



**PERSUASIVE STRATEGIES IN THE PREACHING OF A MUSLIM
LEGENDARY COMMANDER NAMED THARIQ BIN ZIYAD IN
SPAIN CONQUEST: A DISCOURSE ANALYSIS**

THESIS

Presented to the English Department, Faculty of Humanities, Universitas Jember as One
of the Requirements to Achieve Sarjana Sastra Degree in
English Studies

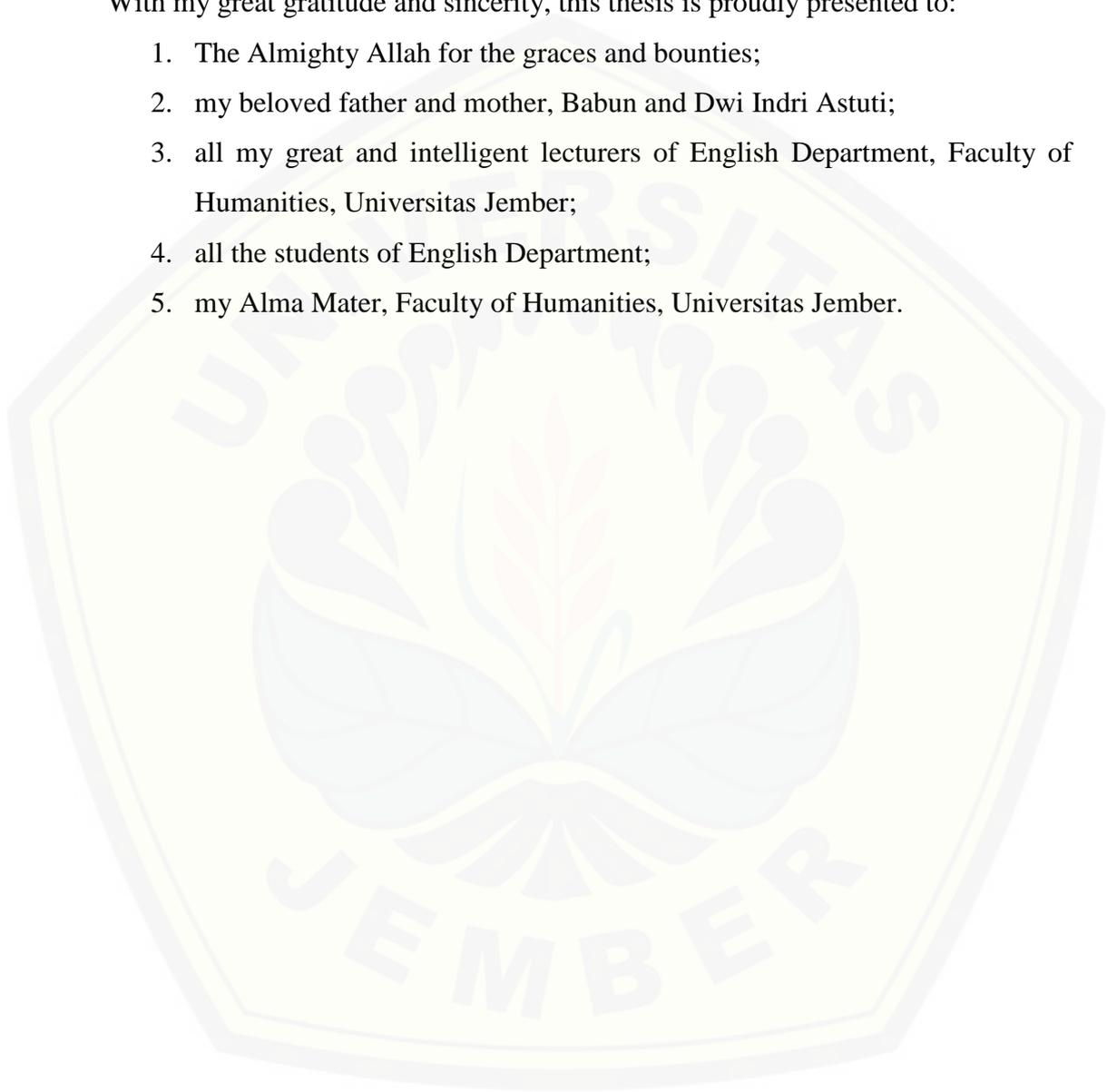
**Written by:
Hendro Siswoko Putro
100110101074**

**ENGLISH DEPARTMENT
FACULTY OF HUMANITIES
UNIVERSITAS JEMBER
2017**

DEDICATION

With my great gratitude and sincerity, this thesis is proudly presented to:

1. The Almighty Allah for the graces and bounties;
2. my beloved father and mother, Babun and Dwi Indri Astuti;
3. all my great and intelligent lecturers of English Department, Faculty of Humanities, Universitas Jember;
4. all the students of English Department;
5. my Alma Mater, Faculty of Humanities, Universitas Jember.



MOTTO

“But know that if you only suffer for awhile, you will reap in the end an abundant harvest of pleasures and enjoyments.”

-[Thariq Bin Ziyad](#)-



DECLARATION

I hereby utter that this thesis entitled **“Persuasive Strategies in The Preaching of A Muslim Legendary Commander Named Thariq Bin Ziyad in Spain Conquest: A Discourse Analysis”** is an original piece of writing. I declare that the research and the analysis of data described in this thesis have never been publicized by any publications. This thesis is supported by accurate data and trustworthy sources to give the best work and knowledge for the writer and the readers as well.

Jember, June 7th, 2017
The Writer,

Hendro SiswokoPutro
SN 100110101074

APPROVAL SHEET

Approved and received by the Examination Committee of English Department, Faculty of Humanities, Universitas Jember.

Name : Hendro Siswoko Putro

Student Number : 100110101074

Title : “Persuasive Strategies in The Preaching of A Muslim
Legendary Commander Named Thariq Bin Ziyad in Spain
Conquest: A Discourse Analysis”

Day/Date : Wednesday/June 7th, 2017

Place : Faculty of Humanities, Universitas Jember

Examination Committee

Chairman,

Secretary,

Dr. Sukarno, M.Litt.

NIP.196211081989021001

Riskia Setiarini, S.S., M.Hum.

NIP. 197910132005012002

The Members:

1. Drs. Albert Tallapessy, M.A.,Ph.D (.....)

NIP. 196304111988021001

2. Sabta Diana, S.S., M.A. (.....)

NIP. 197509192006042001

Approved by,

The Dean

Prof. Dr. Ahmad Sofyan, M.Hum.

NIP. 196805161992011001

ACKNOWLEDGMENT

My best praise is due to the almighty Allah, for the grace and bounty as marvelous gifts including times, chances, and experiences with your fascinating ways in this life. Thanks for helping me to meet with lecturers and friends who become my partner to enrich knowledge, so that I was able to finish writing this thesis entitled *Persuasive Strategies In the Preaching of A Muslim Legendary Commander Named Thariq Bin Ziyad in Spain Conquest: A Discourse Analysis*.

Honestly, I recognize that this thesis is far from perfect. This thesis cannot be produced without the precious assistances and people's participations as the proof readers. Therefore, I would like to convey my honorable regards and thanks to the following people who have assisted me in writing this thesis:

1. Prof. Dr. Ahmad Sofyan, M.Hum., the Dean of Faculty of Humanities, Universitas Jember;
2. Dra. Supiastutik, M.Pd., the Head of English Department, Faculty of Humanities, Universitas Jember;
3. Dr. Sukarno M.Litt., my first supervisor, and Riskia Setiarini, S.S., M.Hum., my second supervisor who have guided me and helped me to finish writing this thesis by giving the best of their knowledge, patience, and advice;
4. my first examiner, Drs. Albert Tallapessy, M.A., Ph.D. and my second examiner, Sabta Diana, S.S., M.A. who have given me the best of knowledge to improve this thesis;
5. all lecturers of English Department, Faculty of Humanities, Universitas Jember who have given me a lot of knowledge, valuable advices wisely and educated me patiently during studying in this faculty;
6. the librarians of Faculty of Humanities and Central Library of Universitas Jember;
7. my parents who always love me, pray, give supports and advices for me;

8. all staff of English Department;
9. all my friends in English Department from 2008-2010, especially the students of English Department academic year 2010-2011 for sharing knowledge and experience;
10. those who cannot be mentioned one by one who have given me motivation, support and prayer.

May Allah give them mercy and blessed life. I hope this thesis gives contribution for those who concern with linguistics.

Jember, June 7th, 2017

The Writer

SUMMARY

Persuasive Strategies in The Preaching of A Muslim Legendary Commander Named Thariq Bin Ziyad in Spain Conquest: A Discourse Analysis; Hendro Siswoko Putro; 100110101074; 2017; 65 pages; English Department, Faculty of Humanities, Universitas Jember.

As one of the function of the language, persuasion takes an important part in social interaction such as advertisement, political campaign and the war with the purpose of changing the people mind. In this research, persuasive strategies were applied in raising the morale of the troops. In investigating this case, the researcher applied discourse analysis approach as the discourse is one of devices investigating the language in use.

There were six persuasion types found in the preaching such as direct persuasions, indirect persuasions, persuasions using figurative language, persuasions using reference, persuasion using analogy and persuasion using causal. The most persuasion types found were indirect persuasion with six utterances. Furthermore, in uttering persuasion, the speaker applied six persuasion techniques in the preaching namely rationalization, identification, suggestion, conformity, compensation and projection. The most technique of persuasions applied by the speaker was suggestion.

Those utterances were aimed to convince the troops by changing their mind such as banishing their fear and hesitancy. They were also aimed to stimulate the troops in increasing their belief of their mission in that expedition. The last, after being supposed to be convinced and stimulated, those utterances were aimed to do the action of the previous utterances by the troops. Therefore, the conclusion of this research is persuasive strategy may become one of the factors of the Muslims troops' in achieving victory of a great history of Europe continent, the Spain conquest.

TABLE OF CONTENTS

DEDICATION.....	ii
MOTTO	iii
DECLARATION.....	iv
APPROVAL SHEET	v
ACKNOWLEDGMENT	vi
SUMMARY	viii
TABLE OF CONTENTS.....	ix
LIST OF TABLES	xi
CHAPTER 1. INTRODUCTION	1
1.1 The Background of the Study	1
1.2 The Research Topic	4
1.3 The Research Problem	4
1.4 The Research Questions.....	4
1.5 The Scope of the Study	5
1.6 The Research Purposes	5
1.7 The Significances of the Study	5
1.8 The Organization of the Thesis.....	6
CHAPTER 2. LITERATURE REVIEW & THEORITICAL FRAMEWORKS.....	7
2.1 The Review of the Previous Researches.....	7
2.2 The Review of the Related Theories.....	10
2.2.1 Discourse.....	10
2.2.2 Persuasion	13
2.2.3 Theoretical Framework	21
CHAPTER 3. RESEARCH METHOD.....	24
3.1 Type of Data	24
3.2 Research Strategy.....	25
3.3 Data Collection	25

3.4	Data Processing.....	26
3.5	Data Analysis	26
CHAPTER 4. RESULTS AND DISCUSSION.....		29
4.1	Research Result.....	29
4.2	Discussion	31
4.2.1	The Analysis of the Types of Persuasion in the Preaching of Thariq Bin Ziyad	32
4.2.2	The Analysis of the Techniques of Persuasions in the Preaching of Thariq Bin Ziyad.....	41
4.2.3	The Analysis of the Goals of Persuasions in the Preaching of Thariq Bin Ziyad	54
CHAPTER 5 CONCLUSION		62
REFERENCES.....		63
APPENDIX		

LIST OF TABLES

Table 1 The List of Total Utterances According to the Types of Persuasions..... 30

Table 2 The List of Total Utterances According to the Techniques of Persuasions . 30



CHAPTER 1. INTRODUCTION

This chapter consists of the background of the study which explains why the research is worth and what the object of the studies. Furthermore, this chapter also consists of the research topic, the research problem, the research questions, the goals of the study, the scope of the study, the significances of the study and the organization of this thesis. They will be explained further as follows:

1.1 The Background of the Study

Language has several functions. One of them is the function to persuade the people. Chaer (2003:75) stated that there were six functions of language such as expressive function, argumentative function, influencing information, explorative function, persuasive function and entertaining function. The persuasion function means that language may order the people to do something. It is used to touch the feeling of the participants or listener in receiving it, for instance, an artist reads a poem to sweep the listener, a military general inspires his troops in order to encourage them before starting the war, etc.

Persuasion generally can be defined as a way to change the people's mind. Keraf (2001:118) stated that persuasion is a verbal art which is aimed to convince someone to do something based on the speaker's purposes at the time or in the future. Furthermore, according to Perloff (2003:1), persuasion is a symbolic process in which communicators try to convince other people to change their attitudes or behaviour regarding an issue through the transmission of a message, in an atmosphere of free choice. Persuasion is commonly used in marketing, politics, warfare etc. A marketer of a company needs to use persuasive communication in order to make the product of his company sold well. Moreover, a politician also uses a persuasive speech to convince when he does a campaign.

Another example is a military general will also use persuasive communication to raise the morale of the troops before starting a war.

Persuasion process may occur in public speaking such as speech, sermon and advertisement. There were many speakers using persuasive strategies to persuade the people in order to agree with his purpose in public speaking. One of them is the president of United States of America, Barrack Hussein Obama in his inaugural speech as USA President. One of his persuasive utterances was found in *'For we know that our patchwork heritage is a strength, not weakness. We are a nation of Christians and Muslims, Jews and Hindus, and non-believer. We are shaped by every language and culture, drawn from every end of this Earth.'* (Altikriti 2016:56). In his persuasive speech he asserted his vision for a new America with a new spirit. Moreover, he also used persuasive strategy to convince the American about equality factor of men and women as spirit of togetherness.

Similarly, persuasive strategies were also carried out by a Muslim Commander, Thariq Bin Ziyad, in Spain Conquest several centuries ago. It was the battle between the Muslim troops against Roderick, the King of Spain. Muhajir (2009: 20) stated:

In 711 CE Tariq Bin Ziyad landed 7,000 fighters at Jabal Tariq, (Gibraltar), to begin the invasion of Spain through a continuous northward thrust of raids deeper and deeper into Visigothic territory. ... Tariq ibn Ziyad defeated King Roderic, the last Visigothic ruler of Hispania, at the Guadalete River in the south of the Iberian Peninsula. Tariq goes on to take Tulaytula, while a detachment under Mugeyth Al-Rumi took Qurtuba. Due to internal strife within the Visigoth kingdom and the discipline of the Mujahideen, the Muslim army easily defeated Roderic's army of over 20,000 men almost without resistance.

Logically, although the number of Muslim troops was less than the number of the enemy troops, the Muslim troops could reach the victory. The interesting one was in his preaching. Before starting the war, Thariq bin Ziyad preached to his troops then led to raise their morale. After hearing his preaching, his troops replied, "We are ready to follow you, O Tariq! We shall all, to the last man, stand by you, and fight for you; nor could we avoid it were we otherwise disposed... (Muhajir, 2009:14)". As stated by Saddock (2004:53), we could do all sorts of

things from aspirating a consonant, to constructing a relative clause, to insulting a guest, to starting a war. Thus, the focus of the discussion in this case will be how Thariq bin Ziyad inspired his troops in the warfare by using persuasive strategies in his preaching.

Preaching must relate to the role of language in a communication process, that is persuasion. In order to change and convince the listener's mind, the strategies of persuasions will be much required in the preaching before fighting in the warfare because the situation in the warfare must be in a taut and chaos situation even for those that were involved in it should bargain their soul away. Therefore, before Thariq bin Ziyad started the battle, he also preached to his troops with his popular persuasive preaching that successfully inspired his troops to fight against the enemy.

Thariq bin Ziyad used several types of persuasions that he addressed to his troops in that warfare. One of them can be found in *Behind you is the sea, before you, the enemy. By Allah! There is no salvation for you but in your courage and perseverance.*' (Makari in Muhajir, *An Incomplete History: The Muslims of Spain Post 1492 - 897* / In A Global Context and Its Relevance to Muslim Today). It belongs to indirect persuasion. As stated by Wijana and Rohmadi (in Sukarno, 2013:217) even a non-imperative mode that urge people to do what it says is categorized as indirect act. The mode of the sentences above was declarative. However, that utterance actually contained the message that the only way to survive in the warfare is perseverance, it was shown in *There is no salvation for you but in your courage and perseverance.* Therefore, Thariq's utterance above could also be interpreted as an indirect persuasion in order to raise his troops' morale to fight.

Moreover, one of persuasions techniques used in the example of persuasion above is rationalization. Keraf (2001:123) stated that rationalization is using the basic mind process to give justification for a certain problem. He wanted to show that no other choice except fought against the enemy and achieved the victory or got sunk under the sea. This persuasion was also purposed to convince the mind of the troops. Two choices were being provided to them that if they did not want

to get drown in the sea they must-no other choice-aggressed the enemy. Thus, as the first choice, they would think if they had withdrawn from the warfare, they would have been killed for being sunk under the sea. Meanwhile, as the second choice, if they had decided to fight against the enemy troops, they would not have been slain certainly, but they possibly could strike the enemy and achieved the victory. Hence, from those choices provided, they would consider that the second choice would be a better one. In addition, he also showed the current situation to convince the mind of the troops in order to get courageous in facing the enemy troops of which number was huger than Thariq bin Ziyad's troops.

1.2 The Research Topic

The topic of the study is about persuasive strategies used in the preaching of Thariq bin Ziyad in Spain Conquest to encourage the troops before starting the war.

1.3 The Research Problem

As stated before, the number of the Muslim troops was less than the number of the enemy troops. However, the victory could be achieved by those who were in smaller number. One of the factors of the victory of the Muslim troops was language. It could be seen in his preaching before the war got started. His preaching was indicated to be able to increase the morale of the troops. Therefore, the problem of this research was how persuasion plays a role in the warfare.

1.4 The Research Questions

Language may influence people to do something. In the warfare, the morale of the troops is an important component to achieve the victory. Hence, persuasive

strategies will be much applied in warfare. Therefore, it will show us several questions which should be answered as follows:

1. What persuasion types are used in the preaching of Thariq Bin Ziyad to increase the morale of the Muslim troops?
2. What techniques of persuasions are used in the preaching to raise the morale of the Muslim troops?
3. What are the purposes of persuasions in the preaching of Thariq Bin Ziyad?

1.5 The Scope of the Study

To make this study more specific and deep, the study is focused on the persuasive strategies. Particularly, the discussion of the study is focused on the analysis of the persuasive strategies comparing the types of persuasions, the strategies of persuasions which had been uttered by Thariq Bin Ziyad in Spain Conquest and the purpose of the persuasive strategies used in the preaching.

1.6 The Research Purposes

There are three purposes of this study. First is identifying persuasion types used in the preaching to increase the morale of the Muslim troops. Second is describing the techniques of persuasions used in the preaching to raise the morale of the Muslim troops. Third is describing the purposes of persuasions in the preaching.

1.7 The Significances of the Study

It is supposed that this study gives the reader more information about language phenomena. Moreover, this study proves that the theory of Discourse is suitable to the preaching analysis, to prove them that the language may order the

people to do something. Hopefully, this study can be an additional reference for English Department students who are going to conduct the same topic related to Discourse Analysis.

1.8 The Organization of the Thesis

There are five chapters in this thesis. Chapter one is introduction. It consists of the background of the study, the research topic, the research questions, the scope of the study, the goals of the study, the significances of the study, and the organization of the thesis. Chapter two is literature review. It includes the previous researches, the review of related theories and the theoretical frameworks. Previous researches explain some studies in the previous time related to this thesis. Then, the review of related theories will elaborate the theories related to the research. Last, theoretical frameworks give information and description about theories applied in investigating the problems of this research. Chapter three is research method. It explains how the research should be carried out by using particular methods. It describes the type of research, research strategy, data collection, data processing and data analysis. Chapter four is the finding and discussion. It explains the results of this research, the discussion of this research includes the analysis of the types of persuasions, the techniques of persuasions and the goals of persuasions. Chapter five is the conclusion of this thesis.

CHAPTER 2. LITERATURE REVIEW & THEORITICAL FRAMEWORKS

This chapter discusses the review of previous researches, the review of related theories and the theoretical frameworks. The review of previous researches related to the study of persuasive strategies such as the researchers conducting to the study, the analysis of the topic and the results of the study. The literature reviews provide the review of the theories in the research. The literature review discusses the discourse analysis, types of discourse and context of situation. Persuasion includes the definition of persuasion, the types of persuasions, the techniques of persuasions and the goals of persuasions. Theoretical frameworks provide the frame of research questions and theories which are used as the tools to produce the clear analysis in the research questions. Those theories are used to analyze the language phenomena especially for the preaching which had been addressed in Andalusia or Spain Conquest. The following explanations discuss further about the previous researches, literature review and the theoretical frameworks.

2.1 The Review of the Previous Researches

There are three researchers investigating persuasive strategies. The first research was carried out by Sukarno (2013). As the source of data, he took Friday religious sermons. He did a research about how the preachers educate and remind the people to always do beneficence in religious approach by using persuasive strategies. He recorded four Friday sermons and transcribed them into text. In his research, persuasive strategies were applied in a religious sermon to influence the people. Furthermore, he used qualitative research in his research. The analysis of the research was focusing on the identification of persuasion types used in the

Friday sermons. He identified persuasions applied by the preachers and classified them into several types.

In short, he concluded that persuasive strategies as the way to educate and remind people to do beneficence were always applied. Thus, the goal of the preachers is to motivate the people to have virtue attitude. He also classified persuasion types applied by the preacher to influence the people such as direct persuasion, indirect persuasion, persuasion using figurative language, persuasion using references, persuasion using narrative, persuasion using analogy and persuasion using causal.

As the second previous research in the same field, Cahyani (2014) did a research about persuasive strategies. She took the advertisement of Smartfren provider in mass media as the source of data. The research was designed by using descriptive qualitative method. Furthermore, she used Keraf's (2001:123-131) theory of persuasion as one of the tools of analysis to find the techniques of persuasions that are rationalization, identification, suggestion, conformity, compensation, displacement and projection. In delivering the principles of persuasive strategies, she applied Aristotle's theory in Keraf (1989:121) where there were three principles of delivering persuasion that were *speaker's character and credibility*, *controlling the audiences' emotional* and *evident*. She also described the mode of advertisement and persuasive strategies which had been applied in Smartfren Commercial advertisement to attract the consumers by using theory of Cook (2001:4) such as picture, music, speech and writing.

In conclusion, she stated that Discourse Analysis, persuasive strategies and advertisements are related each other. From this study, she also found that Smartfren Advertiser used several techniques of persuasion on his commercial. They were Rationalization, Identification, Suggestion, and Conformity. Compensation, Displacement and projection techniques were not applied in Smartfren commercial. Furthermore, Smartfren advertiser combined Pictures, Music, Speech and Writing to introduce the product on television commercial. In using persuasions techniques, Smartfren advertiser used several ways to persuade people such as: (1) the personal character of the speakers; (2) the ability in

controlling the consumers' emotion; and (3) the presenters and the advertisers should give the evidences. The advertiser also used some appeals to support a persuasion act that are: feature appeal, competitive appeal, news appeal, price appeal and popular appeal.

The third previous researcher was Altikriti (2016). In that research, persuasive strategies were used in political case. He took the inaugural speeches of President Barrack Obama in 2009, 2013 and his final speech to the State Union (2016) as the source of data. He also used quantitative research in the research. The analysis of the article was focusing on the identifying and marking speech acts of persuasion through a comparative investigation to Obama's inaugural speech (2009, 2013) and his final speech to the State Union (2016). He compared the three Obama's speeches and marked them into several groups. The data were interpreted pragmatically where in persuasive sentences, the persuader attempts to achieve in his speech. He adopted the model for analysis in Bach and Harnish (1979) where the speech act framework is classified into *constative*, *directives*, *commissives*, and *acknowledgements*.

As a result, he showed that the total number of speech acts in the three of Obama's speeches were (649) speech acts where statistically the highest proportion is accounted for constative acts with 73% out of the total. Moreover, the directive acts were found 15%. Both commissive and acknowledgement acts represented 7% and 4%.

From those previous researches, it can be concluded that persuasive strategies were applied in several cases such as advertisement, religious sermons and political speeches. However, there have not been any research conducted persuasive strategies in the warfare. Thus, this research will discuss persuasive strategies applied by one of Muslim Commanders in Spain Conquest. As known that Spain Conquest is one of the great histories in Europe and this data has not been discussed linguistically.

2.2 The Review of the Related Theories

In this section, there will be several theories reviewed such as discourse analysis and theories of persuasion include definition of persuasion, persuasion factors, types of persuasion, strategies of persuasion, purposes of persuasion, and targets of persuasion. They will be explained further as follow:

2.2.1 Discourse

In daily life, human need to interact and communicate each other in politic, social, economy etc. In the process of communicating each other, the human need a tool called language. Thus, language is almost required in social interaction. These following sections will discuss discourse analysis and types of discourses.

a. Discourse Analysis

Language phenomena can take place in the human interaction. In discussing language phenomena, the discourse analysis approach will be applied. Discourse briefly can be defined as a language in context referring to action, while a text is written of interaction (communicative event). Furthermore, according to Crystal (1992:25) 'Discourse is a continuous stretch of (especially spoken) language larger than a sentence, often constituting a coherent unit such as sermon, argument, joke or narrative.' It means that discourse concerns to the how people use language in text and context; what people actual utterances and try to figure out the processes that make those utterances appear.

Discourse Analysis must relate to the analysis of the language functions. Brown and Yule stated 'The analysis of discourse is, necessarily, the analysis of language in use' (Brown and Yule 1983: I). At the same page, moreover, they also stated 'discourse analysis is committed to an investigation what that language is for' (Brown and Yule 1983: I). In addition, according to Fasold and Linton (2006:192) 'all approaches to Discourse Analysis address the function of language,

the structure of text and the relationship between text and context.’ From those statements above, it can be concluded that discourse analysis entirely investigates the use of the language in communication and social interaction such are the structure of text and the relationship between text and context. Moreover, it is also stated that discourse cannot separately conduct from the text and context, those have correlation each other.

1) Text and Context

As stated above, discourse cannot separate the text and context. Text is a unity of language which consists of the sentences to shape a meaningful utterance.

According to Fairclough (1995:4):

‘A text is traditionally understood to be a piece of written language-a whole ‘work’ such as a poem or a novel, or a relatively discrete part of a ... as a chapter. A rather broader conception has become common within discourse analysis where a text may be either written or spoken discourse, so that for example, the words used in a conversation (or their written transcription) constitute a text’.

It means that a text in traditional meaning is a piece of written language which works as poem or a novel. In a broader view, text has become common with discourse analysis. It becomes the object of discourse analysis, both of written or spoken. In the term of text and discourse, Nunan (1993:6) stated ‘Text refers to any written record of communicative event, discourse refers to the interpretation of the communicative event in context’. He also stated that the event of the text may come to spoken or written. The spoken event could be found in a sermon, a casual conversation, a shopping transaction whereas the written one such as a poem, a newspaper advertisement, a wall poster, a shopping list and a novel. However, at the same page he stated that the term between text and discourse are interchangeable.

In addition, a text is affected by a context. Context plays a role in creating a meaning of the text itself. Thus, in analyzing the text, the context should also be investigated. According to Brown and Yule (1983:25) ‘context is a circumstance where the language is being used.’ It means that the context influences the information in the text itself.

2) Context of Situation

Brown and Yule (1983:36) illustrated context of situation in the following illustration:

- a. *Speaker*: a young mother, *hearer*: her mother-in-law, *place*: park, by a duckpond, *time*: sunny afternoon in September 1962. They are watching the young mother's two-year-old son chasing ducks and the mother-in-law has just remarked that her son, the child's father, was rather backward at this age. The young mother says: I do think Adam's quick.
- b. *Speaker*: a student, *hearers*: a set of students, *place*: sitting round a coffee table in the refectory, *time*: evening in March 1980. John, one of the group, has just told a joke. Everyone laughs except Adam. Then Adam laughs. One of the students says: I do think Adam's quick (In each case phonological prominence is placed on Adam.) Clearly we can do a formal analysis on these tokens and, in both cases, the speaker says of Adam that he is quick. It is clear, however, that the utterances in the contexts of situation in which they are cited, would be taken to convey very different messages. In (a) we shall simplistically assume that the referents of I and Adam are fixed by spatio-temporal co-ordinates. This 'Adam' is being compared (or contrasted), favourably, with his father. Quick, may be interpreted, in the context of backward, as meaning something like 'quick in developing'. In (b) different referents for I and Adam are fixed spatiotemporally. This 'Adam' is being compared (or contrasted) not with his father and favourably, but with the set of other students unfavourably. In this case quick must be interpreted as meaning something like 'quick to understand I react I see the joke'. Moreover, since it is said in a context where Adam has just manifestly failed to react to the punch-line as quickly as the set of other students, the speaker (given this type of speaker to this type of hearer in this type of surroundings) will be assumed not to be intending to tell an untruth, but to be implicating the opposite of what she has said.'

b. Types of Discourses

There are several types of discourse according to Kinneavy (1969:4) such as expressive discourse, referential discourse, literary discourse and persuasive discourse. Expressive discourse is a discourse type in which language is used as a vehicle to express some personality's aspect by the encoder (the person who encodes the message). The second is referential discourse. It is a type of discourse

in which the use of language stresses the ability of the language to reproduce reality in a manner of speaking. Next, literary discourse refers to the type of discourse where the text is the focus of the process as worthy of being appreciated in its own right. The last types is persuasive discourse, it is focusing on the decoder that is the other person involved in the process of receiving the message. In persuasive discourse, what essential is the encoder, reality, and language itself all become the instrument of the achievement of some practical effects in the decoder. Furthermore, Lakoff (in Hardin, 2010:155) stated that persuasive discourse is the nonreciprocal “attempt or intention of one party to change behavior, feelings, intentions, or viewpoint of another by communicative means”. The examples of persuasive discourse are: advertising, propaganda, political rhetoric, and religious sermon. Persuasive discourse can be identified by the use of deviating imperative sentence. According to Munandar (2001:150) ‘the specific characteristic of persuasive discourse in the written text is the use of imperative sentence deviation.’ This means that the characteristic of persuasive discourse is the deviation of imperative sentence. This imperative mode is usually applied to order the participant. Nevertheless, in persuasion context, this mode diverges from imperative into persuasive to shift the imperative trace. Thus, the preaching of Thariq bin Ziyad also belongs to persuasive discourse.

2.2.2 Persuasion

Language plays an important role in a communication process of the people. That is called persuasion. There are several items explained about persuasion such as definition of persuasion, the types of persuasions, the techniques of persuasions, and the goals of persuasions. They will be explained in the following terms:

a. The Definition of Persuasion

Persuasion generally can be defined as a way to change the people's mind. Furthermore, according to Perloff (2003:1) 'Persuasion is a symbolic process in which communicators try to convince other people to change their attitudes or behavior regarding an issue through the transmission of a message, in an atmosphere of free choice.' Moreover, Keraf (2001:118) stated that persuasion is a verbal art which is aimed to convince someone to do something based on the speaker's purposes at the time or in the future. This means that persuasion is used to influence the people's mind. A speaker needs to make his objects believe to do something. Hence, from persuasion process, the people as the objects of persuasion will be convinced to do something we order by their consciousness without any force. In communication process, there are many examples of persuasions used by the speakers to change people's mind. For example, an advertiser convinces his consumers to purchase his product by using persuasion.

b. Types of Persuasions

There are several utterances in communication process, but not all utterances can be inferred as persuasion. Persuasion can be identified into several types or characteristic. Sukarno (2013:217-226) classified persuasion into several types such as:

1) Direct persuasion

Direct persuasion comes in imperative mode which is sometimes changed into the polite one to persuade the people. This persuasion type is usually started by words such as; *let, come, please* etc. Those words mean to ask or order the people to do something politely. Moreover, relating to the sense of language, the pronoun *you* usually is replaced by *we/us*. It means that direct persuasion is the deviation of imperative sentence. For instance, *let us save our world*. The example shows us the word *let* which means an allurements and pronoun *us* to make it more polite.

2) Indirect persuasion

The second persuasion type is indirect persuasion. It is different from the direct one that usually comes in imperative mode. However, indirect persuasions are usually found in declarative or interrogative mode. Wijana and Rohmadi (in Sukarno, 2013:217) stated that the non-imperative mode which could be interpreted to contain a message by the participants so that they do something, it belongs to indirect act. This persuasion type is more obscure than the direct persuasion, because it needs an interpretation to understand it as persuasion. For example, ‘...for we know that our patchwork heritage is a strength, not a weakness. We are a nation of Christians and Muslims, Jews and Hindus, and non-believers. We are shaped by every language and culture, drawn from every end of this Earth.’ (Altrikriti, 2016:56). Those utterances are declarative modes usually used for declaring. However, the context of those utterances implicitly expresses persuasion. It can be identified from the sentence ‘We are a nation of Christians and Muslims, Jews and Hindus, and non-believers’ and ‘We are shaped by every language and culture, drawn from every end of this Earth.’ It means that he indirectly persuades the people in the country to be unity.

3) Persuasion using figurative language

The third persuasion type is persuasion using figurative language. Kridalaksana (1982:254) said that figurative language is a connotation used to create a specific effect which makes imaginative trace to the hearers and readers. Based on his definition, this persuasion type is used to create an imagination to the people in a communication process with the result that the people will be influenced and persuaded. In the speech or preaching, there are many persuaders using figurative language to convince the people. ‘For everywhere we look, there is work to be done. The state of our economy calls for action, bold and swift.’ (Altrikriti, 2016:56). Persuasion can be identified from the use of personification. Based on English Dictionary (2016), personification was the attribution of human nature or character to animals, inanimate objects or abstract notions especially as rhetorical figure. Form the utterance ‘The state of our economy calls for action, bold and swift.’ It sets the human activity ‘call’ into a thing like the word ‘state’.

4) Persuasion using references

The references will be used as persuasion in this persuasion type. In this context, references refer to the valid knowledge or information to support persuasion in the preaching. In the preaching or speech, references are usually found in the verses of holly books to encourage them. This persuasion type will emphasize that some references such as Quran, *Hadist*, Bible etc will convince the people so that their mind become changed. For example, '*Jesus stated in Bible John (14:28) "You heard that I said to you, I go away, and I will come to you. If you loved Me, you would have rejoiced because I go to the Father, for the Father is greater than I"*' (Zakir Naik, 2016). Reference in the statement can be identified from the quotation of Bible.

5) Persuasion using narrative

This persuasion is almost the same as the previous, but it more uses the history tale of the past event like *shirah nabawiyah*, the history of the patriot or the history of prophets in facing life as the example. In a religious preaching, this narration will be correlated to the life today so that the people make it as the lesson. For example, '*The patriots of 1776 did not fight to replace the tyranny of a king with the privileges of a few or the rule of a mob. They gave to us a republic, a government of, and by, and for the people, entrusting each generation to keep safe our founding creed.*' (Altrikriti, 2016:58). Persuasion can be identified from the story about patriots' struggle in the past time.

6) Persuasion using analogy

Analogy sometimes also belongs as one of the types of persuasions. This is because analogy is able to ease the people to understand the utterances addressed. Kridalaksana (1982:85) said that analogy is comparing between two things or two different things as the effort to extend the meaning of the word to create the specific effect. This persuasion type is comparing an act or thing to another one that makes the people understand and accept the allurements. '*The Imamah (rule) is like a shield which protects the ummah, but today where is the shield (rule) which protects and dignifies the ummah?*' (Soldier of Allah, 2009). The analogy in the utterance is in the clause '*The Imamah is like a shield which protects the ummah*'. It compares between *imamah* (state) and the shield to make people understand that the function of the shield is to protect the people.

7) Persuasion using causal

The last persuasion type is using causal. This persuasion type sets the causal syllogism. In this utterance, there are two or more clauses that are main clause and explanatory clause. The main clause utters the results that have been emerged by explanatory clause (Johnstone 2008:246). Those clauses are usually connected by words *thus, because, therefore* etc. For example, '*It's up to you and me, to create a history or become history.*' (Soldier of Allah, 2009). Persuasion using causal can be identified in the word *or* which is showing the causal of the choices offered and selected.

c. The Techniques of Persuasions

According to Keraf (2001:123-131), there are several techniques of persuasion. Those will be explained as follows:

1) Rationalization

It is using the basic mind process to give justification for a certain problem. Some problems are found usually can be the reason of thing, thus it can cause the justification of a persuader to support his persuasion. This technique is usually used to convince the people about the rightness of persuasions itself for the problems. However, the rightness does not have absolute characteristic, it eases the process in persuading the people so that the reasons can be justified. The specific character of this technique is engaging the ratio or mind between both of persuader and people. For example: '*Our nation is at war against a far-reaching network of violence and hatred. Our economy is badly weakened, a consequence of greed and irresponsibility on the part of some, but also our collective failure to make hard choices and prepare the nation for a new age. Homes have been lost, jobs shed, businesses shuttered. Our health care is too costly, our schools fail too many -- and each day brings further evidence that the ways we use energy strengthen our adversaries and threaten our planet.*' (Altikriti 2016:55). The reasons uttered by the speaker and become the justification to support his persuasion. By showing the reasons in the utterance, he wanted to show the

current situation of the country in order to that persuasion can be achieved. Thus, the people will accept his reasons to follow him.

2) Identification

Persuasion attempts to reduce conflict circumstances and hesitancy. Thus, recognizing the circumstances of the people is required for a persuader. He needs to know whom he is talking to in transferring the message he will address. If the mind between persuader and target is not synchronous, it will have miscommunication in persuasion process even the targets do not understand the message. Identification technique can also be done by giving question to the people about the current situation. Moreover, this technique will reduce the conflict situation in order to ensure the target to make persuasion runs well. This persuasion technique is usually also set the identity of persuader identified as the readers or people. For instance, *'For we know that our patchwork heritage is a strength, not a weakness. We are a nation of Christians and Muslims, Jews and Hindus, and non-believers. We are shaped by every language and culture, drawn from every end of this Earth.'* (Altikriti 2016:56). As identification the process of recognizing the circumstances of the participants, it should be done of each persuader. Therefore, the speaker attempted to understand the situation of the participants. He put himself upon the people by saying *we* it means that the country is not only for a certain people, but also the people living in the country. He wants to raise the spirit of togetherness of each citizen in building the country.

3) Suggestion

Suggestion is an act to attempt influencing people to approve a certain conviction without giving reasonable reason. It usually comes into speech or words. A persuader will try to ensure the people by his speeches or words. The structure of precious words in speech or word will ease to persuade people and believing what a persuader utters with the result that the people will get impressed to the persuader. This strategy is expected by a persuader can influence the people's mind. *'For everywhere we look, there is work to be done. The state of our economy calls for action, bold and swift.'* (Altikriti, 2016:56). The suggestion usually is applied to encourage the people's mind. From the expression above, he

does not use the justification to reinforce him, but he encourages the spirit of the people to create the image that the country is calling them for an action.

4) Conformity

Conformity is an act to make self becomes similar to other or the systematical of mind to adapt self to the object of persuasion itself. In this techniques, a persuader can be the object of his persuasion it self. Conformity is also an act that is carried out by a persuader to reduce the suspense. In conformity, a persuader shows that he is able to act as the audiences. One of the characteristics of conformity is the availability of the comparison between two objects. *'The Imamah (rule) is like a shield which protects the ummah, but today where is the shield which protects and dignifies the ummah?'* (Soldier of Allah, 2009). From the utterance, the persuader is giving the image that the Muslims are not having the rule protecting them. Thus, he states the function of the Islamic rule itself to the Muslims that is like a shield. By inexistence of the rule, it is the same as that the Muslims have no shield which protects them from the threat.

5) Compensation

It is an act or the result of an effort to find or replace unacceptable thing. It is usually carried out in chaos situation. A persuader will easily influence the people to do the desirable thing by ensuring them that if they follow him, they will find something better or it is a promise that a persuader address to the people. For instance, *'It's up to you and me, to create a history or become history.'* (Soldier of Allah, 2009). The speaker is persuading the people by giving the choices upon them where they have consequences (result) each other. From the expression *'to create a history or become history'* he is attempting to convince the people that they will be a history unless they struggle.

6) Displacement

Displacement is a process which attempts to change an intention or mind into another one. Shortly, displacement is attempted to take mind off an emotion and advert it to the new object. This means, the change of aversion into affection. *'A decade of war is now ending. An economic recovery has begun. America's possibilities are limitless, for we possess all the qualities that this world without*

boundaries demands: youth and drive; diversity and openness; an endless capacity for risk and a gift for reinvention.' (Altikriti, 2016:58). The displacement shows that the worse circumstance before his attendance, but after he has come to replace the previous president he will remove the dilapidated situation which makes the people living in the fear.

7) Projection

Projection is a technique to make subject become object. If someone is asked to describe somebody he dislikes, he will attempt to describe a good thing about himself. This technique much explains about the superiority of the speaker to achieve the sympathy of the people. For instance, *'I would like to take this opportunity to run for school perfect. I believe true leadership is a quality many aspire to have, and only a few truly obtain, because in order to become a leader you must learn to follow.'* (Bartleby, 2016). From the expression, the speaker tempts to describe his good quality. This is creating the image that he is a very good person with a result that the people will trust him.

d. The Goals of Persuasion

Each persuader has a purpose and target in persuading the people. The basic purpose of persuasion is to change the people mind and agree with the purpose of the persuader. There are three persuasion purposes as the expected responses of the people after persuasion has been transferred.

According to Boundless (2016) there are three goals of persuasion they are convincing, actuation and stimulation. Those goals will be explained in the following section:

1) Convincing

As stated before persuasion is the process of changing mind of the people. In this goal of persuasion, convincing is designed to cause the audience to internalize and believe in a view point that they did not previously hold. In a sense, a convincing argument changes the audience's mind. For example, suppose you are

giving a persuasive speech claiming that Coke is better than Pepsi. This speech is aimed to change the Pepsi lover become the Coke lover.

2) Actuation

Beside to change the people's mind, a speaker usually persuades the people to do something that he purposes. This type is called actuation. Actuation is a persuasion goal designed to cause the audiences to do something or to take an action. This means persuasion is focusing to the action of the people he persuades.

3) Stimulation

Stimulation means to enhance how fervently the audience believes in an idea. In this instance, the speaker understands that the audience already believes in the viewpoint, but not to the degree that he or she would like. As a result, the speaker tries to stimulate the audiences, making them more enthusiastic about the view. For example, religious services often utilize stimulation. They are not trying to convince those of another religion to switch religion necessarily; there is an understanding that congregation already accepts part or all of the religion. Instead, they are trying to enhance the degree of belief.

2.2.3 Theoretical Framework

This research will be investigated in a discourse analysis study because it takes a significant role in human communication since it not only focuses on the language and the meaning but deeply to the some elements in communication, such as how, who, what, and when the language is used. Moreover, this data belong to persuasive discourse. There will be three questions in this research that are what persuasion types and strategies are used and what are the purposes of persuasions in the preaching. In order to answer the questions, there will be several theories used in this research. Those will be described further in as follows:

a. The Types of Persuasions

The first question in this research is finding what persuasion types used in the preaching by Thariq bin Ziyad. There will not be only one persuasion type used in the preaching because Thariq bin Ziyad used more than one type of persuasion indeed. In finding types of persuasions, the research will apply theories of Kridalaksana, Wijana & Rohmadi and Johnstone (in Sukarno, 2013:217-226). In the correlation with the question of this research, then, each persuasion found in the preaching will be identified and classified based on the characteristics of persuasions which have been determined.

b. The Techniques of Persuasions

The second question is investigating the techniques of persuasions in the preaching. To make the people are successfully convinced or persuaded, a persuader must need to pay attention to several techniques. To elaborate this question, the writer will use theory of Keraf (2001:123-131) about the techniques of persuasion. Keraf (2001:123-131) classified the techniques of persuasion into seven types that are: rationalization, identification, suggestion, conformity, compensation, projection, and displacement. Keraf explained that a persuader may use those several techniques to convince the people in the communication process. Thus, in this research, the theories will be used to find and describe the techniques of persuasion in the preaching.

c. The Goals of persuasions

The third question is finding the purposes of persuasion or why persuasion is used by the speaker. This question will be answered by Boundless theory about purposes of persuasions. According to Boundless (2016), there are three purposes of persuasions as the response of the people after being persuaded, they are convincing, actuation and stimulation. The purposes of persuasion will be described based on the identification of persuasions which have been uttered.

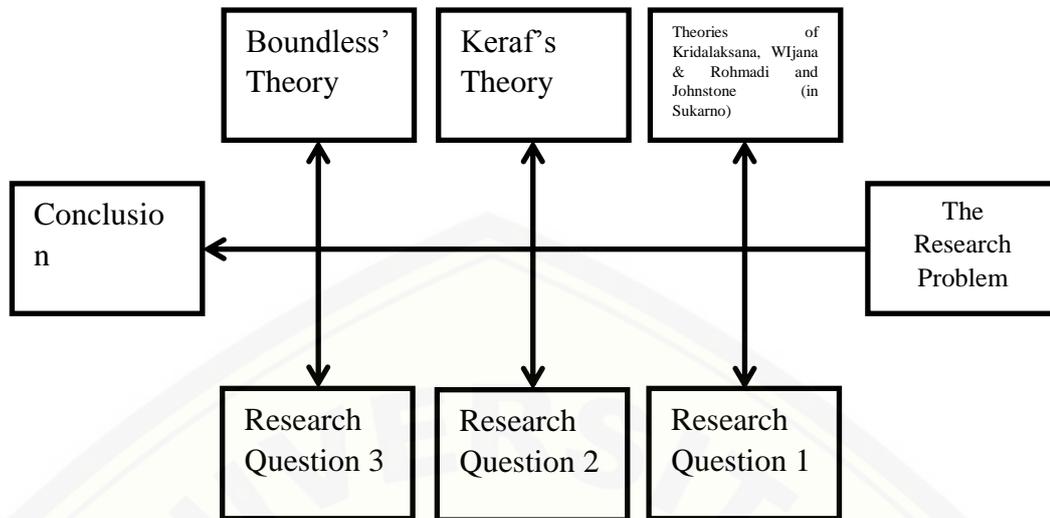


Figure 1. Theoretical Framework

CHAPTER 3. RESEARCH METHOD

This chapter contains the methods of research used in obtaining and analyzing data. The research is carried out to investigate and get more information about persuasive strategies. This chapter refers to the type of research, research strategy, data collection, data processing and data analysis.

3.1 Type of Data

According to Ruane (2005:178) 'Data is what we produce through the measurement'. It means that data are the series of information that have been obtained from a certain category. There are two types of the data namely quantitative and qualitative. Quantitative data are defined as the data which appear in number form whereas the qualitative data are the data found in the words. Denscombe (2003:232) stated 'What is different is the way the information is transformed into qualitative data (words)' or quantitative data (numbers). By the data of this research will be in the words, this research will be a qualitative research. Furthermore, it also serves the data analysis in the form of interpretation or description itself. Denscombe (2003:267) stated 'Qualitative research is an umbrella term that covers a variety of styles of social research, drawing on a variety of disciplines such as sociology, social anthropology and social psychology.' In the field of study, this research belongs to social field because it analyzes a language phenomenon. Thus, this qualitative research will be usefully applied to describe the persuasive strategy in the preaching of Muslim commander in Spain Conquest.

3.2 Research Strategy

The strategy of doing this research is using qualitative method as stated by Denscombe (2003:97) 'qualitative method is approaches that place special emphasis on the individual's view and personal experiences.' In approaching the research, qualitative method is compatibly applied to analyze persuasive strategies used by Thariq Bin Ziyad in Spain Conquest.

3.3 Data Collection

This research is a library research. As stated by Djajasudarma (1993:6) 'library research is the data and the other information which are taken from books as the data source that are very helpful to the elaboration of the theoretical reviews and problems.' Thus, the source of the data of this research is a religious preaching of a Muslim Commander, Thariq Bin Ziyad in Spain Conquest in 800 century. This source is obtained in the history book entitled '*An Incomplete History*' written by Ibn Abi Hashim Al Muhajjir.

This research will apply documentary technique as the method of collecting data. According to Denscombe, there are many kinds of document such as all the available written sources that can be taken from newspapers, magazines, records of meeting, letters, website pages, internet, diaries and so forth (Denscombe, 2007: 228-230).

The following steps to collect the data:

1. Taking the preaching text of Thariq Bin Ziyad in Spain Conquest as the source of data in a history book entitled *An Incomplete History* recounted by Imam Maqri then translated by Pasqual De Gayangos in English version.
2. Reading the text thoroughly to find the persuasive utterances applied by Thariq bin Ziyad in the preaching text.
3. After finding persuasive utterances, those utterances are sorted as the data. Then the utterances are classified into several types.

4. The data will be taken by using purposive sampling. Based on Denscombe, purposive sampling is applied to those situations where the researcher already knows something about the specific people or events and deliberately selects particular ones because they are seen as instances that are likely to produce the most valuable data (Denscombe, 2003:15). It means that purposive sampling is technique of collecting data where the researcher categorizes the data with a certain criteria. Each utterance categorized as persuasion is collected and classified.

3.4 Data Processing

The following steps to process the data:

1. After selecting the utterances in the preaching text. Next, the writer gives highlight in bold or underlined to the clauses uttered by Thariq bin Ziyad if persuasive utterances applied.
2. Labeling each utterance identified as persuasion which had been produced by Thariq bin Ziyad to persuade the audiences in the preaching.

3.5 Data Analysis

The data is analyzed by using descriptive method. Descriptive method is suitable method to analyze the data. Djajasudarma (1993:8) said that descriptive method is a method to make description, illustration or depiction accurately and systematically. Based on that, we know that the data are described, illustrated, or depicted in descriptive method. Therefore, this research will analyze the preaching of Thariq Bin Ziyad by using descriptive method. The following steps to analyze the data:

1. Sorting the clauses or sentences in the preaching characterized as persuasions. Then, those clauses will be classified based on the types of persuasion used by Thariq bin Ziyad in the preaching. To identify persuasion types in the preaching, the writer will identifying persuasion

types by applying theories of Kridalaksana, Wijana & Rohmadi and Johnstone (in Sukarno, 2013:217-226).

2. The total clauses will be described by using theory of Keraf (2001:123-131) to find the techniques of persuasions used by Thariq bin Ziyad in Spain Conquest then describe them to make clearer illustration about the techniques of persuasions.
3. In addition, after finding persuasion types and describing persuasive techniques used by Thariq bin Ziyad, the data will be investigated to find in detail the purposes of Thariq bin Ziyad in persuading the people and raising the morale of Muslim troops according to Boundless (2016).

For instance:

- 1) The Types of Persuasion
 - a. Direct Persuasion

This utterance was found in the middle of the preaching. The type of persuasion in the utterance above was direct persuasion. As stated before, direct persuasion usually comes in imperative mode which is shifted into polite one. The utterance of the speaker above also comes in imperative mode by the verb *banish* and *trust* in the beginning of the clauses as the structure of imperative sentence. Although the mode of that utterance is imperative which meant *command*, but contextually it could be interpreted as persuasion because in the war situation, the speaker actually was applying persuasive approach by convincing his troops to get audacious in fighting against the enemy.

- 2) The Techniques of Persuasion
 - a. Suggestion

That persuasion was uttered by applying suggestion technique. Several words above were in underlined types. The first were words '*banish all fear and your hearts*'. The words above were addressed by the commander to his troops. Previously, on the beginning of the preaching, the commander showed the condition of their enemy. As the human's instinct, the people indeed felt fear when they were in the war situation.

That situation might also be felt by the troops. Thus, he persuaded his troops to *banish all fear* which was still residing in their heart. This, however, will not immediately take away their anxiety. To emphasize the utterance deeper, the commander added words '*trust victory shall be ours*'. It might increase their trust to take away their fear of their enemies from their heart. The commander convinced his troops to believe that they would achieve the victory by banishing the fear and be sure that victory shall be theirs.

3) The Goals of Persuasions

a. Convincing

The goal of persuasion above was to convince his troops. It could be seen from the attempts of the Muslim commander in each clause in that utterance such as: *banish all fear from their hearts, trust that victory shall be theirs*. The commander wanted his troops convinced by using suggestion technique in the previous explanation. All of the allurements in the commander's attempts above were supposed to make his troops convinced about the victory before them.

CHAPTER 5 CONCLUSION

As one of the function of the language, persuasion takes an important part in social interaction such as advertisement, political campaign and the war with the purpose of changing the people mind. In this case, persuasive strategies were applied in raising the morale of the troops. In investigating this case, the researcher applied discourse analysis approach as the discourse is one of devices investigating the language in use.

There were six persuasion types found in the preaching such as direct persuasions, indirect persuasions, persuasions using figurative language, persuasions using reference, persuasion using analogy and persuasion using causal. The most persuasion types found were indirect persuasion with six utterances. Furthermore, in uttering persuasion the speaker applied six persuasion techniques in the preaching namely rationalization, identification, suggestion, conformity, compensation and projection. The most technique of persuasions applied by the speaker was suggestion.

Those utterances were aimed to convince the troops by changing their mind such as banishing their fear and hesitancy. They were also aimed to stimulate the troops in increasing their belief of their mission in that expedition. The last, after being supposed to be convinced and stimulated, those utterances were aimed to do the action of the previous utterances by the troops. Therefore, the conclusion of this research is persuasive strategy may become one of the factors of the Muslims troops' in achieving victory of a great history of Europe continent, the Spain conquest.

REFERENCES

- Altikriti, S. 2016. Persuasive Speech Acts in Barack Obama's Inaugural Speeches (2009, 2013) and The Last State of the Union Address (2016). *International Journal of Linguistics*, 8 (2): 47-66
- Brown, G & Yule, G. 1983. *Discourse Analysis*. Cambridge: Cambridge University Press.
- Cahyani D. L. 2014. "A *Discourse Analysis on Persuasion Technique Used in Smartfren Advertisement*." Unpublished. Thesis. Surabaya: State University of Sunan Ampel Surabaya Press.
- Chaer, A. 2003. *Linguistik Umum*. Jakarta: Rineka Cipta.
- Crystal, D. 1992. *Introducing Linguistics*. California: Penguin English.
- Dajajasudarma, T.,F,. 1993. *Metoda Linguistik Ancangan Metoda Penelitian dan kajian*. Bandung: Refika Aditama.
- Denscombe, M. 2003. *The Good Research Guide for Small-Scale Social Research Projects*. Philadelphia: Open University Press.
- Fairclough, N. 1995. *Critical Discourse Analysis: The Critical Study of Language*. New York: Longman Publishing.
- Fasold, R. W. & Linton, J.C. 2006. *An Introduction to Language and Linguistic*. New York: Cambridge University Press.
- Hardin, K. J. 2010. Trying to Persuade: Speech Acts in The Persuasive Discourse of Intermediate Spanish Learner in Kenneth A. McElhanon and A. Ger Reesink (eds.), *Mosaic of Language and Culture*, 19 (1): 155-179.
- Johnstone, B. 2008. *Discourse Analysis*. Oxford: Blackwell Publishing.
- Kinneavy, J. E. 1969. The Basic Aims of Discourse. *College Composition and Communication*, 20 (5): 297-304.

Kridalaksana, H. 1982. *Kamus Linguistik*. Jakarta: PT. Gramedia

Muhajir, I. A. H. 2009. *An Incomplete History: The Muslims of Spain Post- 897 / 1492 In A global Context And Its Relevance to Muslims Today (FirstEdition)*. Miami: Nobel Press.

Munandar, A. 2001. Analisis Struktur Retorika: Alternatif Pemahaman Koherensi Wacana Selebaran Partai Rakyat Demokratik. *Jurnal Humaniora*, 13 (2): 41-53.

Nunan, D. 1992. *Introducing Discourse Analysis*. London: Penguin Group.

Perloff, R. M. 2003. *The Dynamics of Persuasion: Communication and Attitudes in 21st Century, 2nd*. New Jersey: Mahwah.

Sadock, J. 2004. *The Handbook of Pragmatics*. Blackwell: Blackwell Publishing.

Ruane, J.M. 2005. *Essential of Research Methods A Guide to Social Science Research*. Blackwell Publishing.

Sukarno. 2013. Retorika Persuasi Sebagai Upaya Memengaruhi Jamaah Pada Teks Khotbah Jumat. *Jurnal Humaniora*, 25 (2): 215-227.

Internet

Bartleby. 2016. *Persuasive Speech: I Should Be the Next School Prefect Essay*. [serial online]. <https://www.bartleby.com/essay/Persuasive-Speech-I-Should-Be-the-Next-FKJFGZZZTC>. [February 05, 2017]

Boundless. 2016. *The Goal of A Persuasive Speech: Convincing, Actuation, and Stimulation*. [serial online]. <http://www.boundless.com/communication-textbook/persuasive-speaking14/introduction-to-persuasive-speaking-72/the-goals-of-a-persuasive-speech-convinving-actuation-and-stimulation-283-7999/>. [November 19, 2016].

Naik, Z. 2017. *Concept of God in Christianity*. [serial online]

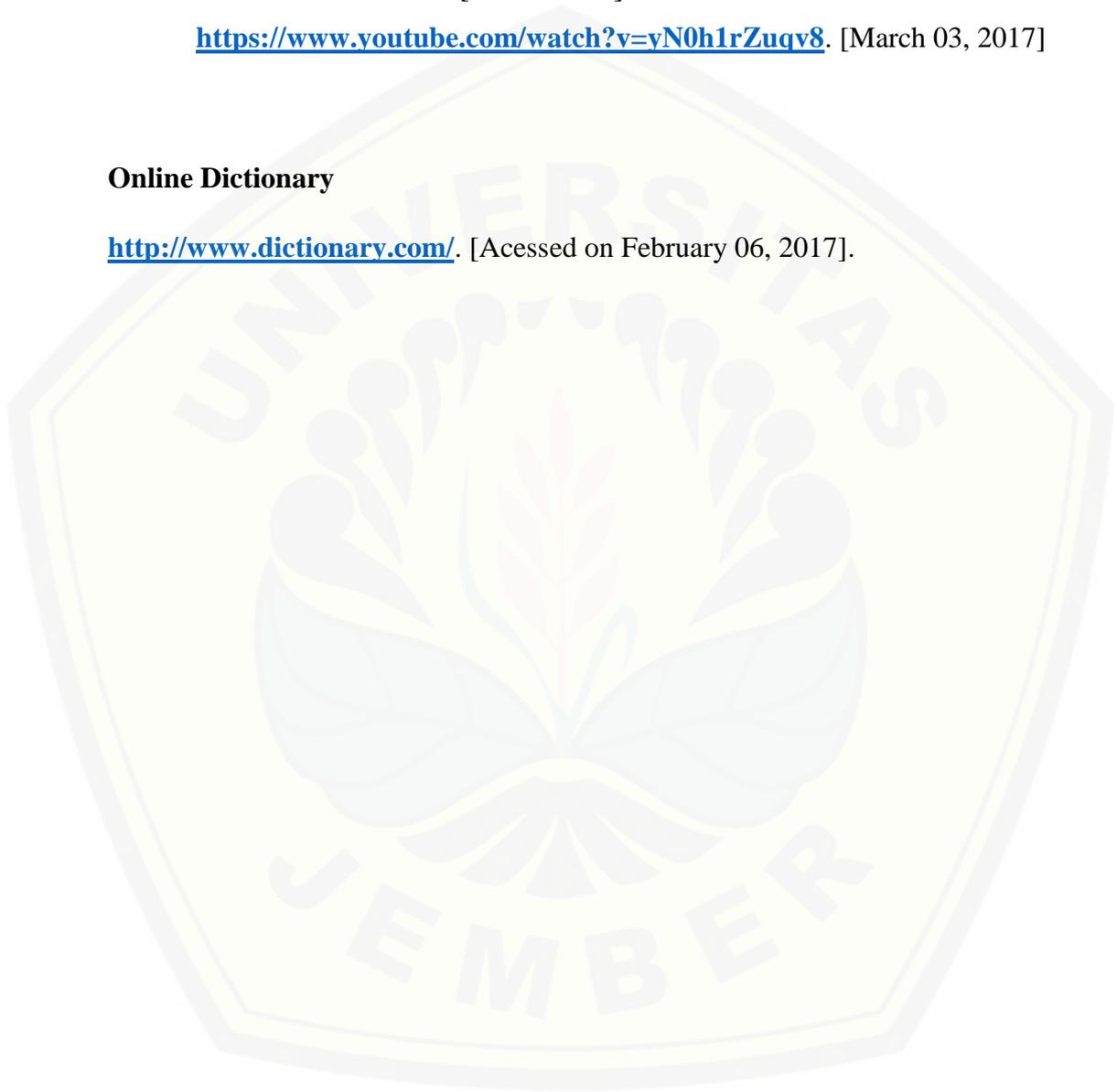
www.Islam10.com/religions/christianityconceptGod.html. [February 04, 2017] .

Soldier of Allah. 2009. *1924*. [serial online]

<https://www.youtube.com/watch?v=yN0h1rZuqv8>. [March 03, 2017]

Online Dictionary

<http://www.dictionary.com/>. [Accessed on February 06, 2017].



Appendix (The Preaching of Thariq Bin Ziyad)

“Oh my warriors, whither would you flee? *Behind you is the sea, before you, the enemy. By Allah! there is no salvation for you but in your courage and perseverance. (Datum 01) Consider your situation;—here you are on this island like so many orphans cast upon the world; (Datum 02) you will soon be met by a powerful enemy, (Datum 03) surrounding you on all sides like the infuriated billows of a tempestuous seas, and sending against you countless warriors, drowned in steel, and provided with every store and description of arms. (Datum 04) What can you oppose them [with]? (Datum 05) You have no other weapons than your swords, no provisions but those that you may snatch from the hands of your enemies (Datum 06)...Banish all fear from your hearts, trust that victory shall be ours, (Datum 07) and that the barbarian king will not be able to withstand the shock of our arms. (Datum 08) Here he comes to make us the masters of his cities and castles, and to deliver into our hands his countless treasures; (Datum 09) and if you only seize the opportunity now presented, it may perhaps be the means of your becoming the owners of them, besides saving yourself from certain death. (Datum 10) Do not think that I impose upon you a task from which I shrink myself, or that I try to conceal from you the dangers attending this expedition. (Datum 11) No: you have certainly a great deal to encounter, but know that if you only suffer for awhile, you will reap in the end an abundant harvest of pleasures and enjoyments. (Datum 12) And do not imagine that while I speak to you I mean not to act as I speak, for as my interest in this is greater, so will my behavior on this occasion surpass yours. (Datum 13)*

You know well that the khalifa Abdu-l-Malik Ibnu-l-Waleed has chosen you, like so many heroes from among the brave; (Datum 14) you know that the great lords of this island are willing to make you their sons and brethren in marriage, (Datum 15) if you only rush on like so many brave men to the fight, and behave like true champions and valiant knights; you know that the recompenses of Allah await you if you are prepared to uphold His word, and proclaim his deen in this peninsula (Datum 16)...Bear in mind that Allah

(□□□□) *will select, according to this promise, those that distinguish themselves most among you, and grant them due reward both in this world and the hereafter (Datum 17) and know likewise that I shall be the first to set you the example, and to put in practice what I recommend you to do; for it is my intention, on the meeting of the two hosts, to attack the Christian tyrant Roderic and kill him with my own hand, Insha'Allah. (Datum 18) When you see me bearing against him, charge along with me; if I kill him, the victory is ours; (Datum 19) if I am killed before I reach him, do not trouble yourselves about me, but fight as if I were still alive and among you, and follow up my purpose...If, however, I should be killed, after inflicting death upon their king, appoint a man from among you who unites both courage and experience, and may command you in this emergency, and follow up the success. If you follow my instructions, we are sure of victory, (Data 20) (Muhajir from Makkari, The History of the Mohammedan Dynasties in Spain, Vol. 1, 310-311)8”*