

ABSTRACT

Etikawati, Norma. 2018. *Persuasion Techniques in Animal Farm Novel by George Orwell (Pragmatics study)*. Thesis. Supervisor 1: Asrofin Nur Kholifah, S.S., M.Hum. Supervisor 2: Indriyati hadiningrum, S.S., M.Pd. External Examiner: Ika Maratus Sholikhah, S.S., M.A. Ministry of Research, Technology and Higher Education, Jenderal Soedirman University, Humanities Faculty, English Department, English Study Program, Purwokerto.

This research entitled *Persuasion Techniques in Animal Farm Novel by George Orwell (Pragmatics study)* aims to: (1) identify the persuasion technique that produced by the pigs in the novel *Animal Farm* by George Orwell; (2) show the application of persuasion techniques of utterances produced by the pigs in the novel *Animal Farm* novel by George Orwell. This research analyzes persuasion techniques based on Rank's theory. Those are attention getting, confidence building, desire stimulating, urgency stressing, and response seeking. This research uses descriptive qualitative method in analyzing the data which are utterances produced by the pigs in *Animal Farm* novel by George Orwell. The data are collected by repeatedly reading the novel, collecting the utterances containing persuasion, and categorizing the utterances produced by the pigs in *Animal Farm* novel by George Orwell into the types of persuasion techniques. From the data analysis, I find 203 persuasion techniques in the utterances produced by pigs in *Animal Farm* novel by George Orwell that consist of 74 attention getting: 1 physical attention getting, 10 emotional attention getting, and 63 cognitive attention getting; 22 confidence building: 6 authority figure, and 16 friend figure; 81 desire stimulating: 69 explicit claim, and 12 implicit suggestion; 6 urgency stressing; and also 21 response seeking. Then, the application of those techniques can be different from each utterance and each pig character in the novel *Animal Farm by George Orwell* also has their dominant technique. In accordance with this research, persuasion techniques in the novel or other object can be further developed.

Keywords: *pragmatics, persuasion, persuasion techniques, Hugh Rank*

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Etikawati, Norma. 2018. *Persuasion Techniques in Animal Farm Novel by George Orwell (Pragmatics study)*. Skripsi. Pembimbing 1: Asrofin Nur Kholifah, S.S., M.Hum. Pembimbing 2: Indriyati hadiningrum, S.S., M.Pd. Penguji: Ika Maratus Sholikhah, S.S., M.A. Kementerian Riset, Teknologi, dan Pendidikan Tinggi, Universitas Jenderal Soedirman, Fakultas Ilmu Budaya, Jurusan Sastra Inggris, Program Studi S1 Sastra Inggris, Purwokerto.

Penelitian yang berjudul *Persuasion Techniques in Animal Farm Novel by George Orwell (Pragmatics study)* bertujuan untuk: (1) mengidentifikasi teknik persuasif yang dihasilkan oleh para babi di dalam novel *Animal Farm* oleh George Orwell; (2) menunjukkan penggunaan teknik persuasif dari ujaran-ujaran yang dihasilkan oleh para babi di dalam novel *Animal Farm* oleh George Orwell. Penelitian ini menganalisis teknik persuasif berdasarkan teori dari Rank. Teori tersebut adalah: *attention getting, confidence building, desire stimulating, urgency stressing, dan response seeking*. Penelitian ini menggunakan metode deskriptif kualitatif untuk menganalisis data yang berupa ujaran-ujaran yang dihasilkan oleh para babi di dalam novel *Animal Farm* oleh George Orwell. Data yang dikumpulkan diperoleh dari membaca novel berulang kali, mengumpulkan ujaran-ujaran yang mengandung persuasif, dan mengelompokkan ujaran-ujaran yang dihasilkan oleh para babi di dalam novel *Animal Farm* oleh George Orwell kedalam jenis-jenis teknik persuasif. Dari analisis data, saya menemukan 203 teknik persuasif di dalam ujaran-ujaran yang dihasilkan oleh para babi di dalam novel *Animal Farm* oleh George Orwell yang terdiri dari 74 attention getting: 1 physical attention getting, 10 emotional attention getting, and 63 cognitive attention getting; 22 confidence building: 6 authority figure, and 16 friend figure; 81 desire stimulating: 69 explicit claim, and 12 implicit suggestion; 6 urgency stressing; and also 21 response seeking. Kemudian, penggunaan dari teknik persuasif tersebut dapat berbeda dari setiap ujaran, dan setiap babi di dalam novel *Animal Farm* oleh George Orwell juga memiliki teknik yang dominan dibandingkan dengan teknik lainnya. . Sehubungan dengan penelitian ini, analisis tentang teknik persuasif atau objek lainnya dapat dikembangkan lagi lebih jauh.

Kata kunci: *Pragmatis, persuasif, teknik persuasif, Hugh Rank.*