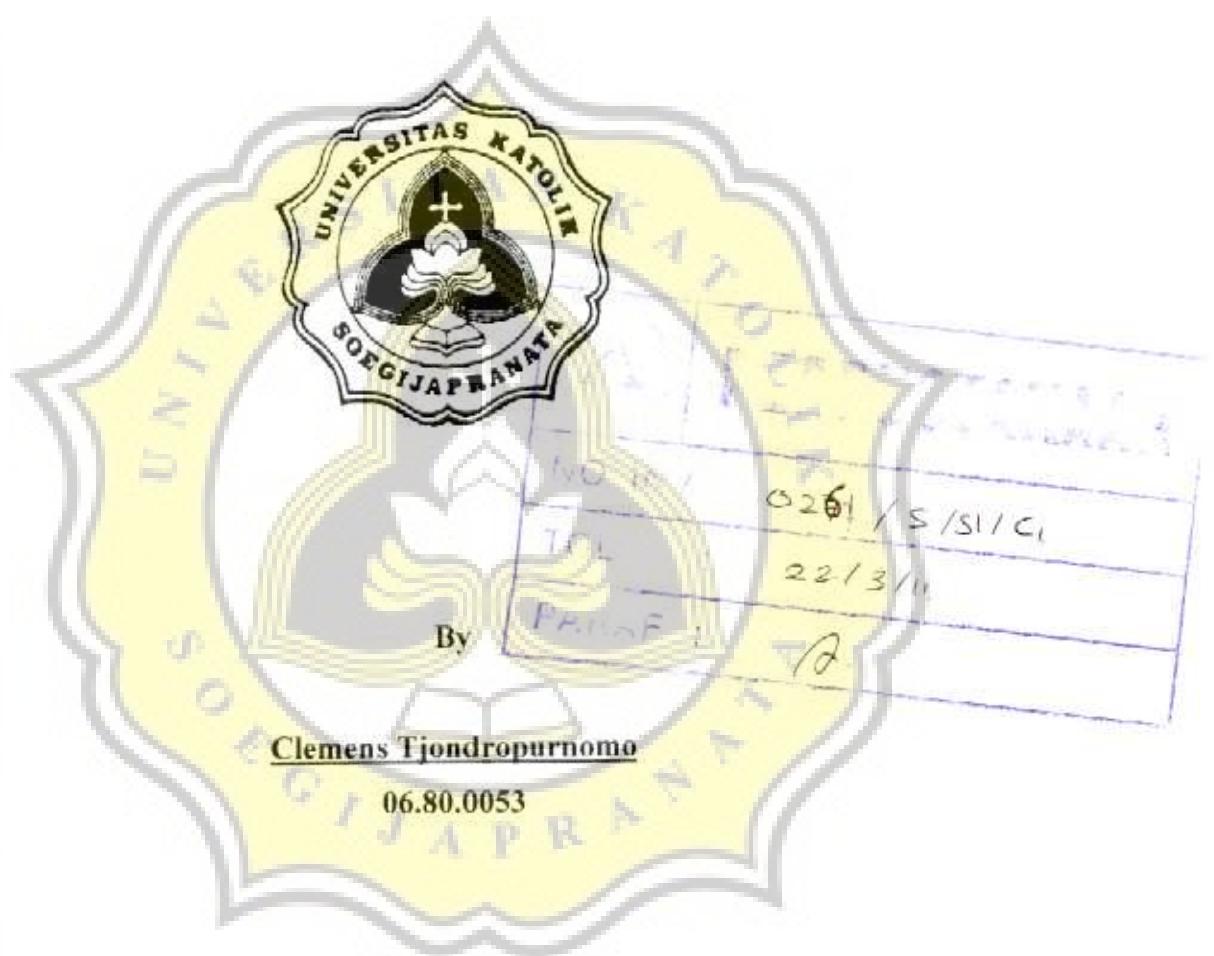


**TOULMIN'S MODEL AND FIGURES OF SPEECH IN *MARIO
TEGUH GOLDEN WAYS*' RHETORIC SPEECH**

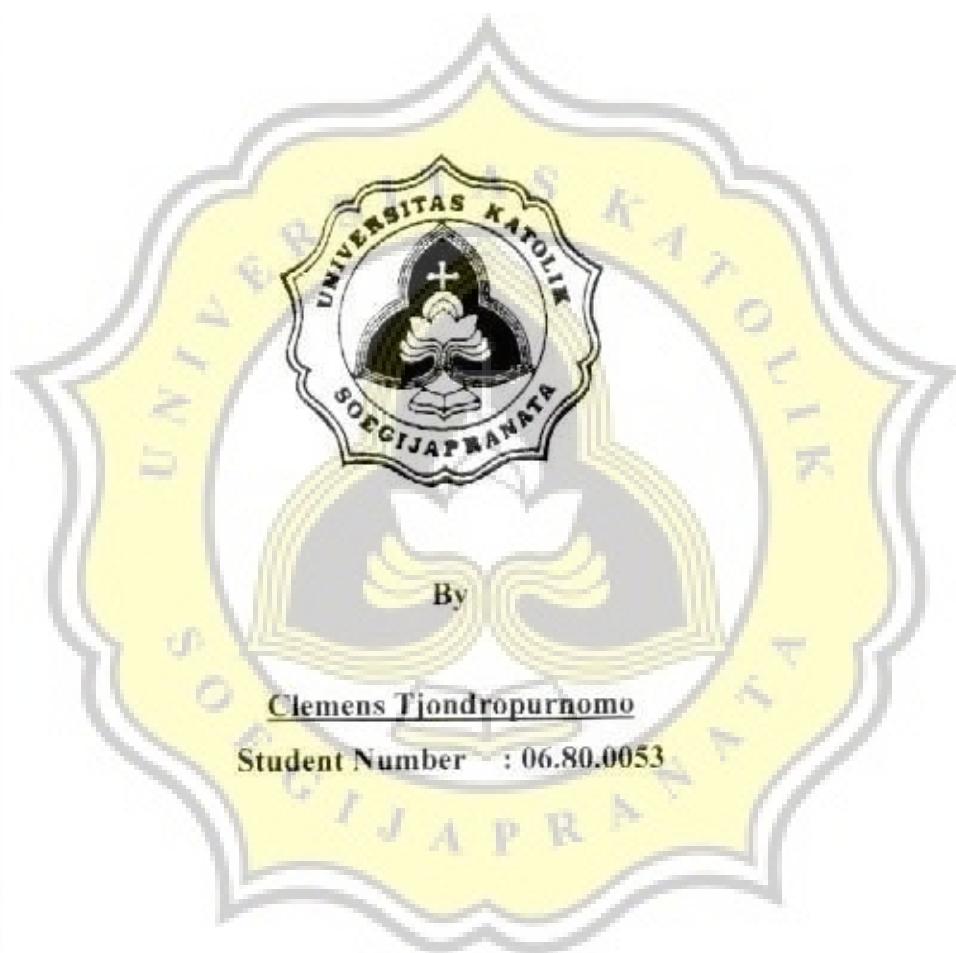
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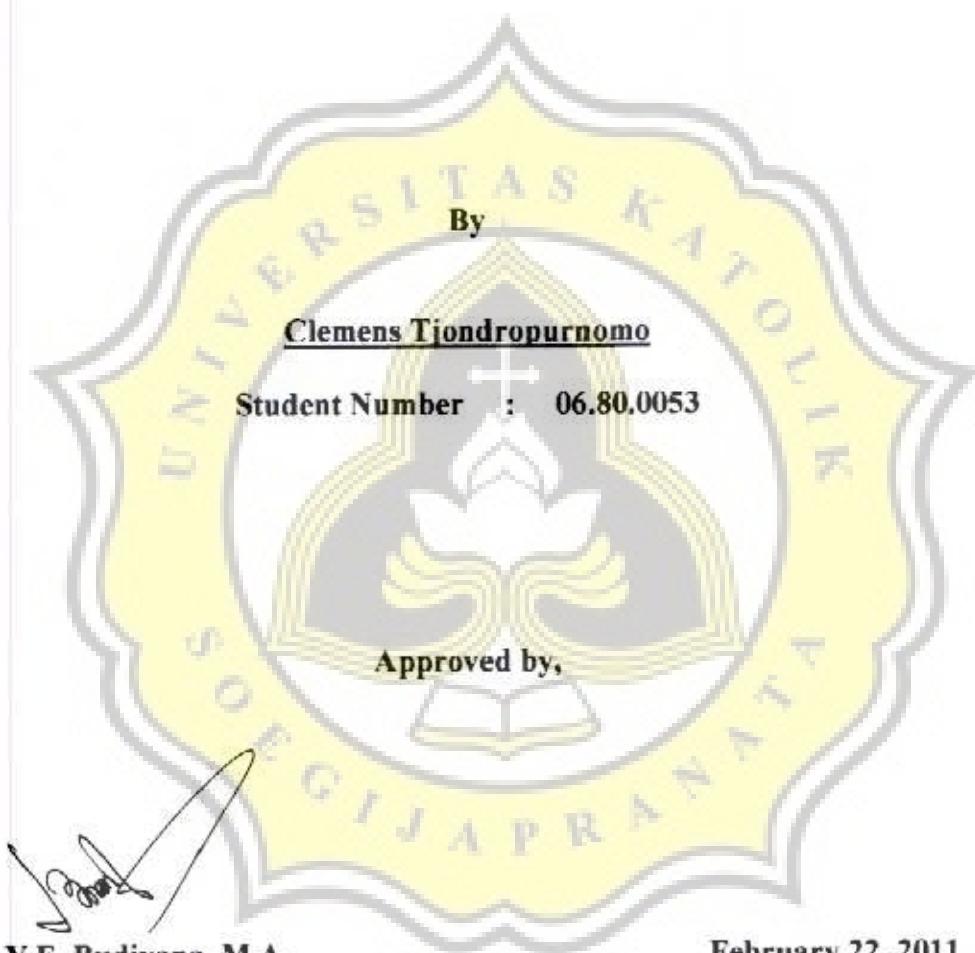
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A Thesis Presented as Partial Fulfilment of the Requirements to Obtain the
Sarjana Sastra Degree in the English Letters Study Programme



**ENGLISH LETTERS STUDY PROGRAMME
FACULTY OF LETTERS
SOEGIJAPRANATA CATHOLIC UNIVERSITY
SEMARANG
2011**

A THESIS ON
**TOULMIN'S MODEL AND FIGURES OF SPEECH IN MARIO
TEGUH GOLDEN WAYS' RHETORIC SPEECH**



Drs. Y.E. Budiyana, M.A.
Major Sponsor

February 22, 2011

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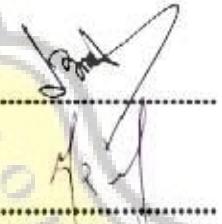
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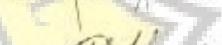
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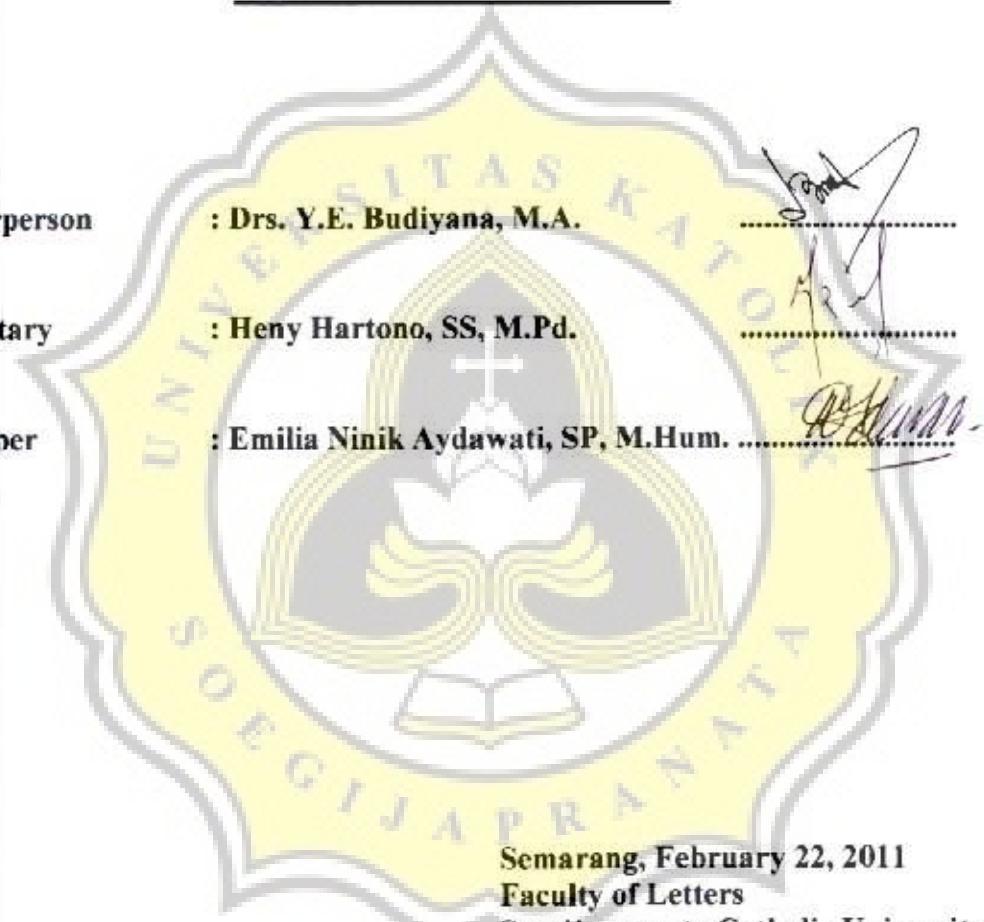
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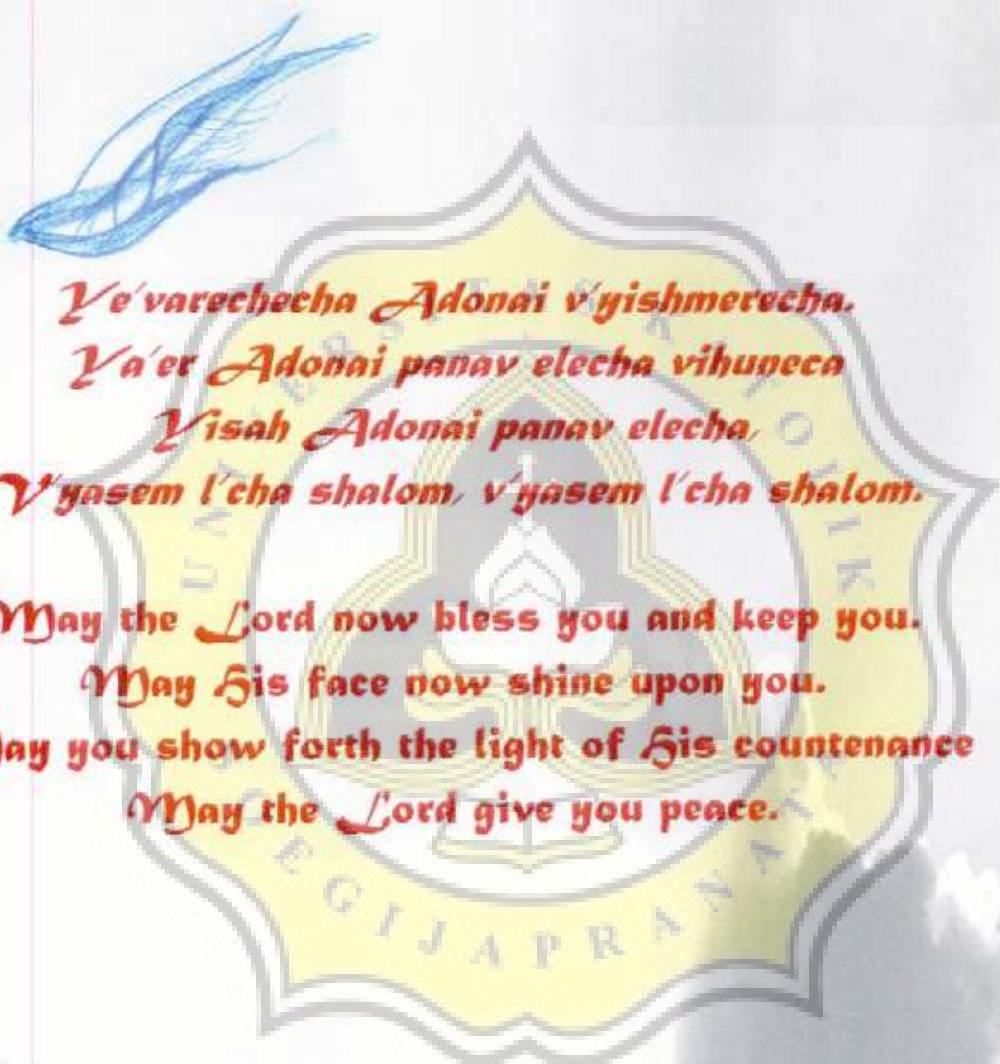
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Ve'varechecha Adonai v'yishmerecha.

V'a'er Adonai panav elecha vihupeca

V'sah Adonai panav elecha.

V'yasem l'cha shalom, v'yasem l'cha shalom.

May the Lord now bless you and keep you.

May His face now shine upon you.

May you show forth the light of His countenance

May the Lord give you peace.

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The last but not the least, the researcher expects that this research will be very valuable for further research and will also contribute to, at least a cubic of Linguistics. He wishes a lot that this valuable contribution would stimulate those who are interested in discourse speech especially about rhetoric.

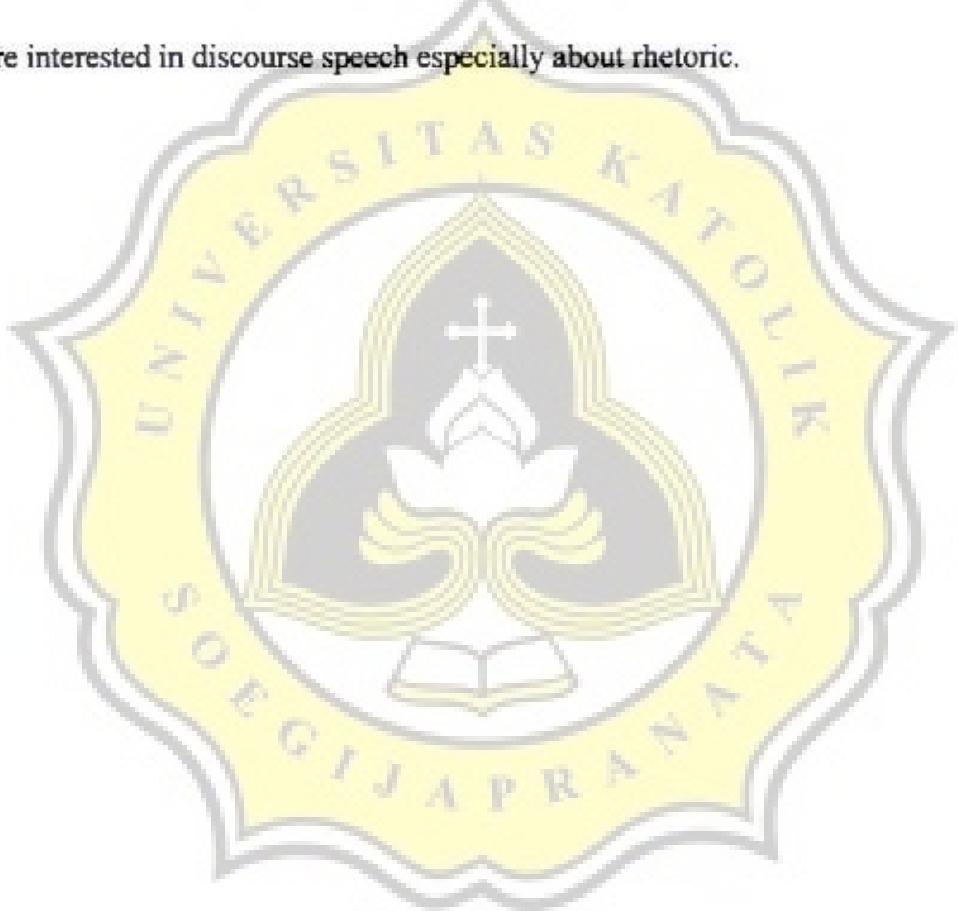


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ABSTRACT

Lately, the emergence of motivators in the world has markedly echoed everywhere. This trend has surged Indonesia. Mass media have been overwhelmed by the motivators' words along with their news. This is an interesting phenomenon because in their motivational speeches, motivators must use a medium, namely a language, something inevitable from the motivators' jobs. Besides, the main purpose of motivators' speech is to teach in order to change or edify the mindset and the attitudes which conform to the motivators' expectation. So they need a persuasive language to achieve the goals. Therefore, the phenomenon is interesting to research. Here, the researcher elevates a well-known motivator namely, Mario Teguh with *Mario Teguh Golden Ways* as a research object.

The aim of this research is to discover the forms of the logic of the arguments based on Toulmin's model and figures of speech. In this research, the data were downloaded from the internet and transcribed for further analysis. This research shows that there are four forms of structure of argument based on Toulmin's model namely, data-warrant-backing-qualifier-claim, data-warrant-backing-rebuttal-claim, data-warrant-backing-claim and data-warrant-claim. It means that Mario Teguh makes sound arguments. Moreover, there are some figures of speech namely, antithesis, repetition, climax, asyndeton, ellipsis, euphemism, hyperbole, metaphor, polysyndeton, rhetorical question, simile, and satire. Repetition occupies the most frequent figure of speech among others since it is easy and effective, and it can give emphasis to the delivered messages. Conversely, apophysis was not found. If it were used in the speech it would be a stumbling stone for Mario Teguh because the use of apophysis may be dangerous.

ABSTRAK

Kemunculan para motivator di dunia akhir-akhir ini sangat marak sekali tergema dimana-mana. Tren ini juga sudah melanda Indonesia. Media masa telah dimarakkan oleh kata-kata para motivator serta berita-berita mengenai mereka. Fenomena ini sangat menarik karena dalam penyampaianya seorang motivator pasti menggunakan sebuah sarana yaitu bahasa dan ini sesuatu yang menjadi bagian utama dari pekerjaan para motivator. Disamping itu, tujuan utama pidato para motivator adalah untuk mengajar guna merubah atau meningkatkan pola pikir dan sikap-sikap yang sesuai dengan harapan para motivator. Dibutuhkan bahasa persuasif guna mencapai tujuan-tujuan tersebut. Olh karena itu, fenomena ini sangat menarik untuk diteliti. Dalam hal ini, peneliti mengangkat seorang motivator ternama yaitu Mario Teguh dengan *Mario Teguh Golden Ways* sebagai obyek penelitian.

Tujuan penelitian ini adalah menemukan bentuk-bentuk struktur logika berdasarkan Toulmin's model dan majas-majas. Data-data yang diteliti diunduh dari internet dan kemudian ditranskrip untuk analisis lebih lanjut. Penelitian ini menunjukkan bahwa ada empat bentuk struktur argumen berdasarkan Toulmin's model yaitu data-warrant-backing-qualifier-claim, data-warrant-backing-rebuttal-claim, data-warrant-backing-claim and data-warrant-claim. Ini berarti argumen-argumen Mario Teguh dianggap sehat/ masuk akal. Disamping itu, ada beberapa majas-majas yaitu antithesis, repetisi, klimaks, asyndeton, ellipsis, euphemisme, hyperbola, metafora, polysndeton, pertanyaan retoris, simile dan satire. Repetisi memiliki frekuensi kemunculan yang tertinggi diantara yang lain-lainnya karena ini mudah dan efektif untuk digunakan, dan ini juga memberikan efek tekanan pada pesan-pesan yang disampaikan. Sebaliknya, apophasis tidak ditemukan. Kalau sampai apophasis digunakan dalam pidato ini akan menjadi batu sandungan untuk Mario Teguh karena penggunaan apophasis dapat berbahaya.