

BAHASA PERSUASIF DIGUNAKAN OLEH NICK VUJICIC DALAM VIDEO YOUTUBE

Persuasive language used by Nick Vujicic in Youtube Video

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Abstrak

Bahasa persuasif merupakan bahasa komunikasi yang bertujuan untuk mempengaruhi perasaan pembaca untuk melakukan dan mempercayai sesuai dengan pernyataan yang disampaikan. Bahasa persuasive bisa ditemukan didalam percakapan sehari-hari termasuk didalam video. Penelitian ini bertujuan untuk melihat bagaimana langkah persuasi yang efektif yang digunakan Nick Vujicic dalam video YouTube dengan menggunakan teori Conger & June (1998). Sumber data dalam penelitian ini adalah video yang diambil dari YouTube Nick Vujicic dengan judul *Champions for the bullied with Nick Vujicic*. Peneliti menggunakan metode kualitatif dengan teknik Simak Bebas Libat Cakap dan teknik catat sebagai teknik lanjutan. Data yang digunakan berupa transkrip yang diklasifikasikan dalam bentuk kalimat persuasif yang berdasarkan kriterianya. Hasil penelitian menunjukkan bahwa peneliti menemukan empat langkah spesifik persuasive yang efektif dalam video's Nick. yaitu; *establish credibility, common ground, provide evidence, dan connect emotionally*. Dari penelitian ini dapat disimpulkan bahwa kalimat persuasif melibatkan empat langkah penting yang terdapat pada video Nick sehingga merupakan kalimat persuasif yang efektif.

Abstract

Persuasive language is communication language that aims to influence the reader's feelings to do and believe according to the statement conveyed. Persuasive language can be found in everyday conversations including in videos. This research aims to see how effective persuasion language used by Nick Vujicic in YouTube videos using the theory of Conger & June (1998). The data source in this study is a video taken from Nick Vujicic's YouTube with the title *Champions for the bullied with Nick Vujicic*. The researcher used a qualitative method with the technique of free listening and note-taking as a follow-up technique. The data used in the form of transcripts were classified in the form of persuasive sentences based on the criteria. The results showed that the researcher found four specific effective persuasive steps in Nick's video, namely; *establish credibility, common ground, provide evidence, and connect emotionally*. From this study it can be concluded that persuasive sentences involve four important steps found in Nick's video so that they are effective persuasive sentences.

Kata Kunci:

Bahasa persuasif
Video

Keywords:

*Persuasive language
video*

INTRODUCTION

Persuasive language is a language used for when someone wants to influence others people to do believe something. It also encourages someone to agree with you and your opinion Nggara D (2021). This means, persuasive is a sentence that influences choices or opinions and listeners accept the ideas conveyed, then a think and behave as expected.

According to Indra & Hamzah, (2018), people can get the latest update information from anywhere, it is

because the development of technology. One of them with used videos, using a video as a support for learning and education. Because, the video can used to acquire and disseminate knowledge and information. Suryani (2020) said, the visual and auditory features of video can attract the student's attention, entertain and understand the presented knowledge in more joyful and memorable ways. That means, video not only cognitively but also affectively, where videos attract attention by evoking the emotions of the observer, be

it sad, happy or motivated video. Because that, the videos have a very big role.

Stated by Wittenberg et al (2021), video is a source of information that contains a lot of persuasion, the audience is more confident in the information conveyed in video form than in text form. Its mean, information conveyed via video is more trusted by the audience and is more popular so that persuasive language is widely used and conveyed in video form. Therefore, researchers are interested in directly analyzing whether persuasive language is found in the video's Nick Vujicic.

The conclusion of this study is about the subject of persuasive language in video used by Nick Vujicic. Because persuasive language is very important in motivating and changing behavior and seeing whether there is persuasive language in his videos. Another reason is because many people see and read persuasion sentence but do not understand the messages conveyed, for this reason, the researcher will directly analyze persuasive language from Nick Vujicic videos in YouTube.

According to Breves (2023), many people just want to know how to use persuasive sentences for the same purpose, namely; to persuade individuals in the most effective way, other than that various forms of mass media can be used in conveying persuasive messages. This means, in achieving the goal; of influencing someone, that can use the most effective way of persuading in communicating, either directly or using mass media, one of which is YouTube. Meanwhile,

As mentioned by Lasswell (1948) in Mark W, (2022), said that in a persuasive sentence or to identify a persuasive sentence there must be several categories included, namely; Who (the source) says what (the message) to whom (the recipient) through what channel (communication medium) with what effect (the consequences of the communication). That mean, persuasion has a key or rules in the use of language, so

to convey persuasive sentences have to look at these categories to achieve persuasive goals.

In persuasive language there are steps that build or they are needed in persuading people. According to Conger & June, (1998), effective persuasion involves four distinct and essential steps. First, effective persuaders establish credibility. Second, they frame their goals in a way that identifies common ground with those they intend to persuade. Third, they reinforce their positions using vivid language and compelling evidence. And last, they connect emotionally with their audience. Meanwhile, according to Hann, D (2018), said that two persuasive strategies, which are enhancing credibility, using logic and evidence to persuade and using emotion to persuade. and based on Aristotle in Griffin (2012) said that, any spoken or written communication intended to persuade contains three key rhetorical elements; logos (persuading through reasoning based on evidence), ethos (persuading through communicator credibility), and pathos (persuading by appealing to audience emotion). However, the researcher using theory from Conger & June theory, about the steps effective in persuade to identify of persuasive language works in video by Nick Vujicic.

According to Vrapı & Zekaj(2015), video as a medium that combines modality, such as words, images, sounds, and music, that are represented by feature films, cartoons, YouTube clips, documentaries, commercials, TV shows, sitcoms (situational comedies), and short film. It means, video is more trusted by the audience and is more popular by combining features that can attract the attention of the audience, as well as the form of display that is divided not only aims to entertain but also persuade, invite and influence the audience with the messages conveyed in the video.

METHODOLOGY

In the study conducted, the approach chosen to use is qualitative research, this is because the study wants to analyze the phenomenon and describe the problems related to this research. Qualitative research is not just a matter of performing techniques on data; rather, each qualitative method is a specific way of thinking about data and using techniques as tools to manipulate data to achieve a goal (Atieno, 2009). The method used in this study is descriptive method that to analyze and describe the use of persuasive language in video by Nick Vujicic. The source of data selected from Nick Vujicic's video on YouTube with a title "Champions for the Bullying". Data in this study is persuasive language that found in Nick Vujicic video. The researcher watched the video and read transcribe until the researcher understand. This research will apply the observation non participant. Sudaryanto (2015) said that, observation method is a method to analyze information by observing how language is used. The data of this study will to analyze by pragmatic identity method. Equalizing technique is the next step to classify the data. The data will be matched with the steps of persuasion based on theory from Conger & June theory ,Then, the researcher grouping the data based on theory from Conger & June theory.

FINDING AND DISCUSSIONS

The result of this study is to found how persuasion found by Nick in YouTube video. In Conger & June theory, that is found the presentation of research data consisting of four steps of persuasion, such as establish credibility, frame for common ground, provide evidence, connect emotionally.

(Datum 01)
Minutes (00.39)

Credibility

Hi, everyone. I'm Nick Vujicic, and I'm so excited and honored that you've decided to join me today for our Never Chained Talk Show.

This sentence is part of the opening of the video delivered by Nick, the sentence above is a persuasive sentence, because it is a **credibility**, in sentence "**Hi, everyone. I'm Nick Vujicic,**" where Nick introduces himself and that make the audience knows Nick as a motivator who is famous for his life story and life experience, thus making him a person with credibility, and becomes a trusted source.

(Datum 02)
Minutes (01.07)

Connect Emotion

We're so grateful for you and your decision to partner with us, and I want to also invite everyone watching to join "The Circle of Champions" where you can be a part of what God is doing through the ministry—prayerfully, financially supporting us, and also in that, giving you, maybe almost like a behind the scenes kind-of-monthly-bonus content as well, to encourage your spirit in seeing how God is continuing to use the ministry of Life Without Limbs to be His hands and feet.

The paragraph includes elements of persuasive, which one of **connect emotionally**. This is from sentence "**We're so grateful for you and your decision to partner with us,**" the speaker was designed to create an emotional connection with the audience. the gratitude and the promise of exclusive content aim to elicit positive emotions such as appreciation and excitement. The speaker uses emotion to connect with the audience's feelings and foster a sense of involvement and enthusiasm..

(Datum 03)
Minutes (02.40)

Provide Evidence

And some of you know this year, we've been interviewing some of our amazing friends, some interesting champion nonprofit organizations who are making a difference in the different topics that we've chosen for the brokenhearted

The paragraph include elements of persuasive, which one of **provide evidence**. With the sentence "**been interviewing some of our amazing friends**"the sentence mentions that they have been interviewing "amazing friends" and nonprofit organization who is expert in various topics related to the brokenhearted. This statement provides evidence of their commitment to gathering

information, insights, and expertise from credible sources. These interviews serve as tangible proof of their dedication to addressing the chosen topics and supporting their discussion with valuable information.

(Datum 04)

Minutes (18.20)

Common Ground

You want to know why? Because it's not worth it. It's not worth the humor, isn't worth the entertainment. It's not worth your ego. And it's not worth you maintaining a reputation of being the person that's okay with something that's actually not okay.

The paragraph include elements of persuasive, which one of **common ground**. With the sentence ***"You want to know why? Because it's not worth it. It's not worth the humor, isn't worth the entertainment. It's not worth your ego"***, the paragraph establishes common ground by encouraging the audience to consider the personal and moral implications of their actions. It assumes a shared understanding that most people do not want to be associated with harmful behavior or maintain a reputation of condoning it. By addressing the audience's potential empathy and sense of right and wrong, it creates a shared perspective on the issue.

After analyzing all the data obtained in Nick Vujicic's video, the researcher found 4 steps of persuasion, they are; establish credibility, common ground, provide evidence, and connect emotion. . The researcher provides the data analysis in the previous subchapter. The researcher found that each step of persuasion process has the important to effective persuasion. A more detailed explanation is described as follows.

That is made the researcher get answer to research question (research questions, there is: how is the persuasion used by Nick Vujicic in YouTube video?). For this reason, the researcher will discuss how the process of persuasion is obtained more detailed. The first is establish credibility, Credibility in persuasive refers to the perceived trustworthiness, expertise and reliability of the person or source

delivering a persuasive message. To produce the trustworthiness, the speaker can begin with telling the speaker experiences and value, from the experiences and value will help the audience start to believe in what the speaker says (Ginting, 2019). Credibility is the cornerstone of effective persuading; without it, a persuader won't be given the time.

The second is common ground, Framing for common ground involves presenting your argument or messages in a way that emphasizes shared beliefs, values, or interests between the speaker and audience. by highlighting areas of agreement or commonality create a connection with audience and making the audience will be receptive to the message and open to persuasion.

The third is provide evidence, The most effective persuaders use language in particular way with supplement numerical data with examples, stories, metaphors, and analogies to make their positions come alive. The use of language paints a vivid word picture and lends a compelling and tangible quality to the persuader's point of view. And the last is connect emotionally, Connect emotionally in persuasive means appealing to the emotion, values, and feelings of the audience to create a deeper and more personal connection. Good persuaders are aware of primacy of emotions and are responsive in two important ways.

In Nick Vujicic's video contains motivation related to problem to the problem of bullying that occurs in the environment. After analyzing the data, the researcher was found that the video also contained persuasive sentences that were delivered interspersed with personal experience stories. In addition, in Nick's video, there is an effective use of persuasive language as it involves four distinct and important steps. That is, the stages of persuasion. Thus, the message conveyed will be easily understood and the persuasive goal will be achieved.

CONCLUSION

The researcher conducted research on video by Nick Vujicic in YouTube. With entitled "Champions for the bullied with Nick Vujicic", this video discusses bullying with Nick sharing his knowledge and experience in his speech. The researcher has analyzed the datum and discussed based on steps persuasion in video by Nick. From the result of data analysis, the researcher concludes in the explanation below.

The researcher found the persuasive language used. This is characterized by Nick Vujicic trying to persuade the audience by providing an explanation of knowledge about bullying and sharing the speaker's life experience. This research uses Conger's theory, there is have 4 distinct and essential steps, which are; establish credibility, common ground, provide evidence, and connect emotionally.

After analyzing, there are four persuasion steps in Nick's video, namely establish credibility, common ground, provide evidence, and connect emotion. As a result, in Nick's video, there is an effective use of persuasive language as it involves four distinct and important steps. That is, the stages of persuasion. Thus, the message conveyed will be easily understood and the persuasive goal will be achieved.

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