

**PERSUASION TECHNIQUES USED BY ALL CHARACTERS IN THE MOVIE
ENTITLED *THE EDGE OF SEVENTEEN***



An Undergraduate Thesis

**Submitted as a partial fulfillment of the requirements
for *Sarjana Sastra* Degree**

Farida Ulfah Tri Wulandari

1309010011

FACULTY OF LETTERS

UNIVERSITAS MUHAMMADIYAH PURWOKERTO

FEBRUARI 2020

**PERSUASION TECHNIQUES USED BY ALL CHARACTERS IN THE MOVIE
ENTITLED *THE EDGE OF SEVENTEEN***



An Undergraduate Thesis

**Submitted as a partial fulfillment of the requirements
for *Sarjana Sastra* Degree**

Farida Ulfah Tri Wulandari

1309010011

FACULTY OF LETTERS

UNIVERSITAS MUHAMMADIYAH PURWOKERTO

FEBRUARI 2020

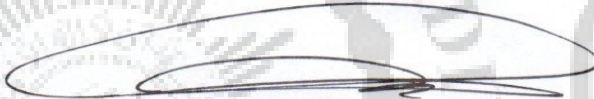
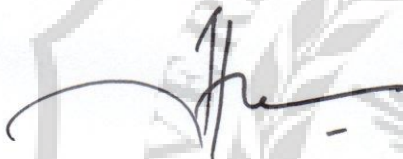
APPROVAL SHEET

This is to certify that this graduating paper entitled **"PERSUASION TECHNIQUES USED BY ALL CHARACTERS IN THE MOVIE ENTITLED THE EDGE OF SEVENTEEN"** by Farida Ulfah Tri Wulandari been approved by the advisor(s) and the Head of English Department to be examined by the Board of Examiners.

Purwokerto, 10th of January 2020

Head of English Department

Advisor



Fitri Rakhmawati, S.S., M.Pd.

Condro Nur Alim, S.S., M.A., Ph.D

NIK 2160513

NIK 2160367

VALIDATION SHEET

PERSUASION TECHNIQUES USED BY ALL CHARACTERS IN THE MOVIE ENTITLED

THE EDGE OF SEVENTEEN

An Undergraduate Paper

by

Farida Ulfah Tri Wulandari

1309010011

has been examined and approved by the Board of Examiners as one of the requirements for Sarjana Sastra degree on

THE BOARD OF EXAMINERS

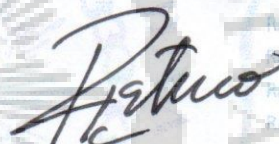
First Examiner



Khristianto, S.S., M.Hum.

NIK. 2160369

Second Examiner



Ambar Pujiyatno, S.S., M.Hum.

NIK. 2160208

Chairperson



Condro Nur Alim, S.S., M.A., Ph.D.

NIK. 2160367

**Legalized by the Dean of
Faculty of Letters**



Ambar Pujiyatno, S.S., M.Hum.

NIK. 2160208



STATEMENT OF ORIGINALITY

Name : Farida Ulfah Tri Wulandari

Student Number : 1309010011

I, the undersigned researcher of the undergraduate thesis entitled "PERSUASION TECHNIQUES USED BY ALL CHARACTERS IN THE MOVIE ENTITLED THE EDGE OF SEVENTEEN" hereby attest and affirm that the material in this thesis has not been previously submitted and published for a degree in any universities, and to the best of my knowledge, any referenced-quotations are shown in the arrangement of citations and bibliography. If later it can be revealed that this undergraduate thesis contains partly or wholly plagiarized pieces of other intellectual works of any kinds, the researcher will be ready to accept the sanction.

Purwokerto, 10th of January 2020



Farida Ulfah Tri Wulandari

MOTTO

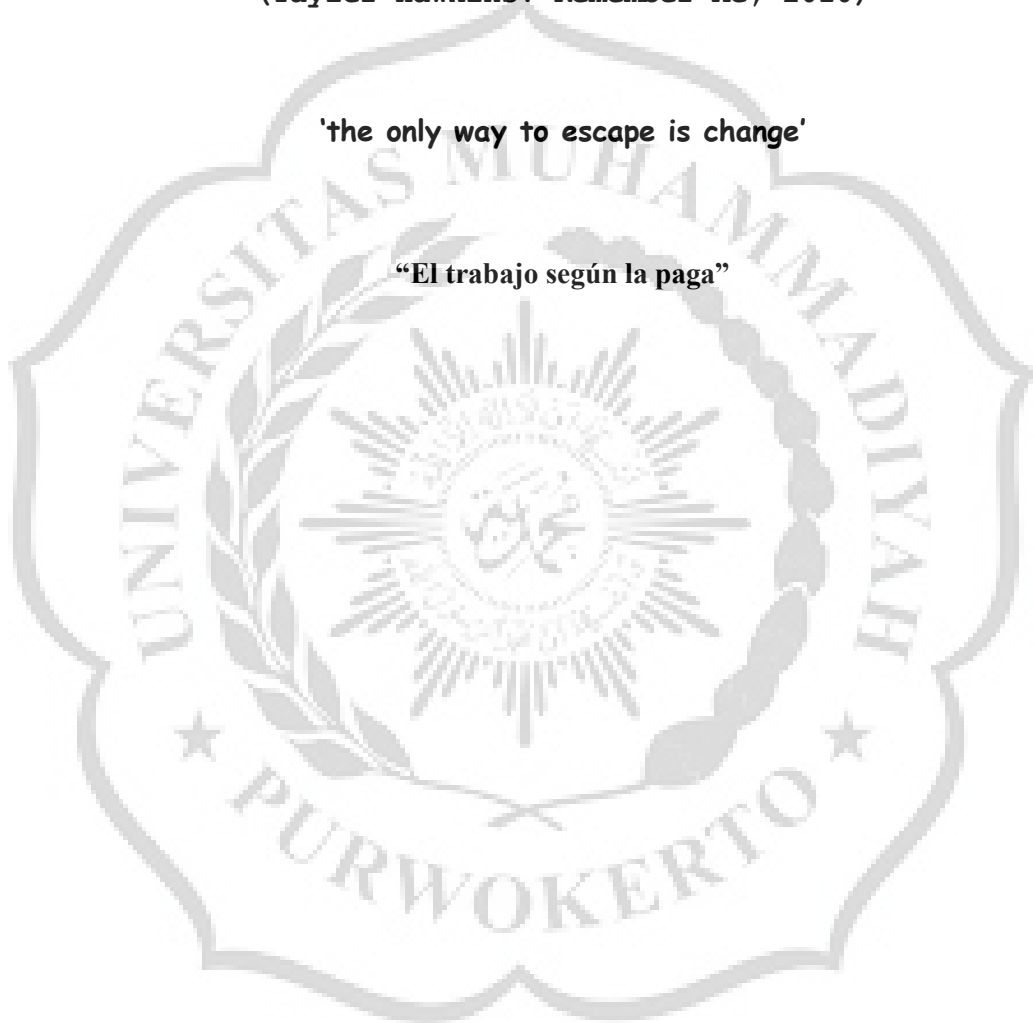
BELIEVE

"Whatever you do in life will be significant, but it's very important that you do it because nobody else will"

(Tayler Hawkins: Remember Me, 2010)

'the only way to escape is change'

"El trabajo según la paga"



DEDICATION

The researcher has spent much time to finish this thesis, so this thesis is proudly dedicated to:

MYSELF

And

The Readers



ACKNOWLEDGEMENTS

Al-hamdu lillahi rabbil 'alamin, In the name of Allah the most Merciful for all the blessings, The Lord of the World. Herewith, the humbleness and gratitude are deeply expressed unto him who has guided me and given me strength and serenity to finish this research as a partial fulfillment of the requirements for Sarjana Sastra degree in Faculty of Letters, University of Muhammadiyah Purwokerto. Indeed, the research has been done in a very long time and challenging efforts and almost surrender. Because of His love, blessing, help and encouragement through all these years while believe that miracle worker so the researcher can finish the final assignment.

Hence, the researcher would like to thank and express her gratitude and appreciations to people who always praying and gives support in finishing her undergraduate thesis. Hereby:

- ♥ The dean of Faculty of Letters, **Ambar Pujiatno, S.S., M.Hum.**, my consultant, lecturer, motivator, as well as friend who has spent so much time and love, Thank You.
- ♥ **Condro Nur Alim, S.S., M.A., Ph.D.**, as my advisor who has already given me so much helps supports and also spent much times for giving the advice, support and guidance to finish this undergraduate thesis, Thank You.
- ♥ **All of the honorable faculty of letters, Fitri Rakhmawati, S.S., M.Pd.** the head of English Department, Universitas Muhammadiyah Purwokerto, My sincere appreciation also goes to **Khristianto, S.S. M.Hum.** as my academic advisor who asking my progress, help me and gives support to finish this thesis, and also Thank you to **Titik Wahyuningsih, S.S., M.Hum.**, **Sulasih Nurhayati, S.S. M.Hum.**, **Widya Nirmalawati, S.S., M.A.**, who already guide me to gain so much knowledge and lesson in this faculty.
- ♥ **My beloved family**, especially for my beloved parents **Imam Sunarto** and **Aslamiyah** for everything, never stop to praying, your struggle with blood, sweat and tears. Because of me, you have to burn the candle at both ends to achieve my Sarjana degree. Thank you so much for your love that never stops, endless supports and believes, I am so grateful to have both of you all in my life. "I am so sorry and I Love you so Much" may Allah always bless our family.
- ♥ Thank you to **Fuad Arifudin Abi Maryo**, thank you so much for helping and caring about me (especially my thesis and the HDMI) u are my another adviser who always support me to find the direction. Thank so much Fu, May Allah always bless you. I also want to express my appreciation to my special one **Syaeful Aji Rakhman** thanks for being beside me, for love, make good mental

health, bring my spirits back and for everything especially for your supports and helps.

♥ **All of my entire friends in this Faculty of Letters and also my friends in outside the faculty** that I won't mention one by one, you all are great and very special. Thank you so much.



ABSTRACT

Wulandari, Farida Ulfah Tri, 1309010011. 2020: Persuasion Techniques Used by All Characters in The Movie Entitled The Edge of Seventeen. Undergraduate Thesis for Sarjana Sastra Degree, English Department, Faculty of Letters, University of Muhammadiyah Purwokerto.

This research aims to identify the kind of persuasive techniques are used by the characters in a conversation and also find the contribution of the maxims used to the successfulness of the conversation by all characters. From those analyses, it can be find out what the kind of persuasive techniques are used by the characters and the contribution of the maxims used to the successfulness of the conversation by all characters. The object of this study is the movie The Edge of Seventeen and utterances that is the object of analysis there are expressions by each character.

In conducting this research, the researcher applied Keraf's theory of persuasion techniques. In persuasion techniques, there are seven types of persuasion techniques; rationalization techniques, identification techniques, suggestion techniques, conformity techniques, compensation techniques, displacement techniques, and projection techniques. In addition, researchers also use the theory of politeness principles of Leech. In the principle of politeness there are six maxims that are tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim. The method used is a qualitative method used to provide more specific information related to data analysis.

Based on the research analysis, there are several persuasion technique identified in the utterances that often used by all character. Persuasion techniques that have the most percentage identified are identification technique with 24%. Rationalization technique, suggestion technique, and projection technique has the same percentage with 20%. Persuasion techniques with the lowest percentage are conformity technique and compensation technique which only have a percentage of 8%. In addition, the researcher identified the contribution of maxim politeness used to the successfulness in the conversation. Of the six maxims in politeness, the most dominant is tact maxim with percentage 31% with a success rate up to 72%. The next maxim with the percentage of 26% is approbation maxim with the number of successfulness up to 67%. Then the maxim that has a equal to the amount of 13 % is generosity maxim with the number of successfulness reaching 66%, the modesty maxim with a percentage of success of 66% and the agreement maxim with the number of successfulness up to 100%. The lowest percentage of maim with only 4% is the sympathy maxim which has a number of unsuccessful 100%.

Keywords: *persuasive technique, maxim of politeness, The Edge of Seventeen*

INTISARI

Wulandari, Farida Ulfah Tri, 1309010011. 2020: Persuasion Techniques Used by All Characters in The Movie Entitled The Edge of Seventeen. Skripsi. Sastra Inggris, Fakultas Sastra, Universitas Muhammadiyah Purwokerto.

Penelitian ini bertujuan untuk mengidentifikasi teknik persuasi yang digunakan oleh karakter saat membujuk pendengar dalam percakapan yang terjadi dan juga menemukan kontribusi maksim kesopanan yang digunakan untuk keberhasilan percakapan pada peserta atau karakter. Dari analisis tersebut akan diketahui teknik apa saja yang dipakai oleh peserta atau karakter dalam melakukan bujukan terhadap pendengar. Dan juga akan diketahui Maksim apa saja yang berkontribusi keberhasilan dalam percakapan antara peserta atau karakter dalam film tersebut. Objek dari penelitian ini adalah film *The Edge of Seventeen* dan ujaran-ujaran yang menjadi objek analisis ada ungkapan-ungkapan oleh setiap karakter.

Dalam melakukan penelitian ini, peneliti menerapkan teori teknik persuasi milik Keraf. Dalam teknik persuasi ada 7 macam teknik persuasi yaitu teknik rasionalisasi, teknik identifikasi, teknik sugesti, teknik konformitas, teknik kompensasi, teknik pergantian, dan teknik proyeksi. Selain itu, dalam meneliti kontribusi Maksim dalam keberhasilan peneliti menggunakan teori Maksim kesopanan milik Leech yang memiliki 6 maksim yaitu maksim kebijaksanaan, maksim kemurahan hati, maksim penerimaan, maksim kesopanan, maksim persetujuan, dan maksim simpati. Metode yang digunakan adalah metode kualitatif yang digunakan untuk memberikan informasi yang lebih spesifik terkait dengan data analisis.

Berdasarkan analisis penelitian, teridentifikasi beberapa teknik persuasi dalam ujaran yang sering digunakan oleh seluruh karakter. Teridentifikasi teknik persuasi yang memiliki persentase terbesar yaitu teknik identifikasi dengan jumlah 24%. Teknik rasionalisasi, teknik sugesti dan teknik proyeksi dengan persentase yang sama yaitu sebanyak 20%. Teknik persuasi dengan persentase paling kecil dimiliki oleh teknik konformitas dan teknik kompensasi yang hanya memiliki persentase sebanyak 8%. Selain itu, peneliti mengidentifikasi kontribusi maksim kesuksesan dalam percakapan. Dari keenam maksim dalam kesopanan, yang paling mendominasi adalah maksim kebijaksanaan dengan persentase 31% dengan jumlah angka kesuksesan mencapai 72%. Urutan selanjutnya maksim dengan persentase sebanyak 26% dimiliki oleh maksim kesederhanaan dengan persentase keberhasilan mencapai 67%. Lalu maksim yang memiliki jumlah setara dengan jumlah 13% yaitu maksim kedermawanan dengan persentase keberhasilan mencapai 66%, maksim kesederhanaan dengan persentase keberhasilan 66% dan maksim persetujuan dengan persentase berjumlah 100%. Maksim dengan persentase paling kecil yang hanya memiliki jumlah 4% yaitu maksim simpati yang memiliki tingkat ketidakberhasilan mencapai 100%.

Keywords: *teknik persuasi, maksim kesantunan, The Edge of Seventeen.*

TABLE OF CONTENTS

COVER PAGE	i
APPROVAL SHEET	ii
VALIDATION SHEET	iii
STATEMENT OF ORIGINALITY	iv
MOTTO	v
DEDICATION	vi
ACKNOWLEDGEMENTS	vii
ABSTRACT	ix
INTISARI	x
TABLE OF CONTENTS	xii
LIST OF TABLE	xv
CHAPTER I: INTRODUCTION	1
A.1 Research Background	1
A.2 Research Problem	4
A.3 Research Objectives	4
A.4 Research Significance	4
A.5 Research Limitation.....	5
A.6 Definition of the Key Term	5
A.7 Research Organization	6
CHAPTER II: REVIEW OF LITERATURE	8
B.1 Theoretical Framework	8
B.1.1 The Definition of Pragmatics	8
B.1.2 Persuasion	9
B.1.3 Technique of Persuasion	11
B.1.3.1 Rationalization Technique	12
B.1.3.2 Identification Technique	13
B.1.3.3 Suggestion Technique	13
B.1.3.4 Conformity Technique.....	15
B.1.3.5 Compensation Technique.....	15
B.1.3.6 Displacement Technique	16
B.1.3.7 Projection Technique	17
B.1.4 Politeness	18

B.1.5 Maxim Politeness Leech	19
B.1.5.1 Tact Maxim	19
B.1.5.2 Generosity Maxim	20
B.1.5.3 Approbation Maxim	21
B.1.5.4 Modesty Maxim.....	22
B.1.5.5 Agreement Maxim.....	23
B.1.5.6 Sympathy Maxim.....	24
B.2 Related Research	25
CHAPTER III: RESEARCH METHODOLOGY	31
C.1 Design of the Research	31
C.2 Data and Source of The Data.....	31
C.3 Method of Collecting Data	33
C.4 Technique of Collecting Data	33
C.5 Technique of Data Analysis	35
CHAPTER IV: ANALYSIS	37
D.1 Data Description.....	37
D.2 Data Analysis	38
D.2.1 Kind of Persuasive Technique used.....	38
D.2.1.1 Rationalization Technique Analysis.....	38
D.2.1.2 Identification Technique Analysis	49
D.2.1.3 Suggestion Technique Analysis	60
D.2.1.4 Conformity Technique Analysis	69
D.2.1.5 Compensation Technique Analysis	72
D.2.1.6 Projection Technique Analysis	76
D.2.2 The Contribution of The Maxim used	85
D.2.2.1 Tact Maxim Analysis.....	85
D.2.2.2 Generosity Maxim Analysis.....	97
D.2.2.3 Approbation Maxim Analysis	101
D.2.2.4 Modesty Maxim Analysis	112
D.2.2.5 Agreement Maxim Analysis	118
D.2.2.6 Sympathy Maxim Analysis	123
D.3 Discussion.....	125
CHAPTER V: CONCLUSION AND SUGGESTION	136
E.1 Conclusion	137

E.2 Suggestion	138
BIBLIOGRAPHY	140
APPENDICES	144



LIST OF TABLE

Table 1. The Result of the Kind of Persuasive Techniques	126
Table 2. The Result of the Contribution of Maxim Politeness	128
Table 3. Tact Maxim.....	128
Table 4. Generosity Maxim	130
Table 5. Approbation Maxim.....	132
Table 6. Modesty Maxim	134
Table 7. Agreement Maxim.....	135
Table 8. Sympathy Maxim.....	135

