

## ABSTRAK

Fathurrahman. 2022. *Tuturan Persuasif Indrawan Nugroho dalam Serial Video YouTube Rise Above the Crowd*. Skripsi. Purwokerto: Fakultas Ilmu Budaya Universitas Jenderal Soedirman.

Penelitian mengenai tuturan persuasif Indrawan Nugroho dalam serial video *YouTube Rise Above the Crowd* dilatarbelakangi adanya penuturan Indrawan Nugroho yang sarat motif persuasi dengan disertai teknik argumentasi terstruktur yang menyebabkan peneliti berminat mengkajinya melalui Teori Searle untuk mengungkap jenis dan fungsi tuturan; serta Teori Effendy untuk mengungkap tekniknya. Dalam mengumpulkan data, peneliti menggunakan metode simak bebas libat cakap dengan tidak melibatkan partisipasi peneliti. Setelah terkumpul, data dianalisis melalui metode padan referensial dan disaring dengan teknik Pilah Unsur Penentu dilanjutkan Teknik Hubung Banding Membedakan untuk mengklasifikasikan data ke dalam jenis dan fungsi serta teknik penuturan Indrawan Nugroho. Setelah data dianalisis, ditemukan sebanyak 61 data jenis dan fungsi tuturan persuasif, yakni (1) Tindak Ilokusi Asertif muncul 10 data dengan fungsi memberitahukan 6 data, fungsi menyatakan 3 data, fungsi menduga 1 data; (2) Tindak Ilokusi Direktif muncul 36 data dengan fungsi menyerukan 3 data, fungsi menyarankan 5 data, fungsi menyuruh 10 data, fungsi mengarahkan 8 data, fungsi memperingatkan 6 data, fungsi meyakinkan 3 data, fungsi menyadarkan 1 data; (3) Tindak Ilokusi Komisif muncul 7 data dengan fungsi menjanjikan 6 data, fungsi menawarkan 1 data; (4) Tindak Ilokusi Ekspresif muncul 6 data dengan fungsi menyayangkan 1 data, fungsi memuji 3 data, fungsi menyalahkan 1 data, fungsi menakut-nakuti 1 data; (5) Tindak Ilokusi Deklaratif muncul 2 data dengan fungsi melabeli 1 data, fungsi memvonis 1 data. Kemudian, ditemukan sebanyak 16 data teknik persuasif dengan variasi teknik asosiasi 1 kali, teknik integrasi 4 kali, teknik ganjaran 7 kali, teknik tataan 3 kali, teknik *red-herring* 1 kali.

**Kata kunci:** *Indrawan Nugroho; Rise Above the Crowd; Tuturan Persuasif.*

## ABSTRACT

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*Research on Indrawan Nugroho's persuasive speech in the YouTube video series Rise Above the Crowd is motivated by Indrawan Nugroho's narrative which is full of persuasive motives accompanied by structured argumentation techniques which causes researchers to be interested in studying it through Searle Theory to reveal the types and functions of speech; and Effendy Theory to reveal the technique. In collecting data, the researcher used the Watch Free to Talk method without involving the researcher's participation. After being collected, the data were analyzed using a referential matching method and filtered using the Determining Element Sorting technique followed by the Distinguishing Appeal Technique to classify the data into types and functions as well as Indrawan Nugroho's narrative technique. After the data was analyzed, it was found that there were 61 data types and functions of persuasive speech, namely (1) Assertive illocutionary acts appeared 10 data with the function of informing 6 data, the function of stating 3 data, the function of conjecturing 1 data; (2) Directive Illocutionary Actions appear 36 data with 3 data calling function, 5 data suggesting function, 10 data prompting function, 8 data directing function, 6 data warning function, 3 data convincing function, 1 alert function; (3) The commissive illocutionary act appears 7 data with the function promising 6 data, the function offering 1 data; (4) Expressive Illocutionary Actions appear 6 data with the function of regretting 1 data, the function of praising 3 data, the function of blaming 1 data, the function of scaring 1 data; (5) Declarative Illocutionary Actions appear 2 data with the function of labeling 1 data, the function of condemning 1 data. Then, 16 persuasive technique data were found with variations of association technique 1 time, integration technique 4 times, reward technique 7 times, arrangement technique 3 times, red-herring technique 1 time.*

**Keyword:** *Indrawan Nugroho; Rise Above the Crowd; Persuasive Speech.*