



Persuasive Strategies Used by Dr. Zakir Naik in his Speech in Oxford Union with Theme “Islam and the 21st Century”

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Abstract

This research aimed to describe about Persuasive Strategies Used by Dr. Zakir Naik in his Speech in Oxford Union with Theme *Islam and the 21st Century*. The background of this research is the speech that utterances by Dr. Zakir Naik are very give influence toward the audiences. The purpose of this study was (1) would like to find out types of persuasive strategies used by Dr. Zakir Naik in Oxford Union with theme Islam and 21st Century (2) would like to find out the ways of persuasive strategies are apply in the speech that used by Dr. Zakir Naik in Oxford Union with theme Islam and 21st century. This research used the theory of Gorys Keraf to find out types of persuasive strategies and used the theory of Aristotles to analysed the ways of apply persuasive strategies in the speech. This research used descriptive qualitative method to analyze the data. The object of this research is Dr. Zakir Naik speech in Oxford Union with theme Islam and 21st Century. The result of this research, there are types of persuasive strategies that found in Dr. Zakir Naik speech in Oxford Union with theme Islam and 21st century, there are 10 data indicated as rationalization strategy, 2 data indicated as identification, 8 data indicated as suggestion, 4 data indicated as conformity, 1 indicated as compensation, 16 indicated as projection and 15 indicated as displacement. Then, also found the ways of persuasive strategies are apply in Dr. Zakir Naik speech in Oxford Union, there are 4 include as appeal to emotion, 9 include as showing evidence, 7 include as personal character of the speaker.

Key Words: Persuasive, Speech, Dr. Zakir Naik.

I. Introduction

Everyday human being interact each other. Communication is the vehicle for the human being interact each other. Communication involves at least two people: the sender and the receiver to do communication. Communication is important aspect because almost all of human activity use communication. Communication is a vital part of our daily routines.¹ It means that almost all of human times do communication. In communication human needs language. Language is a tool of communication. Good communication is the successes to reach the goal of communication. Two the goals of human communication, there are to be understood and to be believed. So, language has important rules in communication. Language is the most significant part of human life. Human use language to do communication and socialize with the other people to transfer information from speaker to the listener.

In addition, human being communication full of words that have variation of purpose, it can be to sending information, idea opinion, message, and also it can be to affect the other with

¹Ferguson. *Communication Skills*. (New York:Ferguson Publishing Company. 1998). p. 1



languages that known as persuasion. Mostly the aim of communication is persuasion. Persuasive language is very important in daily life, it much found in some field of life, such as at advertisement, speech and others. Persuasion is to provide induction of belief and values into someone self by means of influence their thought and measure through positive strategy.² As we know persuasive is strategy to influence the other thought that can change their values or believe before and through positive strategy. Persuasion can help people when send their message and extending the message ,the purpose smoothly with using polite ways.

In this era globalization, the ability to persuade other people is needed. It commonly used in the world of marketing and politics. The ability to persuade the people are not easy, it used a skill or strategy to make the other people believe what the speakers mean and want which is called by persuasive strategies. The strategy of persuasion in marketing usually used in advertisement. Advertisement used to persuade consumer, so people will give attention to the products or service and interested to consume it.

In political oration or campaign, persuasive is used by the speaker when conduct a direct speech or oration to convey their idea, purpose, and belief. But also there are much of persuasive speech that there is not contain politic like religion speech for instance Dr. Zakir Naik speech that contain peace and with the purpose to change the non muslim mind about islam is terrorist and radicalism.

So, in here the researcher aim to investigation about persuasive that contain in one speech of world speaker, Dr. Zakir Naik. The writer choose Dr. Zakir Naik becomes the object because he is one of the famous person or speaker in the world and also his speech based on details source and contain much of proof. In this world, we will much found persuasive strategies used in political campaign and advertisement, but in here, the researcher wants to show that in religion speech also contain persuasive strategy like Dr. Zakir Naik as best speaker, that in his speech much contains religion learning and with greeting of peace all of his speech with purpose is to change the non-Muslim mind about Islam is terrorist and radicalism.

Based on some of his speech, there is a speech that make the researcher feel interesting, from channel Peace TV of Universal Broadcasting Limited that telecast programme in 10 foreign. Dr. Zakir Naik to be the speaker in Oxford Union. Where Oxford Union is a debate club in Oxford city England that much of the member are from students of university in Oxford city, England. And also much of the member is non muslim,the theme of the speech is "Islam and 21st century" because of that the researcher choose this speech as the object. In this speech Dr. Zakir Naik much put some evidence that happen and make correlation with the holy Qur'an. That much of the evidence said that in holy qur'an is all of the explanation is right. From the speech of Dr. Zakir Naik through channel peace TV in Oxford Union with theme " Islam and 21st Century", there are strategy that used by Dr. Zakir Naik in his speech to invite the other to believe what he states that known as persuasive strategies. In his speech, with theme islam and 21st century, he much put examples that had happened in this world and make correlation with holy Qur'an. Rationalization is one of persuasive strategy. Rationalization is use of mind process to give justification for a certain problem.

²Perloff, Richard M. *The Dynamics of Persuasion*. p. 10



II. Theoretical Framework

Most of people ever do persuasion in daily life, it will much found in this world because this is an important aspect in communication. Persuasion much found in advertising, but also there are persuasion strategies that used by people in other place or situation, for instance political, marketing, religion, and even in daily communication. By using persuasion, people will be able to avoid wrong way or unpleasant way to inform their message, conveying their product and others. Persuasion will make the conversation smoother and most of people to achieve the goal the communication with respectful. And the effect of persuasion may be positive and negative, whether they believe and follow or just listen and go did not give response.

“Persuasive 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”.³

It means that persuasion purpose is to convince or influence the listener to change their thought toward an issue and others without violence. Persuasion will much find in advertisement of products, politic speech or ever religion speech. Persuasion is derived from Latin “persuasion” means “to persuade”. It is defined as a process of a communication that is purpose of the speaker to persuade the listener, it is clear that changing a group or a person’s behaviour or attitude toward some event or idea by using written or spoken words.

2.1 Type of Persuasive Strategies

Gorys Keraf argues that persuasive strategies are divided into seven strategies; there are rationalization, identification, suggestion, conformity, compensation, projection, and displacement.

a. Rationalization

Rationalization means make a sense. This focuses on what the speaker is saying. *“Rasionalisasi adalah proses menggunakan pikiran untuk membenarkan masalah tertentu.”*⁴In this strategies, the speaker needs statements that logic that can accepted by the audiences. Rationalization actually shows something by giving some logical statement or reason that can accepted by logic.

b. Identification

Identification means recognize the situation. The speaker should know and analyse the listener and the circumstance. *“Identifikasi adalah mengidentifikasi penerima dan situasi, pembicara harus menganalisis situasi audiens atau pendengar secara akurat.”*⁵ It means, in here the speaker should know accurately about the audiences and circumstance. Whether they are adult, children, teenager, identify their job as teacher, student, businessmen and others even recognize their religion, Islam, Christian, Hindu, Buddha and others.

³Perloff, Richard M. *The Dynamics of Persuasion*. p. 8

⁴Keraf, Gory. *Argumentasi dan Narasi komposisi lanjutan III*. (Jakarta: Gramedia. 2004) p. 124

⁵Keraf, Gory. *Argumentasi dan Narasi komposisi lanjutan III*. p. 125



c. Suggestion

Suggestion is give solution aim to solving the problem. "*Saran adalah upaya untuk membujuk atau mempengaruhi orang untuk menerima keyakinan tertentu tanpa memberikan prinsip atau keyakinan logis untuk membujuk orang.*"⁶It can be through by using interesting utterances along with powerful voice that the speaker may influences the audiences easily. Usually the persuader will give suggestions by words and intonation, with used intonations and powerful voice, it hope will get intention from the listeners.

d. Conformity

Conformity is desire or an action to make something similar with something else. *Konformitas adalah mekanisme mental untuk menyesuaikan diri kita atau dibandingkan dengan situasi yang diinginkan.*"⁷In speech, it is way of thinking of the speaker to adopt or adjust an event or audiences condition toward the statement. Sometimes, the speaker also makes something similar the statement toward something that had happened or something famous fact.

e. Compensation

Compensation is very needed in persuasion. Compensation is an act to find substitute for unacceptable thing. "*Kompensasi adalah tindakan atau hasil dari upaya untuk mencari pengganti untuk keadaan yang tidak dapat diterima atau tidak dapat dipertahankan.*"⁸It means that, compensation is to change and find substitute for something that can not acceptable. It occur when an action or or pure situation being frustration. This situation arises from different situation between the speaker and listener or audiences.

f. Projection

Projection is a strategy that usually used in persuasion. "*Proyeksi adalah strategi untuk membuat sesuatu yang subjek menjadi objek.*"⁹It means that, projection is make something stand out more and to be object. In this case, the people will show or assert his character and attitude to other people and then show bad character of other people. In this strategy the speaker will arrange good words to make the statement are right with used some evidence and some events that had happened.

g. Displacement

Displacement is a process that attempts displacing an intention or a matter that faces obstacle, or with the intention displaces emotion of original hostility or sometimes also from the emotion of original affection. It can be the original abhorrence or the original affection. ¹⁰The speaker compares the statement with the fact and some evidence and then makes correlation between the statement and fact. Then convince the audiences that the statement is right.

⁶Keraf, Gory. *Argumentasi dan Narasi komposisi lanjutan III*. p. 126

⁷Keraf, Gory. *Argumentasi dan Narasi komposisi lanjutan III*. p. 128

⁸Keraf, Gory. *Argumentasi dan Narasi komposisi lanjutan III*. p. 130

⁹Keraf, Gory. *Argumentasi dan Narasi komposisi lanjutan III*. p. 131

¹⁰Keraf, Gory. *Argumentasi dan Narasi komposisi lanjutan III*. p. 132



Based on explanation above it can be conclude that there are seven types of persuasive strategies. there are rationalization, identification, suggestion, conformity, compensation, projection, and displacement. So, the writer used this theory to find out the persuasive strategies used b Dr. Zakir Naik in Oxford Union with theme "*Islam and 21st century*".

2.2 The Way to Apply Persuasive Strategies

According to Aristotles, the way to apply persuasive strategies is divided into three parts. There are appeal to emotion, showing evidence, and personal character of the speaker.

a. Appeal to Emotion

Appeal to emotion means that the speaker must have ability to control the emotion. It is usually called with pathos. Pathos related to the emotions of the audiences.

b. Showing Evidences

Showing Evidences is an appeal to logic or reason. This is usually called by logos. Logos is the proofs to support the argument.

c. Personal Character of the Speaker

Ethos or Personal character of the speaker is an appeal to credibility or character persuasion using ethos will try to convince you that the speaker is more reliable, honest, and credible.

III. Method Of The Research

A. Design of Research

In writing this thesis, the writer used descriptive qualitative method that is suitable with the aim of this research. Qualitative research may be in descriptive form. The data collects in the form of words as a descriptive explanation than a number. The result of the research contains quotation from the data to illustrate and substantive the presentation. Descriptive research is a research which aims to describe a phenomenon accurately based on the characteristic of research, where the data are analyzed through interpreting, not statistical analysis.

B. Source of the Data

The source of the data in this research the writer is taken the data from speechby Dr. Zakir Naik in Oxford Union entitled "*Islam and 21st Century*" the transcript and the picture of the speech as the source of the data. The speechwas chosen since Dr. Zakir Naik employs persuasive strategy in Oxford Union. Where Oxford Union is a debate club in Oxford, England. Data in this research contain the persuasive strategy spoken by Dr. Zakir Naik in Oxford Union with theme "*Islam and 21st Century*".

C. Technique of Data Collection

In this research, the writer applied documentation as technique of data collection. According to Creswell, "The data collection procedures in qualitative research involve four



basic types: interviews, observations, documentation and visual image.¹¹In this research, writer uses documentation technique to get the data. Sugiyono stated that "*Dokumen merupakan catatan peristiwa yang sudah berlalu. Dokumen biasanya berbentuk tulisan, gambar atau karya-karya monumental dari seseorang.*"¹²It mean that, documentation refer to how to record the events in form of documentation, a note or file that saved. Theresome forms of documentations, there are text, picture and literary work by someone. Document in the form of literary work such as novels, poetries, films, short stories, and others.

D. Technique of Data Analysis

The writer has several techniques from the data analysis, in this thesis, the writer used technique descriptive analysis because this research is descriptive. It is why the writer describes, analysis the data that has been found in Dr. Zakir Naik Speech in Oxford Union with Theme Islam and 21st century to find the answer the formulation of the problem that have been formulated. The steps of techniques of data analysis are: Data Reduction, Data display and Conclusion / verifying.

IV. Finding and Analysis

A. Finding

In this research the writer analysed about persuasive strategies that the object was one of speech Dr. Zakir Naik in Oxford Union with theme "Islam and 21st Century". The writer analysed the utterances and body language of Dr. Zakir Naik in this speech. In this research, the writer analysed about the types of persuasive strategy that used by Dr. Zakir Naik in his speech in Oxford Union and the way to apply persuasive strategies in the speech. The writer found some types of persuasive strategies that used by Dr. Zakir Naik. There are: rationalization, identification, suggestion, conformity, compensation, projection and displacement. There are 10 data indicated as rationalization strategy, 2 data indicated as identification, 9 data indicated as suggestion, 4 data indicated as conformity, 1 indicated as compensation, 16 indicated as projection, 15 indicated as displacement. Data findings on the type of persuasive will be illustrated in the following table;

Table 1 Data Findings Type of Persuasive Strategies

Type of Persuasive	Total	Percentage
Rationalization	10	17,6%
Identification	2	3,6%
Suggestion	9	16%
Conformity	4	7%
Compensation	1	1,8%
Projection	16	28%
Displacement	15	26%
Total (Σ)	57	100%

¹¹John W Creswell. *Research Design: Qualitative, Quantitative and Mixed Methods Approaches*. (Sage Publications: United States of America. 1994). P. 148

¹²Sugiyono. *Metode Penelitian Kuantitatif Kualitatif*. p. 240



From that table above, the writer found types persuasive utterances that used by Dr. Zakir Naik after the writer analyzed the data, the writer found the most utterances that contain persuasive appear of Dr. Zakir Naik speech in Oxford Union with theme *Islam and 21st Century*. The most types of persuasive utterances are projection.

For the ways to apply persuasive strategies in this research, the writer used Aristotle's theory. There are: appeal to emotion (ethos), showing evidences (logos), and personal character of the speaker (pathos). There are 4 include as ethos, 9 include as logos, and 7 include as pathos. Data findings on the ways to apply persuasive strategies will be illustrated in the following table;

Table 2 Data Findings the Way to Apply Persuasive Strategies

Way to Apply Persuasive Strategies	Total	Percentage
Appeal to emotion (Ethos)	4	20%
Showing evidence (Logos)	9	45%
Character of the Speaker (Pathos)	7	35%
Total (Σ)	20	100%

From that table above, the writer found the ways of Dr. Zakir Naik in applied his persuasive strategies. The writer found the most ways that used by Dr. Zakir Naik in applied his persuasive strategies. The most way that used by Dr. Zakir Naik is showing evidence (logos).

B. Analysis of the Research

1. Types of Persuasive

a. Rationalization

Dr. Zakir Naik: Francis Drake sailed around the earth that he first time proved that the earth on which we live it is spherical in shape the Quran mentions 1400 years ago in surah An-Nazi'at chapter number 79 was number 30" *Wal arda ba'da dzaalika dahaha*" and her after we have made the earth egg shape. **(RS)**¹³

From the picture and script above, the data is include in rationalization strategies. *Rasionalisasi sebenarnya memperlihatkan sesuatu yang tampaknya dapat diterima oleh akal sehat atau logika.*¹⁴ Dr. Zakir Naik explain that Francis Drake sailed around the earth that known earth is shape but in the Qur'an mentions 1400 years ago in surah An-Nazi'at chapter number 79. In this part, Dr. Zakir Naik make a statement based on something that had happened with put proofs and source. So,

¹³ Duration: 00:10:47,379-->00:11: 00,249

¹⁴Keraf, Gory. *Argumentasi dan Narasi komposisi lanjutan III*. p. 124



this is logic statement that can accept by the audiences. It can conclude that, Dr.ZakirNaik used persuasive strategies in explain his speech to the audiences.

b. Identification

Dr. Zakir Naik: I welcome all of you with Islamic greetings. (IS)¹⁵

From the quotation above, the words “*welcome all of you with Islamic greetings*”are types of identification. Where identification means that identify the listener or the audiences and all situation. Based on Gorys Keraf “*persuasi berusaha menghindari situasi konflik dan sikap ragu-ragu, maka pembicara harus menganalisa hadirannya dan seluruh situasi yang dihadapinya dengan seksama*”.¹⁶ Dr. Zakir Naik explains that welcome the entire member with Islamic greetings to start the speech with theme Islam and 21st century toward. Before he gives Islamic greetings he used words “*I welcome all of you with Islamic greetings*” this sentence implied to avoid conflict situation.That he identifies the listener, because much of the member is non-Muslim. So, he explained before give Islamic greeting.

c. Suggestion

Dr.Zakir Naik: According to me peace is the only solution for humanity and I am a person who spreads peace my mission is to spread peace. (SS)¹⁷

From the quotaton above, Dr. Zakir Naik used suggestion strategies in his speech. *Suggesti adalah suatu usaha membujuk atau mempengaruhi orang lain untuk menerima suatu keyakinan atau pendirian tertentu.*¹⁸He said that: “**Peace is the only solution for humanity**” in here he gave his opinion for the problem of humanitties that had happened in this world. From the problem of humanities, he started with interesting words and convinces the audiences with good intonation.

d. Conformity

Dr. Zakir Naik: I was in school I passed my school in 1982 for 29 years back there I'd learned in science that the Sun do it revolves it does not rotate about its own axis.(CNS)¹⁹

From the quotation above, Dr. Zakir Naik used sentences “*I was in school I passed my school in 1982 for 29 years back there I'd learned in science that the Sun do it revolves it does not rotate about its own axis*”. It is including as conformity

¹⁵ Duration: 00:04:49,250 --> 00:04: 51,680

¹⁶Keraf, Gory.*Argumentasi dan Narasi komposisi lanjutan III.* p. 125

¹⁷ Duration: 00:55:47,580 --> 00:55: 51,820

¹⁸Keraf, Gory.*Argumentasi dan Narasi komposisi lanjutan III.* p. 126

¹⁹ Duration: 00:12:17,889 --> 00:12: 30,540



strategy. *Konformitas adalah suatu mekanisme mental untuk menyesuaikan diri atau mencocokkan diri dengan sesuatu yang diinginkan itu.*²⁰The speaker used this strategy to adjust his self with audiences. By telling that when he was school, he learned about science that sun does not rotate about its own axis, he wants to show that he is same with others that he ever learned about it.

e. Compensation

Dr. Zakir Naik: Almighty God. (CPS)²¹

From the quotation above, Dr. Zakir Naik used words "Almighty god". It is called compensation. *Kompensasi adalah suatu tindakan atau suatu hasil dari usaha untuk mencari suatu pengganti (subtitut) bagi sesuatu hal yang tak dapat diterima.*²²Actually, he should used Allah SWT but it cannot accepted toward the audiences in Oxford Union because much of the member were Non-Muslim. So, in here he much used words "Almighty god", this word was more accepted by the audiences from all circles.

f. Displacement

Dr. Zakir Naik: From the Quran that the Arabs learned about astronomy. (DS)²³

The sentences "*from the Quran that the Arabs learned about astronomy*" is displacement strategy. *Pengganti (displacement) adalah suatu proses yang berusaha menggantikan suatu maksud atau hal yang mengalami rintangan dengan suatu maksud atau hal yang mengalami rintangan dengan suatu maksud atau hal lain.*²⁴The speaker tries to replace an intention to another object which should not receive it. In this case, Dr. Zakir Naik attempted to shift the audience's attention to the object that Al-Quran all the souch of knowledge, Dr. Zakir Naik describes that nothing special if Al-Qur'an talk about astronomi since Arabs were advanced in the field of Astronomy. Dr. Zakir Naik agree that Arabs advanced in the field of astronomy, but he just want to share that Arabs learn about astronomy several years after the Qur'an was revealed. So, Arabs learn about astronomy from the Qur'an.

g. Projection

Dr. Zakir Naik : For any book to claim that it is a word of god for any book to prove that it is the revelation from almighty god **it should stand the test of time.** (PS)²⁵

²⁰Keraf, Gory. *Argumentasi dan Narasi komposisi lanjutan III*.p. 128

²¹ Duration 00:05:01,400 --> 00:05: 04,970

²²Keraf, Gory. *Argumentasi dan Narasi komposisi lanjutan III*.p. 129

²³ Duration: 00:13:35,980--> 00:13: 39,720

²⁴Keraf, Gory. *Argumentasi dan Narasi komposisi lanjutan III*. p. 130

²⁵Duration: 00:07:44,300 --> 00:07:48,440



From the quotation above Dr. Zakir Naik used sentence “it should stand the test of time” include to projection strategy. *Proyeksi adalah suatu teknik untuk menjadikan sesuatu yang tadinya adalah subyek menjadi objek.*²⁶ It is used by the speaker to show a book that claim about god words and prove god statement should be stand on development of the times. Ih here give power that alquran can stand when miracles times, literature time and until this era science and technology time. So, give prove that holy Qur’an is the one that can development of every times.

2. Way to apply Persuasive Strategies

a. Appeal to Emotion

Dr. Zakir Naik :The brother asked a very good question.²⁷

From the quotation above, Dr. Zakir Naik utterances “**The brother asked a very good question**”. This is the way of Dr. Zakir Naik to take positive emotion from the audiences. This way includes as pathos. Appeal to emotion or pathos means that the speaker must have ability to control the emotion.²⁸ He used this utterance almost to all of question from the audiences, althought they are Muslim and non-muslim. From this utterance he “respected” the question of the non-muslim that asked him about his statement much of controvertional with said asked a very good question means that he is respect and appriciate audiences question, that is from the resspect and appriciate from Dr. Zakir Naik can control the audience’s emotion, it can influences toward the audience’s emotion. And also the word brother means make he and the audiences were closed, there is no different and they are same.

b. Showing Evidences

Dr. Zakir Naik :We learn in the school about the water cycle how the water evaporates from the ocean forms into clouds moves in the interior falls down as rain and the water bill is finished this was first described by Sir Bernard Palissy in the year 1580 the Quran - describes the water cycle in great detail 1400 years ago.²⁹

²⁶Keraf, Gory. *Argumentasi dan Narasi komposisi lanjutan III*. p. 131

²⁷ Duration: 01:01:06,810 --> 01:01: 08,630

²⁸ Clayre Floyd. *Aristotle's Rhetoric: The Power of Words and the Continued Relevance of Persuasion*.

²⁹ Duration: 00:13:44,200--> 00:14: 06,940



From some statement and picture above, it is including as logos. Logos is the proofs to support the argument.³⁰ Dr. Zakir Naik much put some proof in his speech in Oxford Union with theme Islam and 21st Century. In here he consistence to showing evidence based on scientific facts and make relation toward the quran statement, that the Quran had explain long time before the scientific found that things. So, in here Dr. Zakir Naik very consistence to give proof in his statement that is he used a way of persuasive strategies of Aristotles that is logos.

c. Personal Character of the Speaker

Dr. Zakir Naik : *Because i'm a student of comparative religion* saying that if you kill one innocent human being it is as though you have killed the whole of humanity and if you save one innocent being it is as though you saved the whole of humanity.³¹

From the quotation above, Dr. Zakir Naik used ethos or personal character of the speaker. He used the utterances "*Because i'm a student of comparative religion*" it means that he showed his creadibility toward the audiences. Ethos or Personal character of the speaker is an appeal to credibility or character persuasion using ethos will try to convince you that the speaker is more reliable, honest, and credible.³² So, in here he showed that he had credibility about religion because of he is a student of comparative religion.

V. Conclusions

1. There are seven persuasive strategies those found in the Dr. Zakir Naik speech in Oxford Union with theme *Islam and 21st Century*. They are 10 data indicated as rationalization strategy, 2 data indicated as identification, 8 data indicated as suggestion, 4 data indicated as conformity, 1 indicated as compensation, 16 indicated as projection, 15 indicated as displacement. Projection is dominant categories of persuasive strategies that found in the speech. Projection is a strategy to make something from subject to object. In here, Dr. Zakir Naik much shows that his statement is stand out, interesting and reliable. Persuasion is to provide induction of belief and values into someone self by means of influence their thought and measure through positive strategy.
2. The findings of ways of apply persuasive strategies. There are three ways in applied persuasive strategies that found in Dr. Zakir Naik speech in Oxford Union with theme Islam and 21st century. There are 4 data indicated as appeal to emotion (ethos), 9 data indicated as showing evidences (logos), 7 data indicated as personal character of the speaker (pathos). Showing evidence is the dominant categories of the ways to apply persuasive strategies that found in the speech. Showing evidence

³⁰Varpio Lara. *Using Rhetorical Appeals to Credibility, Logic, and Emotions to Increase Your Persuasiveness*. p. 122

³¹ Duration: 00:45:48,000-->00:46: 05,280

³²Varpio Lara. *Using Rhetorical Appeals to Credibility, Logic, and Emotions to Increase Your Persuasiveness*. p. 35



is the proofs to support the argument. In here, Dr. Zakir Naik much put evidence to make his speech is reliable, he consistence to showing evidence based on scientific facts and make relation with the holy Quran statement.

So, in the analysis above the writer found many persuasive strategies that used by Dr. Zakir Naik in his speech in Oxford Union with theme *Islam and 21st Century*. The most persuasive strategies that used by Dr. Zakir Naik is projection. Projection is make something from subject to object. In here, Dr. Zakir Naik much shows that his statement is stand out, interesting and reliable. Then, the most ways in apply persuasive strategies is showing evidences. He give some statement based on scientific fact and make correlation with the holy Quran statement. In this speech, Dr. Zakir Naik purpose is want to explain about the truth of islam, he want to change the non-muslim mind about islam is terrorist and radicalism. And also, he want to share peace regard that he means peace is the only one solution for all the problem of humanities.

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