RHETORICAL STRATEGIES BY GOVERNOR CANDIDATES IN THE JAKARTA ELECTORAL DEBATE 2017

AN ARTICLE

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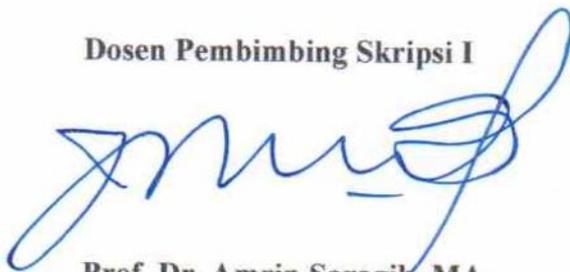
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ABSTRACT

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This study deals with rhetorical strategies used by governor candidates in the Jakarta Electoral Debate 2017. The aims of this study are to (1) describe rhetorical strategies which are used by governor candidates in the Jakarta Electoral Debate 2017, (2) analyze the realizations of rhetorical strategies, (3) reason the use of rhetorical strategies. This study was conducted by using descriptive qualitative research. The source of data was the Jakarta Electoral Debate 2017. The data were collected by using documentary technique. Instrument for collecting the data was the documentary sheet. The results of the study show that the three rhetorical strategies, i.e. *Logos, Ethos, Pathos,* are found in the debates. The three realizations of rhetorical strategies are also found in the debates. Reasons for using rhetorical strategies are to acclaim, to attack, and to defend.

Keywords: *Rhetorical Strategies, Governor Candidates, Jakarta Electoral Debate*

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INTRODUCTION

Background of the Study

Aristotle once descibed rhetoric in *The Art of Rhetoric* as "instrumens of exploring the overall feasible ways to persuade the audience whatever the subject is in relation to" (Fengjia, Jia, & Yingying, 2016). Therefore, the aims of rhetoric is to influence, impress and persuade the audiences. Rhetorical strategy is one of ways to persuade people about something in order to achieve the rhetorical effects. Rhetorical strategy is very common in many areas, whether Advertising, Literature, Politic, Diplomacy, etc. For example, in the advertising world, advertisers always try to attract public attention by their strategies of rhetoric. Rhetorical devices serve as a tool to lend beauty, variety, vividness, force, and power to the language (Chetia, 2015).

The 2017 Jakarta election was held in Wednesday, 15th of February 2017, when 7.108.589 Jakarta people elected one out of three governor candidates. There were 13.023 voting places (www.kompas.com). The three candidates are Agus Harimurti Yudhoyono and Sylviana Murni, Basuki 'Ahok' Tjahaja Purnama and Djarot Syaiful Hidayat, and Anies Baswedan and Sandiago Uno. The first pair is supported by political parties such as Demokrat, PKB, PAN and PPP. The second pair is supported by PDIP, Golkar, Nasdem and Hanura. While the third pair is supported by Gerindra and PKS (www.rappler.com). The Jakarta Electoral Debate 2017 itself was held in three (3) times, i.e. on 13 January 2017, 27 January 2017 and 10 February 2017. By this debate, the governor candidates, each of them, try to persuade hearers in a persuasiveness.

There are five part divisions of rhetoric, i.e. *invention, arrangement, style, memory, and delivery* .This study were focused on one of them, *invention*, which refers to the development of strategy regarding the means of persuasion. It is beneficial for those readers, practitioners, and even future relevant researchers to understand more and to practice the rhetorical strategies.

REVIEW OF RELATED LITERATURE

Rhetoric is defined as the art of persuasion. But, the terms of rhetoric and persuasion are still confusing because the two seem very similar. They were focused on how to connect the sender, the message, and the receiver, whether the field they are in. The persuasion itself aims to assure someone to do something appropriate with the speaker's purpose for this moment or the present time (Keraf, 1982: 118). The three modes of persuasion – *logos, ethos, pathos* – are the rhetorical strategy, some experts say.

Mshvenieradze (2013), states that *Logos* is persuading by the use of reasoning which includes critical cognition, analytical skill, good memory, and purposeful behavior, which is the most important argumentation. *Ethos* is the audience perception of the speaker's credibility and authority over the subject s/he is speaking (Murthy & Ghosal, 2014). Pathos is the mode of artistic persuasion which occurs when the audience is moved through the speech to emotion (Duke, 1990:139). Burgoon and Ruffner (1978:410-419) argue four factors that are influencing persuasiveness of a message regardless of the types of appeal used.

When the communicator (or speaker or rhetor) has low credibility and the audience does not share his or her views, he or she must often use third-order-data to persuade, which is called evidence. It comes from the third party, a source out of the communicator and the audience (Burgoon and Ruffner, 1978:408). Witte (1994) defines fear appeal as a persuasive message that attempts to arouse the emotion of fear by deficting a personally relevant and significant threat and then follows this description of the threat (Walton, 1996). Gruner (1978), states that "ridicule is the basic component of all humorous material, and ... to understand a piece of humorous material it is necessary only to find out who is ridiculed, how and why" (Martin, 1998). Burgoon and Hufnerr (1978) state that one of ways is to insert qualifiers and the use of metaphors, especially those with sexual or violent connotations.

Benoit (2003), as stated in Isotalus (2011), defines one (out of five) axiom on which his functional theory is founded i.e. *Candidates establish preferability through acclaiming, attacking, and defending.* Simply, there were three functions for speaker or rhetor or candidate to create impression of preferability i.e. to acclaim, to attack, and/or to defend (Benoit, 2016). Benoit (2016) states acclaim as a proclaim the candidate's strength, attack is identifying the opponent's weaknesses, defense is used to defend themselves from the moderators' questions as well as from attacts by one's opponents.

RESEARCH METHODOLOGY

Research Design

This study was conducted by using descriptive qualitative research. According to Daymon and Holloway (2002:14), Qualitative research focuses on words rather than numbers, although occasionally numbers are used to indicate the frequency that a theme is found in transcripts or the extent to which a form of action occurs.

Data and Source of Data

The utterances, exactly the words or clauses consisting rhetorical strategy, by governor candidates, Agus Harimurti Yudhoyono, Basuki Tjahaja Purnama, and Anies Baswedan, in the Jakarta Electoral Debate 2017 were data for this study. The source of data was the Jakarta Electoral Debates 2017.

The Technique of Collecting Data

This study used documentary technique in collecting the data. The documents are three videos of Jakarta Electoral Debates 2017 and its transcripts.

Instrument of Collecting Data

In order to collect the data, the documentary sheet is used as the instrument to collect the data.

The Technique of Analyzing Data

The data were analyzed by using descriptive qualitative techniques. The first was identifying the rhetorical strategies used by the governor candidates in the Jakarta Electoral Debate 2017. The second was Reducing the data which are not relevant. Then, classifying the data and information based on rhetorical strategies. After that, analyzing and interpreting the data which deals with rhetorical strategies used by governor candidates in Jakarta Electoral Debate 2017. Finally, concluding the data which deals with rhetorical strategies used by governor candidates in Jakarta Electoral Debate 2017.

RESEARCH FINDING AND DISCUSSION

Research Findings

This study found that the three modes of persuasion or rhetorical strategies are found in the Jakarta Electoral Debate 2017 with totally 431 occurances. *Logos* is the most dominant used with 208 occurances (48.3%), followed by *Ethos* with 115 occurances (35%), and *Pathos* with 72 occurances (16.7%). The four realizations of rhetorical strategies are found in the Jakarta Electoral Debate 2017 with totally 312 occurances. Appeals Varying in Languange Intensity is the most dominant used with 240 occurances (76.9%), followed by Appeals based on Evidence with 36 occurances (11.5%), Appeals based on Humor with 22 occurances (7.1%), and Appeals based on Fear with 14 occurances (4.5%). The three reasons of using rhetorical strategies are found in the Jakarta Electoral Debate 2017 with totally 431 occurances. Acclaim is the most dominant used with

252 occurances (58.5%), followed by Attack with 116 occurances (26.9%), and Defense with 63 occurances (14.6%).

Discussions

Beiner, as cited in Ko (2015), said that the three modes of persuasion namely: *Logos, Ethos,* and *Pathos,* which were asserted by Aristotle are essential to achieving persuasion. The findings of this study shows that the three modes of persuasions or rhetorical strategies were practiced by the three Jakarta governor candidates in the debates.

Ko (2015) in his study found that P*athos* is the most prevalent strategy used by Taiwan's President, Ma Ying-Jeou, while *Ethos* is the least one. In contrast to Ko's finding, Alvi & Baseer (2012) in their study explored that Obama, on his speech, dominantly used *Ethos* and *Pathos* while logos is the least one. In contrast to both previous studies, this study found that *Logos* is the most prevalent used in the debates, followed by *Ethos,* and *Pathos* as the least one. The contrastive result between this study and the two previous studies caused by the difference of the arena. In the debate, speaker or rhetor faced a more complex situation. They have to acclaim their positive characteristics, and they also need to attack their opponents while they need to defend themselves from any attack. Benoit (2003), as stated in Isotalus (2011), explaines this about how candidates establish their preferability.

In addition to that of Benoit's explanation, discussing about Policy means comprised of past deeds (record in office), future plans, and general goals. But

how we could believe candidate's record in office if they do not tell us about anything deals with our rationality or our logical thinking? And how we would impressed about their future plans and general goals if the do not explain us reasons, examples, or anything makes us believe? Candidates should give all about statistics or data and/or facts, reasons, examples, to make audience realize the truth.

According to Burgon & Huffner (1978), there are four factors in influencing persuasiveness of a message namely: Evidence, Fear, Humor, and Varrying in Language Intensity. The four were used by Jakarta governor candidates in the debates. Varying in Language Intensity were used dominantly, followed by Evidence, Humor, and Fear. Varying in Language Intensity aims to make any word look more intense which is important to arouse the emotion of the audience.

Benoit (2007) suggestion: "candidates tend to use acclaim more than attacks and defense, and attacks more than defense". Candidates acclaim their positive charateristics to persuade or to make audience believes. Then, attack is used to identify the opponent's weaknesses and defense is used to defend themselves from attacks. The finding of this study similar to Benoit's sugeestion, which shown acclaim as the most common used and defense as the least one. Candidates must be different from other candidates, because it can make them preferable for citizens or audience. That is why candidate must acclaim their positive characteristics more and more. In addition, candidates also need to attack or to show the weaknesses of the opponents, which aims to make them more

preferable. However, They will also be attacked by opponents, so they need to defend themselves.

CONCLUSION AND SUGGESTION

Conclusions

After analyzing the data, conclusions are drawn as the following.

(1) The three modes of persuasion or rhetorical strategies, i.e. *Logos, Ethos, Pathos,* were used to convince the audience to realize the truth, to show the speaker's credibility and authority over the subject, and to arouse the emotion of the audience. The three should be combined to achieve successful persuasion. Jakarta governor candidates have successfully practiced rhetorical strategies in the Jakarta Electoral Debate 2017. The total number of rhetorical strategies used is 431.

(2) The four realizations of rhetorical strategies, i.e. Evidence, Fear, Humor, and Varying in Language Intensity, are used to influence the persuasiveness of a message. Those realizations are very important to show the trustworthy of the speaker, to show the speaker sociability, and to arouse the emotion of fear. In the debates, Jakarta governor candidates used them to strengthen the arguments or positions. The total number of realizations found is 312.

(3) Jakarta governor candidates establish their preferability through acclaiming, attacking, and defending. Candidates dominantly acclaimed their positive characteristics or their policy positions in the debates. They also attacked to

show the weaknesses of their opponents and defended themselves from all questions or attacks by their opponents.

Suggestions

In relation to the conclusions, suggestions are staged as the following.

(1) Rhetorical strategies are applicable in our daily life. Using the combination of *Logos, Ethos,* and *Pathos* will create a successful persuasion. Students, politicians, advertisers, journalists, or related practitioners, should understand those rhetorical strategies in order to compile their speech, writing, article, or other related in a better way.

(2) There were four important factors in influencsing persuasiveness, i.e. Evidence, Fear, Humor, and Varying in Language Intensity. Practitioners should understand those factors in order to make them trustworthy and sociable, and to arouse specific emotions.

(3) The reasons of using rhetorical strategies, i.e. acclaiming, attacking, and defending, depend on the situation. However, the three reasons are applicable wherever they are practiced in. Practitioners should understand those reasons in order to establish their preferability. The findings or any information in this study are important to understand and to practice, or to conduct any research in the future.

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