SPEECH STRATEGIES PERFORMED BY STEVE JOBS IN THE LAUNCHING OF IPHONE 4

THESIS

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2015

ABSTRACT

Putra, AnggayuhAditya Budi Utama. 2015. **Speech Strategies Used by Steve Jobs in the Launching of iPhone 4**. Study Program of English, UniversitasBrawijaya. Supervisor: IstiPurwaningtyas; Co-supervisor: EniMaharsi.

Keywords: Public Speaking, Speech, Persuasive Speech, Elements of Persuasive Speech, Speech Strategies, Steve Jobs, iPhone 4

Speech is one of many ways to deliver our messages.The researcher conducts a study about speech strategies that used by Steve Jobs in the Launching of iPhone 4.There are two problems to be solved in the study, namely: (1) What are the elements of persuasive speech to indicate Steve Jobs speech in launching iPhone 4 (2) What speech strategies are used by Steve Jobs in launching iPhone 4.

This study uses qualitative approach since the data are in the form of words rather than number. In this study the data are the utterances from Steve Jobs as the CEO of Apple.Inc. The data are analyzed based on the theory of Public Speaking by Steven A. Beebe and Susan J. Beebe (2005).

This study has found out that Steve Job appliedThe elements of persuasive speech in his Steve Jobs' speech. Those elements are attitudes and beliefs. Some certain strategies are used in his speech when he launches iPhone 4 in 2010. Those strategies are Omission, Suspension, Rhetorical Question, and Repetition. The application of his strategies has purpose to attract the audience to buy his new product.

The writer expected that the next researcher to be able to conduct a research with exploring more the elements of persuasive speech.Speechincludes in the body of communication, so we can explore about any kind of speech strategy and we should know what are the elements of speech that should to be fulfill when we want to make a memorable speech.

ABSTRAK

Putra, Anggayuh Aditya Budi Utama. 2015. **Strategi Pidato Yang Digunakan Oleh Steve Jobs Pada Peluncuran iPhone 4**. Program Studi Sastra Inggris, Universitas Brawijaya. Pembimbing 1: Isti Purwaningtyas; Pembimbing II: Eni Maharsi.

Kata Kunci: *Public Speaking,* Pidato, Pidato Ajakan, Elemen Pidato Ajakan, Strategi Pidato, Steve Jobs, *iPhone 4*

Berpidato adalah salah satu dari banyak cara untuk menyampaikan pesan kita. Peneliti menyusun tentang strategi berpidato yang digunakan oleh Steve Jobs pada saat peluncuran *iPhone 4*. Ada dua masalah yang harus diselesaikan dalam penelitian ini: (1) element dari pidato ajakan apa yang mengindikasikan pidato Steve Jobs pada saat peluncuran *iPhone 4* (2) Strategi pidato apakah yang digunkan oleh Steve Jobs pada saat peluncuran *iPhone 4*.

Penelitian ini menggunakan pendekatan qualitative karena data ini lebih menggunakan kata-kata daripada angka. Dalam penelitian ini data yang digunakan adalah ucapan dari Steve Jobs selaku CEO dari Apple.inc. data telah dianalisa menggunakan teori *Public Speaking* dari Steven A. Beebe dan Susan J. Beebe (2005)

Peneliti menemukan bahwa Steve Jobs menerapkan elemen-elemen yang ada dalam pidato ajakan. Elemen-elemen itu adalah *attitudes dan beliefs.* Beberapa strategi juga digunakan dalam pidatonya pada saat peluncuran *iPhone* 4 pada 2010. Strategi itu adalah *Omission, Suspension, Rhetorical Question* dan *Repetition.* Penggunaan strategi itu digunakan untuk menarik perhatian para peserta untuk membeli produknya.

Peneliti berharap untuk peneliti berikutnya dapat menyusun dan memperluas penelitiannya dengan mempertajam element yang ada dalam pidato persuasive. Pidato termasuk didalam komunikasi, jadi kita harus menggali lebih dalam tentang bermacam-macam strategi pidato dan element dalam pidato ajakan apabila kita ingin membuat pidato yang selalu dikenang.

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