

## ABSTRAK

**Abdul Kadir. 2020 “Teknik Retorika Debat Calon Presiden Republik Indonesia Periode 2019 - 2024”. Tesis. Padang: Program Studi Magister Pendidikan Bahasa dan Sastra Indonesia Program Pascasarjana Universitas Bung Hatta.**

Penelitian ini dilatarbelakangi perhatian masyarakat terhadap penggunaan retorika khususnya dalam debat calon presiden, mengingat retorika sangat berperan dalam proses penyampaian informasi. Masalah dalam penelitian ini adalah teknik retorika debat calon Presiden Republik Indonesia Periode 2019-2024 ditinjau dari aspek *ethos*, *pathos* dan *logos*? Tujuan penelitian ini untuk mengungkap teknik retorika debat calon Presiden Republik Indonesia Periode 2019-2024 ditinjau dari aspek *ethos*, *pathos* dan *logos*. Penelitian ini menggunakan pendekatan kualitatif dan termasuk jenis penelitian deskriptif, karena penulis mendeskripsikan penelitian secara mendalam berdasarkan metode analisis isi (*content analysis*). Teori yang digunakan adalah teori Aristoteles untuk menganalisis teknik retorika bentuk *ethos*, *pathos* dan *logos*. Data penelitian berupa teks tuturan calon Presiden Republik Indonesia Periode 2019-2024 yakni Joko Widodo (JW) dan Prabowo Subianto (PS) dengan tema Hukum, HAM, Korupsi dan Terorisme. Temuan penelitian ini menunjukkan bahwa calon presiden nomor urut 01 JW dalam berdebat tidak maksimal menerapkan teknik retorika: *kesatu* bentuk *ethos*, hal itu terlihat dari tuturan calon presiden nomor urut 01 JW dalam mengikuti debat yang tidak sepenuhnya menguasai materi dan terus menerus melihat naskah serta kurang mematuhi tata tertib debat karena saat tanda waktu berakhir JW tetap berbicara, namun di segmen III di bagian sesi tanggapan hingga segmen V JW mulai menggunakan tangannya sebagai penguat pernyataan sedangkan PS secara keseluruhan telah menerapkan teknik retorika bentuk *ethos*, hal itu terlihat dari segi penyampaian yang sangat menguasai materi didukung dengan gerakan tangan dan intonasi yang bervariasi saat berbicara. PS juga memiliki kemampuan berbahasa asing yang lebih fasih dibandingkan dengan JW, *kedua* teknik retorika aspek *pathos* dalam tuturan PS ditemukan sebanyak 38 kali penggunaan sedangkan JW hanya 25 kali hal ini dapat dimaknai bahwa calon presiden nomor urut 02 PS lebih dominan menggunakan teknik retorika bentuk *pathos* untuk memengaruhi pendengar dengan cara memberikan pemaparan terkait program yang akan dilaksanakan, *ketiga*, calon presiden nomor urut 01 JW menggunakan teknik retorika bentuk *logos* sebanyak 21 kali sedangkan calon presiden nomor urut 02 hanya 14 kali karena JW dalam berdebat lebih sering menggunakan sejumlah fakta yang dilengkapi contoh serta pengalamannya menjadi presiden untuk mendukung pernyataannya. Dari hasil penelitian dapat disimpulkan bahwa calon presiden nomor urut 02 PS dalam berdebat lebih baik dari calon presiden nomor urut 01 JW.

***Kata Kunci: Teknik, Retorika, Calon Presiden, Ethos, Pathos dan Logos***

## ***ABSTRACT***

**Abdul Kadir. 2020 "Rhetoric Technique for Presidential Candidates of the Republic of Indonesia 2019-2024 Period".Thesis. Padang: Program Masters in Indonesian Language and Literature Education Postgraduate Program at Bung Hatta University.**

This research is motivated by the public's attention in using of rhetoric, especially in debating presidential candidates, bearing in mind that rhetoric plays an important role in the process of delivering information. The problem of this study is the rhetorical technique of the candidates for President of the Republic of Indonesia for the 2019-2024 period in terms of aspects of ethos, pathos and logos? This study is aimed to reveal the rhetorical techniques of the candidates for President of the Republic of Indonesia for the 2019-2024 period in terms of aspects of ethos, pathos and logos. This study uses a qualitative approach and its including the type of descriptive research, because the authors describe the research in depth based on content analysis methods. This study uses theory of Aristotle to analyze the rhetorical techniques of the forms of ethos, pathos and logos. The research data were in the form of text of the candidates for the President of the Republic of Indonesia in the 2019-2024 period, namely JokoWidodo (JW) and PrabowoSubianto (PS) by the theme of Law, Human Rights, Corruption and Terrorism. The findings of this study indicate that the presidential candidate number 01 JW in the debate does not optimally apply the technique of rhetoric: one form of ethos, it can be seen from the speech of the presidential candidate number 01 JW in participating in a debate that is not fully mastering the material because it constantly looks at the manuscript and lacks compliance the order of debate because when the time mark is over JW still continues talking, but at the Third segment, in the response session until segment V JW begins to use his hands as a reinforcement of the statement delivered. While PS as a whole has adopted the rhetorical technique of ethos forms, it can be seen from the beginning of speaking starting from segment I to segment VI that seemed to be very master of the material supported by varied hand movements and intonation while speaking. PS also has foreign language skills that are more fluent compared than JW in speaking English, both aspects of the pathos rhetoric technique in the debates of the candidates for President of the Republic of Indonesia were found 38 times of usage while JW was only 25 times this can be interpreted that presidential candidates number 02 PS more dominant to use pathos form rhetoric techniques to influence the listener by giving exposure related to the program to be implemented, third, presidential candidate number 01 JW uses logos form rhetoric technique 21 times while presidential candidate number 02 is only 14 times because JW is in more debate often uses a number of facts by giving examples and his experiences as president to support his statement.

**Keyword: *Rhetoric, Candidate of Presidents, Ethos, Pathos and Logos***