

PERSUASIVE SPEECH IN ISLAM AND LEARNING INDONESIAN

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Abstract: The researcher focuses on persuasion in Ustaz Maulana's lecture. The problems studied in this study are (1) how is the form of persuasion in Ustaz Maulana's Islamic lecture on the program "Islam Itu Indah" on Trans TV?, (2) how is the relationship between the form of persuasion in Ustaz Maulana's Islamic lecture on the program "Islam Itu Indah" on Trans TV with Indonesian language learning in high school? So that this study does not become too broad and wide, the researcher limits the problem, namely, the researcher only takes two different themes broadcast in the same month and year, April 2014. In collecting data, the researcher uses the listening method, followed by the tapping technique. In addition, note-taking and recording techniques were used in this study. This study discusses how to analyze the form of persuasion in Ustadz Maulana's lecture on the program Islam Itu Indah, including educational persuasion, propaganda persuasion, political persuasion, and advertising persuasion (advertisements). In the discussion, the research is also connected to Indonesian language learning in schools, especially at the level of high school grade XI odd semester on the competency standards of understanding speeches/greetings, lectures/sermons and conversations in interviews, namely lectures are used by teachers as visual media using LCD, besides that it can also be a source of learning for students.

Keywords: persuasion, lectures, Indonesian language learning

Introduction

Communication is one of the activities that can never be separated from humans. This activity is the most important thing for interacting with others in a social life. It is undeniable that communication is very influential in human life as a whole, both in social life, culture, education, religion, and so on. As long as humans are still alive, communication will continue. Without communication, it will be difficult for people to interact with each other. One of the common forms of communication used by humans is spoken language.

Spoken language is the most effective language for conveying messages. It is effective because spoken language allows people to easily communicate their thoughts, ideas, concepts, and even feelings to others. The person who receives the message (communicant) can also easily understand what the speaker (communicator) expresses.

The ability to speak is one of the factors that causes someone to be liked. Voice quality, pleasant resonance, use of the right words, and being able to express ideas clearly, followed by interesting examples or analogies, will attract attention and attraction to others so that communication can be well received and liked by the communicant; in other words, the communication carried out is successful.

Communication is successful when perceptions, behaviors, and understandings that were previously different change to become the same between the communicator and the communicant. Both parties always aim to find an agreement. The agreement in question is what the communicator and communicant believe is appropriate, or what the communicant receives is the same as what the communicator wants to convey.

One way of communicating with others is through lectures or speeches. Lectures and speeches deliver ideas, thoughts, or information verbally to many people in specific ways.

The implementation of speeches and lectures cannot be distinguished; what distinguishes the two is the situation, place, theme, and source. Speeches are more general for various problems, while lectures are more specific for religious issues.

Many people consider lectures serious, boring, and constantly discussing the afterlife. With the robes and turbans usually worn by clerics, long beards and fanatical interaction are often the reasons. But that assumption will be different when the delivery is lighter with simpler packaging, using interesting themes, spiced with humor, and a little bit of funny stories, can cause the congregation to be entertained and enthusiastic, so that there is strong respect for the speaker and the material being preached. If the sermon is engaging, warm, and communicative, the listeners will undoubtedly feel at home and enjoy it.

Religious sermons are currently widely broadcast on telecommunications media such as television. Television is one of the most effective media for sermons. The sophistication of technology indirectly makes most people lazy to travel; they prefer to turn on the television and listen to sermons from home while drinking coffee or doing other work.

In every sermon, the ustadz must pay attention to the affairs of his congregation, considering that the congregation that attends the study is not from one group but from various groups, cultures, and levels of education. The ustadz must consider this because the purpose of the sermon is to make other people/the congregation believe in the views or beliefs that he believes in. To facilitate this, the ustaz must pay attention to the language used.

The profession of ustaz on the screen is no less than that of a singer or soap opera actor, especially young ustaz who are popping up with varied and communicative appearances, lecture styles, and distinctive language that is their trademark. One ustaz with unique characteristics and language is ustaz Nur Maulana's greeting: "jamaah o jama'ah Alhamdulillah", which is always used in every pengajian he delivers. This greeting has been popular and identical to the ustaz from Makasar, which is known to be effeminate. One of the pengajian events delivered by Ustaz Maulana is the program "Islam Itu Indah" broadcast on one of the TV stations, Trans TV. Ustaz Maulana's Islamic lecture on the "Islam Itu Indah" program is broadcast every morning at 05:30 WIB or 06:30 WITA.

In Ustadz Maulana's lecture on the "Islam Itu Indah" program, there is one form of discourse: persuasion. Persuasion is a form of oral or written discourse that tries to influence and convince others. In principle, persuasion is an effort to convey information and interact between humans so that both parties understand and agree to do something important to them. Persuasive communication allows others to freely do whatever they want, after the communicator (ustadz) tries to convince them, because the main target is not the object but the subject or the one being persuaded. Persuasive discourse in lectures on television is fascinating because the speech is an invitation, advice, and a positive influence for the congregation. The greeting "jamaah oh jamaah, Alhamdulillah" is Ustadz Maulana's typical language, and it already shows persuasion, indirectly inviting his congregation to be grateful. This phenomenon is one of the reasons for analyzing the form of persuasion in Ustadz Maulana's lecture, therefore the title of this study is "Analysis of the Form of Persuasion in Ustadz Maulana's Islamic Lecture on the "Islam is Beautiful" Program on Trans TV and its Relationship with Indonesian Language Learning in High Schools."

Metodology

Based on the problems studied, qualitative research is the type of research used. Qualitative research produces descriptive data in written or spoken words from people and

observable behavior (Bogdan and Taylor in Moleong 1975:248). According to them, this approach is directed at the background and the individual holistically (whole). From the explanation above, this qualitative research describes the form of persuasion in Ustadz Maulana's Islamic lecture on the "Islam is Beautiful" program on Trans TV.

Data is an essential factor in research. The data referred to in this study are words or expressions that are a form of persuasion in Ustadz Maulana's Islamic lecture on the "Islam is Beautiful" program on Trans TV. The data in this study consists of two types: primary and secondary data.

This study's data collection method involves listening. Listening is the initial step taken by observing and studying the object of study, namely the words or utterances in Ustadz Maulana's persuasive lecture on the "Islam is Beautiful" program on Trans TV. The tapping technique is fundamental in the listening method because, in essence, listening is realized by tapping or listening to Ustadz Maulana's Islamic lecture on the "Islam is Beautiful" program on Trans TV. In addition to the tapping technique, the techniques used in this study are note-taking and recording. The note-taking technique is a technique used when applying the listening method. This technique is used to record Ustadz Maulana's words or utterances as messages in the Islamic lecture "Islam is Beautiful," which is persuasive. To facilitate recording, researchers can record. Recording in this study aims to remind us not to forget when compiling or recording words or data that are persuasive in the Islamic lecture "Islam is Beautiful" on Trans TV. Data analysis is the process of examining all available data obtained through observation, interviews, recording, recording, documents and so on (Moleong in Atmaja, 1999:86). After the data is collected, the data is analyzed using a descriptive method, this method is used to describe the words or sentences delivered by Ustadz Maulana on the program "Islam Itu Indah" which is broadcast every morning on Trans TV. The presentation of the results of this study is presented using an informal method, because in principle, the presentation of the results of the analysis, whether for synchronic linguistics, diachronic linguistics, or sociolinguistics, is the same (Mahsun, 2007:279). The informal method presents the results of data analysis in the form of ordinary words, including technical terminology (Sudaryanto, 1993; Mahsun, 2005). By using the informal method, researchers can develop how the form of persuasion is contained in Ustadz Maulana's lecture on the program "Islam Itu Indah," which is broadcast on Trans TV

Result and Discussion

The forms of persuasion analyzed in this study are educational, political, advertising, and propaganda. Educational persuasion usually contains knowledge, morals, and advice. Political persuasion is generally used in politics; in this case, politics is interpreted not only as knowledge of state administration or government but as a strategy, method, or tactic to achieve a specific goal or benefit. Advertising persuasion is also called advertising persuasion, and it is usually used in the business world to introduce a particular product or service. Through this advertising persuasion, it is hoped that readers or listeners will become familiar with, happy, want to have, and try to have the goods or use the services offered. For example, introducing a book or product that can help us carry out religious activities. Propaganda persuasion aims to spread messages to influence a person, audience, or nation to change attitudes, views, opinions, and behavior to carry out certain activities with their awareness without coercion or being forced. The following will analyze the forms of persuasion conveyed by Ustadz Maulana on two themes, namely *Boleh Mati Asal Pains* and *Mencari Tunggalan ke Surga*. The two themes will be examined individually by including direct quotes as data. In addition to the two themes, we will discuss how it relates to learning Indonesian in high school.

Forms of Persuasion

Ustadz Maulana's lectures contain a lot of advice, suggestions, and solutions to problems in life. The forms of persuasion in the lecture can be educational persuasion, political persuasion, propaganda persuasion, and advertising persuasion. The four types of persuasion can be distinguished from the message contained in the lecture. The following will analyze the forms of persuasion in Ustadz Maulana's lecture: "May Die as Long as It's Paid Off" and "Looking for a Ride to Heaven".

Educational Persuasion

Educational persuasion is not only used by teachers to achieve learning goals in schools, but is also used by anyone who has a specific goal. Motivators and speakers often use educational persuasion in delivering speeches or lectures to provide lessons for participants or congregations who attend the activity, such as in Ustadz Maulana's lectures, which always contain lessons, especially life lessons based on Islamic teachings.

People in debt are anxious during the day, restless at night, live as they are, and don't want to follow people. Allah will not allow us to live in this world without any preparation for us...

... If the peg is bigger than the pillar, the building will be destroyed; adjust it to your ability. If you are an anchovy, don't eat the food provided for the whale; adjust it to your ability. People who have too long dreams will kill the heart, destroy deeds, people will never be able to get out of debt, they will never be able to get out of debt...

The form of persuasion contained in the quote from Ustadz Maulana's lecture above is educational persuasion, it is said so because in the quote the message conveyed is an invitation, advice and moral message to the congregation to reflect on how unhappy people are who have a lot of debt, during the day they have to try their best to earn a living for their family's needs, as well as to cover their debts. These needs are instinctive, equivalent to animals; people can do anything to achieve their needs, especially in meeting their basic needs, which are different.

Persuasive Propaganda

Propaganda is a series of messages that aim to influence the opinions and behavior of the public or a group of people. *Whoever dies and has not paid off his debts will have his hands tied to his feet, tied up, and this will also be tied up. So his hands were tied to his feet in the grave until the debt was paid off. He won't be released until his debt is paid off. Be careful if you get into debt. That's why if someone dies, complete three. Pay the debt, pay the vows, and carry out the will.*

The form of persuasion above includes propaganda persuasion. The quote above convinces and invites people to be moved to pay their debts before death. Ustadz Maulana convinces his congregation by explaining the punishment for people who have died but have not paid off their debts: their hands and feet are tied in the grave until their debts are paid off.

Forms of Political Persuasion

Politics, in general, is a strategy/method or tactic used to achieve a specific goal.

Remember that giving loans and paying people's debts has a greater reward than giving charity.

The sentence above is a form of political persuasion. The persuasion model used is in the form of persuasion to influence a person's attitude and beliefs by distinguishing between people who are in debt and those who give alms, where people who give debts get a greater reward than people who give alms so that they are expected not to be stingy in providing

loans in any form to others. Attitude is an action/behavior as a reaction to a stimulus, accompanied by a stance and/or feeling. At the same time, belief is the heart's determination to obey God's commands.

Advertising Persuasion

Advertising delivers information to the general public about goods or services offered through mass media or media installed in public places.

Want the best debt? Use mas. If ten million is borrowed, ten years later, the value of the ten million will have decreased. But if it's gold, it won't change. That's why Islamic money is Islamic currency, not in numbers but in value. That's why the dinar is gold, and the dirham is silver. That's why the best currency uses gold: if gold's value doesn't wrinkle, there's a lot of gold.

The statement above shows that the form of persuasion in the quote is included in advertising persuasion because a product is offered, namely gold. Ustadz Maulana also explains how gold is superior to money. In addition, it is also explained that Islamic money has value, not numbers; therefore, Islam uses dinar (gold) as currency.

Relationship with Indonesian Language Learning in High School.

The results of this study can be said to be one of the types of learning resources, namely learning resources that are designed or intentionally used in learning activities to achieve learning objectives. Guided by the characteristics and criteria of good learning resources, researchers make lectures a practical learning resource for achieving learning objectives, especially in the listening competency standard (understanding speeches/greetings, lectures/sermons, and conversations in interviews). The learning resources are in the form of lecture videos that are shown using media such as LCDs

Conclusion

The forms of persuasion analyzed in Ustadz Maulana's Islamic lecture on the program "Islam Itu Indah" on Trans TV were taken from two themes, Boleh Mati Asal Palunas and Mencari Tunggalan ke Syurga, which were broadcast in the same month and year, April 2014. Both themes contain several forms of persuasion, namely educational persuasion, propaganda persuasion, political persuasion, and advertising persuasion (advertisement). The relationship of this research with Indonesian language learning in high school is adjusted to the syllabus for grade XI high school odd semester, namely the competency standards: listening (understanding speeches/greetings, lectures/sermons, and conversations in interviews). BSNP (National Education Standards Agency) issued the competency standards and basic competencies, the minimum criteria for the education system throughout the jurisdiction of the Unitary State of the Republic of Indonesia. The results of this study can be used as a learning resource to apply the competency standards and basic competencies. The discourse in the lecture not only uses persuasive discourse but can also use other discourses. The results of this study have not been fully explored in more depth. For this reason, the author hopes that further researchers can develop this research even more deeply. The author hopes for suggestions and criticisms as improvements for further research results.

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