love Bandung. But as a metropolis, we face so many issues, but there are many opportunities as well. For instance, we are the second tourist destination in Indonesia. We receive six million tourists coming to the city. In the last couple of years, this has dramatically changed the landscape of Bandung into more surface oriented city.

Bandung also has more than 80 universities and colleges with 60% under 40 years old. So it's a city of youth and educated. That's why a creative economy is a key driver to Bandung development. And that will be also the vision, Bandung has to be the best city with the creative economy as a generator. But this opportunity also makes Bandung one of the best performing economy, almost 9% growth outperforming the national growth of 5.8%. And this leads needs of infrastructure and needs for better public transportation. But so far it's more good news than bad news.

The most challenging issue will be providing the public infrastructure to respond to these opportunities. So Bandung is preparing to build for having monorail system and also cable car as a means of public transportation, because Bandung is hilly. And also we are preparing the master plan called "Bandung Urban Mobility Projects". It's how we envision people to move around the city with monorail and cable car is one thing, we are also providing bike-sharing, a short

distance bike renting kind of activities, we are building Bandung skywalk, bridges crisscrossing the city to connect people walking and cycling at elevated structure, for example. We with that there are technology approach that we use now to reform government. We are very clear vision of open government. In open government we make data available online for public, something that never done before. We also use social media to manage the city. So Bandung is the only city to have all department has twitter account to communicate with people. So the last eight months of my mayorship is transform how people communicate with the government. They report, they get respond, they appreciate the process. So, this technology reforms combined with the long term vision for public infrastructure. This is something that we will proceed in the next five years of my term.

When we talk about mobility, it's not always about moving people by machine or cars. Whether it's public or private transportation, it's about how people move and have options. That's why we give a range of options for people to move around in the city. In Bandung, we have still some challenges, because only 20% of population use public transport with 80% using cars and motorbikes. We want to flip the situation into 80% using public transport, 20% using car and motorbike. See this 80% we have to distribute it into option, people can walk. So we have pedestrian upgrading project everywhere in the city. We have a skywalk if we do want to walk without meeting intersection, you can walk upstairs. It happens in Bangkok. It happens in Hong Kong. So this is also strategy by giving option for people to choose how to get connected in the city. I think that more or less what the

vision is that we want to have more sustainable and livable Bandung. And by doing so, Bandung is ready for metropolis.

One thing is very interesting that we are experimenting right now is we have the Happiness Projects. Happiness Projects mean while we wait for big projects to come next years, at least happiness can be shown as a program in certain way. So we're updating city parks with thematic, photography parks, skateboard parks, reading parks and anything related to theming, so people can differentiate activities. Second, we have Bandung Fun Days as a part of the Happiness Projects. So Monday in Bandung is a Free Bus Day; Tuesday is No Smoking Day; Wednesday is Sundanese Day for wearing traditional suit and speaking the local language; Thursday is English Day; Friday is Bike to Work Day and Saturday is Festival Day. So if you come on Saturday in Bandung, you will choose one of 30 culinary festivals spread out over the whole city. So this again is not feature of city. It is not always about economic measures and standards but also about happiness has to be there. Because an advanced society is a happy society.

I just checked with my assistants how many engagement that I have been doing with this interview is 24. So the last three days, I have discussion, meetings, lobbying for business investor, total is up to 24. It's very busy, so it means I find this cities summit is much very fruitful, I mean fellow mayors. I make friends for new mayors. They invited me also afoot to make a sister city. I make investors, bankers that will also interested to come to Bandung. So I think, without this event I don't think that I can make this very productive strategic meeting that will lead to all good things, investment that at the end will benefit my city. So I sincerely

congratulate the organizer to have this very world class event. I'm looking forward to become a regular visitor and participant to this event.



CURRICULUM VITAE

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Riwayat Pendidikan

- MI Attahdzibiyah Babat Lamongan (2000-2006)
- MTsN Model Babat Lamongan (2006-2009)
- MA Mambaus Sholihin (2009-2012)
- Institut Keislaman Abdullah Faqih Gresik (2012-2013)
- UIN Sunan Kalijaga Yogyakarta (2013-2020) (Sastra Inggris)

Riwayat Organisasi

- Ketua Umum Ikatan Siswa Mahasiswa Lamongan (ISMALA) D.I. Yogyakarta 2016-2017
- Wakil Ketua HIMAM DIY 2014-2015
- Koordinator Kaderisasi PMII Rayon Civil Community FAIB UIN Suka 2015-2016
- Staf Kementerian Pemuda dan Olahraga DEMA UIN Sunan Kalijaga YK 2016-2017
- Staf Biro Media dan Informasi PC PMII DIY 2018-2020