

CHAPTER 1

INTRODUCTION

1.1. BACKGROUND OF THE STUDY

Nowadays, one of the phenomenal issues in the world is commercial seminars about self-motivation, leadership, self-development, coaching of escalating income or turnover—business issue resolution, becoming attractive man, and many other various topics which become needs of modern people in this era. This trend has surged our nation lately. In conjunction with the influencing trend, the number of motivators arises in Indonesia. Now mass media such as television, newspaper, and magazine witness the personage of eminent motivators and their motivations. Furthermore, some advertisements of their seminar displayed on billboards in particular downtown main streets are frequently seen. For those reasons, this phenomenon would be a propulsive interest to touch, inquire and research.

As the circumstantial evidence, some motivators' words are discussed in both newspaper and magazine. One of the specimens is discovered in *Intisari* magazine of 2007 which tells the stories of incredible senior motivator namely Tung Daisem Waringin, Andrie Wongso, and Khrisnamurti. Dharnoto states that they are the example of three success Indonesian motivators (Dharnoto, 2007, pp. 10-11). More important, there are so many people that have been motivated. Some frustrated men who were about to commit suicide and drugs addicts have been

motivated. Then they completely restored by the motivation (Dharnoto, 2007, p. 17). So the motivation is beneficial to help people open up their mind in a strangled situation. Indeed, it can function as the magic words which conjure people up.

Moreover, early of the 2010 year the researcher attended a motivation seminar in Horison Hotel-Semarang. It was attended by more than 1000 people and was written in Suara Merdeka Newspaper the day after (Suara Merdeka, 2010, February 1). All participants were so enthusiastic to listen to a motivation. It proves that our people really need motivation.

Recently, Indonesia has a man of the hour, a new motivator who is still rocketing namely, Mario Teguh. He is also comparatively tremendous to other early senior motivators. Unlike, the other motivators, he has a motivational coaching programme broadcasted weekly on Metro TV channel. This observation induces the researcher to elevate Mario Teguh.

Furthermore, On May 21, 2010 the researcher attended Mario Teguh's seminar in Grand Candi Hotel Semarang which was acknowledged and disclosed by new Semarang mayor namely Bapak Sumarmo. Sumarmo said in the seminar opening that he congratulated Mario Teguh as a motivator who has awarded world's record breaking with the largest fans in Facebook. In addition, the researcher quotes two comments addressed to Mario Teguh from a website. As Tanti and Satyawati (2008, p.1) commented on one of the web pages of this

following website (<http://www.jualanbuku.com/2008/08/23/mario-teguh-dan-filosofinya/>):

Kenapa dengan mendengarkan Mario Teguh sang motivator handal saya merasa lebih nyaman dan bisa berpikir positif tetapi apabila saya meninggalkan kebiasaan ini maka saya akan kembali layu dan kembali pada keadaan saya yang tidak mempunyai motivator (Tanti).

[By listening to Mario Teguh, a reliable motivator I feel better and I am able to think positively but when I leave this thing, I can be wilted and stay back to my situation without motivator (Tanti).]

And

Pak Mario adalah sang motivator dan pemberi inspirasi bagi diri saya dalam saya menjalani hidup yang indah ini. Banyak hal yang beliau sampaikan membuat saya semakin bergairah dalam menjalani hidup ini meskipun banyak tantangan dan halangan yang harus dihadapi. Salam super!!! (Satyawan).

[Mr. Mario Teguh is the motivator and inspiration giver for me in running this beautiful life. A lot of things that he delivers make me more enthusiastic in running this life although there are many challenges and barriers that must be faced. Salam super!!! (Satyawan).]

The above comments reflect three things: motivation, inspiration and life. In this point, Mario Teguh impacts their life by manoeuvring their willpower through motivation and inspiring ideas. Yet, motivation brings someone into edification.

Inherently, the motivator has to persuade the listeners to set the goal. This thing is interrelated with communication matter. In accordance with the relevance to communication, Petty & Cacioppo (1986) as cited in Renkema (1993, p. 129) introduces a theory called **Elaboration Likelihood Model (ELM)**. It gives us a picture of the communication process of persuasion which terminates on the

attitude's shift. In this model, Perloff (2003, pp. 128-129) states that ELM consists of two categories of communication process that are called '**routes**' although this term is just a metaphor. The routes connecting to ELM are **central route and peripheral route**. Those routes may happen together in a motivational speech. Briefly, the central route refers to the arguments (Renkema, 2004, p. 210) and peripheral route refers to the style (Perloff, 2003, p.129). In conjunction with that this research uses Toulmin's model to discover the form of structure of arguments and figures of speech which is a part of style.

In conclusion to aforesaid background, the researcher is encouraged to conduct a research which focuses only on the structure of argument based on Toulmin's model and figures of speech.

1.2. FIELD OF THE STUDY

The field of this study is Linguistics

1.3. SCOPE OF THE STUDY

This study focuses on Discourse Analysis subject. Lull (1998) as cited in Sobur (2001, p. 11) utters that Discourse means a manner of object or idea which is discussed openly to public that the particular notions may emerge.

Then, this subject is specified into Rhetoric Discourse which is limited into persuasion in speech of Mario Teguh. In the book entitled Discourse Analysis, Johnstone (2008, p. 244) says in accordance of persuading others, discourse is constructed to strategic purpose. In that sense, she denotes rhetoric

appears to have the role of it. So, rhetoric is within the domain of discourse analysis. In addition, this research uses Elaboration likelihood Model which consists of two routes, peripheral route and central route. Firstly, peripheral route links to styles. Style basically consists of non-language and language aspects. Instead, this study does not discuss about the non-language aspects but it exactly deals and discusses further about the language aspects. Secondly, central route concerns with argument based on Toulmin's model, which induces speaker's convincing talks

1.4. PROBLEM FORMULATION

Recently, the users of rhetoric are not only politicians, the raising of motivators have contemporarily made the great successive changes around the world. Inspired by this phenomenon, the researcher would attempt to formulate two research questions, as follows:

1. Does Mario Teguh make arguments based on Toulmin's model? If yes, how are the arguments of Mario Teguh structured?
2. What are the figures of speech found in Mario Teguh's rhetoric speech?

1.5. OBJECTIVES OF THE STUDY

1. To find out whether or not Mario Teguh makes arguments based on Toulmin's model. If yes, the researcher discovers how his arguments are structured.
2. To discover the kinds of figures of speech in Mario Teguh's rhetoric speech.

1.6. SIGNIFICANCE OF THE STUDY

This study entitled 'Toulmin's Model and Figures of Speech in *Mario Teguh Golden Ways*' Rhetoric Speech' will hopefully give some information about rhetoric speech of Mario Teguh and contribute insight to all readers about the application of the rhetoric to create persuasive speech. It may also contribute at least a cubic of Linguistics development, be dedicated to everyone who is fascinated this study. Additionally, this study may generate other students to acquire stimulus of conducting other rhetoric speech in other prominent personages.

1.7. DEFINITION OF TERM

The frequent terms used in this thesis are as follows:

Argument

The way to reasoning logically. As Aristotele expresses in Olmsted (2006, p. 12) "Aristotele's Rhetoric offers the first account of rhetoric as the power of findings *arguments* to inform decisions". Argument can also be called as one of the rhetoric elements that give a logical reason affecting to other thoughts.

Motivator

: Adair (2006, p. 41) explains that the word 'motivator' is derived from Latin that is a verb meaning 'to motivate'. He also defines the meaning

of motivation that is a power of initiating or producing movement.

Persuasion : Persuasion and Rhetoric are like a husband and wife which they always stick together. Michaelstaedter (2004, p. 7) implicitly defines "persuasion as a hypothetical, counterfactual state in which an entity is at one with itself and its environment".

Rhetoric : Isocrates states in Welch (1999, p. 34) it is a language consisting of a part of discourse. Also, Aristotle contends in Thomas (2003, p. 17) "Rhetoric is the faculty of discovering the means of persuasion..."

Speech : Speech is the most natural form of human communication, as a vital carrier of human acquaintance and intelligence that the linguistic messages embedded in it (Deng, 2006, p. 6). Indeed, it is something spoken intelligently by human for audience that is to usually deliver a messages.

Style : Aristotle explains much in Freese (1926) as cited in Green (2000) that style must be arranged in a good diction and grammar. In modern English, *Lexis* is rendered as style, language, and the way of saying.

Accordingly, arranging beautiful style in speech or oratory can trigger the emotion of audience. So, style is the way the speaker saying in a beautiful diction and grammar to trigger emotional feeling that enables the persuasive talk.

