# RHETORICAL ANALYSIS OF INDONESIAN GOVERNMENT STATEMENT DURING COVID 19 IN NEWSPAPER

## THESIS

**Submitted by**

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# THESIS

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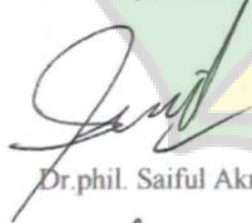The Bachelor Degree of Education in English Language Teaching

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**Rhetorical Analysis of Indonesia Government Statement during Covid 19 in Newspaper** adalah benar-benar karya saya, kecuali semua kutipan dan referensi yang disebutkan sumbernya. Apabila terdapat kesalahan dan kekeliruan di dalamnya, maka akan sepenuhnya menjadi tanggungjawab saya. Demikianlah surat pernyataan ini saya buat dengan sesungguhnya.

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in front of the board of the Examination for the working paper

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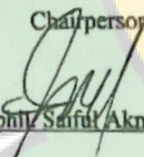for the Bachelor Degree of Education in English Language Teaching

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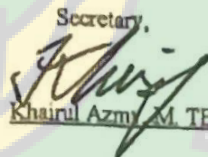Tuesday, _____ 26 July 2022 M _____

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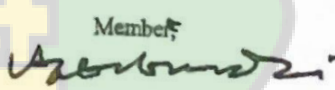Dr.phil Saiful Akmal, M.A.

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Banda Aceh, 21 July 2022
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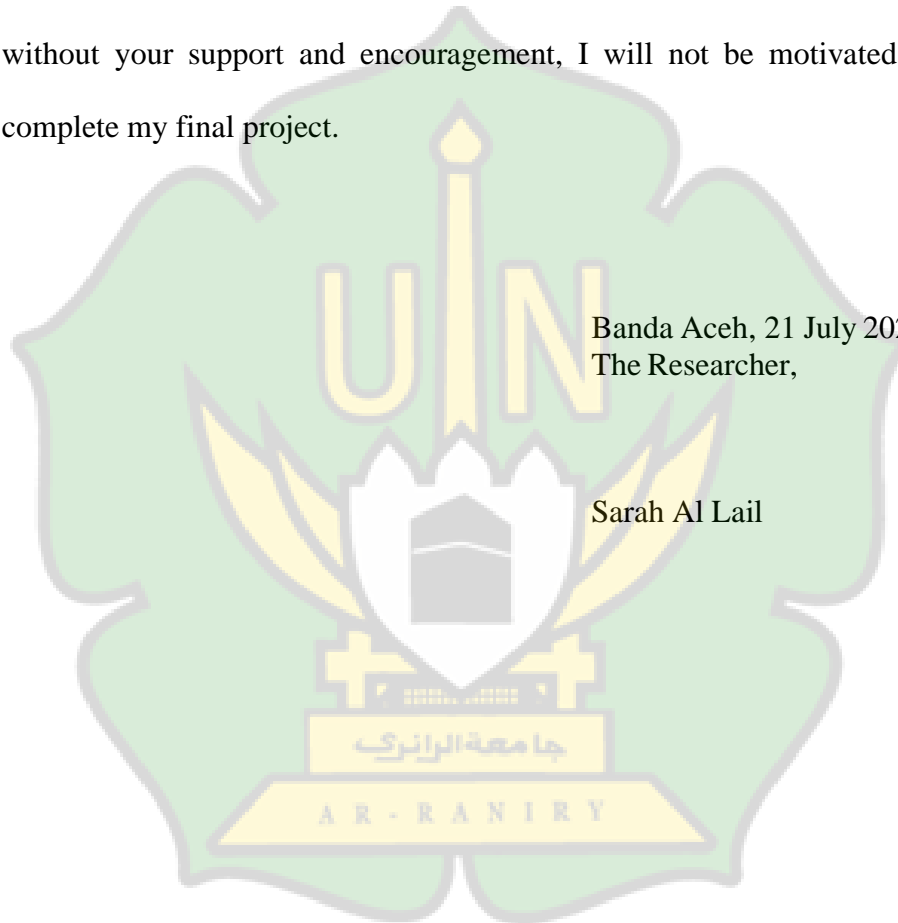
# ABSTRACT

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Thesis working title : Rhetorical Analysis of Indonesian Government Statement during Covid 19 in Newspaper

Main Supervisor : Dr.phil. Saiful Akmal, M.A.

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Keywords : Rhetorical Analysis; Covid 19; Government Statement

This research discusses the use of rhetorical devices in a newspaper article published by Jakarta Post issued in March 2020 until December 2020, focused on Indonesian government statement during covid 19. The newspaper articles were analyzed by using Aristotle rhetorical theory; ethos, pathos, and logos. These devices were divided into subcategories of their own. To gain the data, the analysis is done qualitatively. As the result, the study has revealed that the Indonesian government use all of the rhetorical devices as mentioned by Aristotle in his theory. Ethos appears as the dominant type of rhetorical devices. Meanwhile, pathos is the least type of rhetorical devices that exists in the articles. It is suggested that the future researcher to deeply dig deep and explore more into the use of rhetorical devices in any other literary works includes poems, advertisement, or song lyric. Furthermore, it is also suggested to expand the theory used in analysis aside from rhetorical devices by Aristoteles in order to have more point of view on how a rhetorical device works either in arts or daily utterance.

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# CHAPTER I

# INTRODUCTION

## A. Background of Study

On March 2, 2020, the government declared two cases of positive Covid-19 patients in Indonesia for the first time. Covid-19, also called Corona virus, is a virus pandemic that a virus infects human body by entering healthy cells. There, the virus makes duplicates of itself multiple times and spreading throughout the body (Wu, 2020). It was first detected in China in early December 2019. Since its outbreak, it has been announced that it can be transmitted among people and other countries outside China. The people of Indonesia are fearful after knowing the news of two Indonesians being infected by the virus. This situation encouraged the Indonesian government to show efforts and attempt to take policies related to controlling the case and the news.

In facing the situation, Indonesian government is required to handle the spread of this virus while managing the country's conditions. The government is required to take anticipatory steps to fight against viral infections that are increasingly disturbing the public. Many media have highlighted the government's way of dealing with the pandemic such as providing the latest news and information related to Covid 19 in newspaper. Bradberry (2014) claims that calming people down amid this situation certainly requires specific skills, such as the use of effective language using rhetorical analysis.

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Rhetorical refers to the science of speech or the art of using language effectively. Corbett (1990) claims rhetoric as the language used by the speaker or writer effectively to persuade, inform, or motivate certain audiences in particular conditions. Many speakers or writer nowadays are using rhetorical devices in its statement in order to express a thought, feeling, or message. Rhetorical devices are linguistic tools that employ various types of sentence structures, sounds, or patterns of meaning to arouse specific reactions from the audience. Each rhetorical device is a distinct tool that can develop an argument and make an existing idea and news more interesting.

There were several previous studies that were conducted on the rhetorical analysis. Firstly, the study was conducted by Setiawan (2014) identifying the use of rhetorical analysis in Obama's speech. In his study, he focused on three major strategies namely *ethos, pathos, and logos* based on Aristotle's theory. He analyzed the types of persuasive strategies used in the transcript of Barack Obama's victory speech in 2021. The other study was conducted by Nurrosyidah (2016) focusing on Joko Widodo's Political Speech. She investigated the important of persuasive strategies in the speech based on Aristotle's theory.

In line with the previous studies above, this study is also concerned with analyzing rhetorical in communication. However, as the previous studies examined how rhetoric works in speech, which are monologue texts that had been prepared in advance, this study analyzes how rhetoric can work in dialogue interview. It is essential to analyzes spoken discourse in the form of dialogue since the communication in dialogue is spontaneous without preparation. The dialogues

analyze Indonesian government's statements in responding the questions related to the situations during the covid-19 pandemic. In analyzing the rhetorical devices used in the government's statements, this study uses Aristotle's theory.

The object of this study is the articles from Jakarta Post issued during the period of March 2020 until December 2020. The articles chosen because it concernson covid 19 issues in society, in which consist political statements. In addition, the articles from Jakarta Post issued during the period of March 2020 until December2020 widely known in Indonesia as the climax of covid 19 case. Not only becauseof the covid 19 case, it also seems to be acknowledged by the Indonesian society about the Indonesian government's representative with their spokesperson, Wiku Adisasmito. Therefore, based on those reasons, this study wants to analyze the use of rhetorical devices in the articles from Jakarta Post issued during the period of March 2020 until December 2020.

## B. Research Questions

Based on the overview and the background of the topic, the research questions of this research are formulated as follow:

1. What are rhetorical devices used in Indonesian government's statements regarding covid 19?
2. What is the meaning of rhetorical devices used in Indonesian government's statements?

## C. Aims of The Study

In regards to the research questions, there are two objectives o f this research:

  a. To identify the types of rhetorical devices used in Indonesian government statements regarding Covid 19

  b. To interpret the meaning of rhetorical devices used in Indonesian government statements

## D. Significance of The Study

This study is expected to be beneficial for students, lectures, and the future researchers. For students, this study hopefully provides a deeper understanding of rhetorical devices theory. Furthermore, English teacher can use the research as material in classroom in case of rhetorical devices. In addition, this research can be a reference for the future research especially on rhetorical analysis in English newspaper.

## E. Research Terminology

This section defines the following terminologies of this research to avoid misinterpreting.

1. Rhetorical Analysis

Holman (1997, p. 195) defines rhetorical devices are used to clarify

meaning, to deliver clear and conscious example, to emphasize, to evoke emotions, or to give life to inanimate objects. The essential objective in rhetorical devices is to attract readers attention. The rhetorical devices are appropriate to obtain the effect instead of the literal meaning.

According to Aristotle, there are three kinds of rhetorical devices: logical (logos), ethical (ethos), and emotional (pathos). Ethos refers to the credibility of a speaker (Katherine & Kristy, 2016). Meanwhile, according to Docimo & Kristy (2016) logos strategies can often be used to improve the audience's effect of the pathos. Lastly, pathos refers to emotional appeals. Emotional appeals work when speaker or writer try to affect behavior, or when speaker or writer want the audience to act immediately (Stiff & Mongeau, 2003). This research will focus on all types of rhetorical devices proposed by Aristotle.

2. Covid 19

Covid 19 is a case of virus causing severe acute respiratory syndrome and transmitted when someone touches an object with the virus on it (WHO, 2020). Coronavirus or Covid 19, is a contagious virus that originated in China. This virus has spread all over the world. In humans, covid 19 virus generally causes respiratory tract infections, ranging from the ordinary cold or fever to severe disease.

3. Indonesian Government's Statements

According to O. B. Hardison, Jr. (1990), an opinion, comment, or message are part of statement that conveyed indirectly normally by nonverbal means. It delivers certain message to influence people and attract readers attention by a speaker. Speakers can notice how communication occurs and apply that understanding to develop sound and convincing arguments. In this research, the speaker is Indonesian government. The government of Indonesia convey news, message, and opinion during Covid 19 in the newspaper. Furthermore, the statement comes from the newspaper such as Jakarta Post.
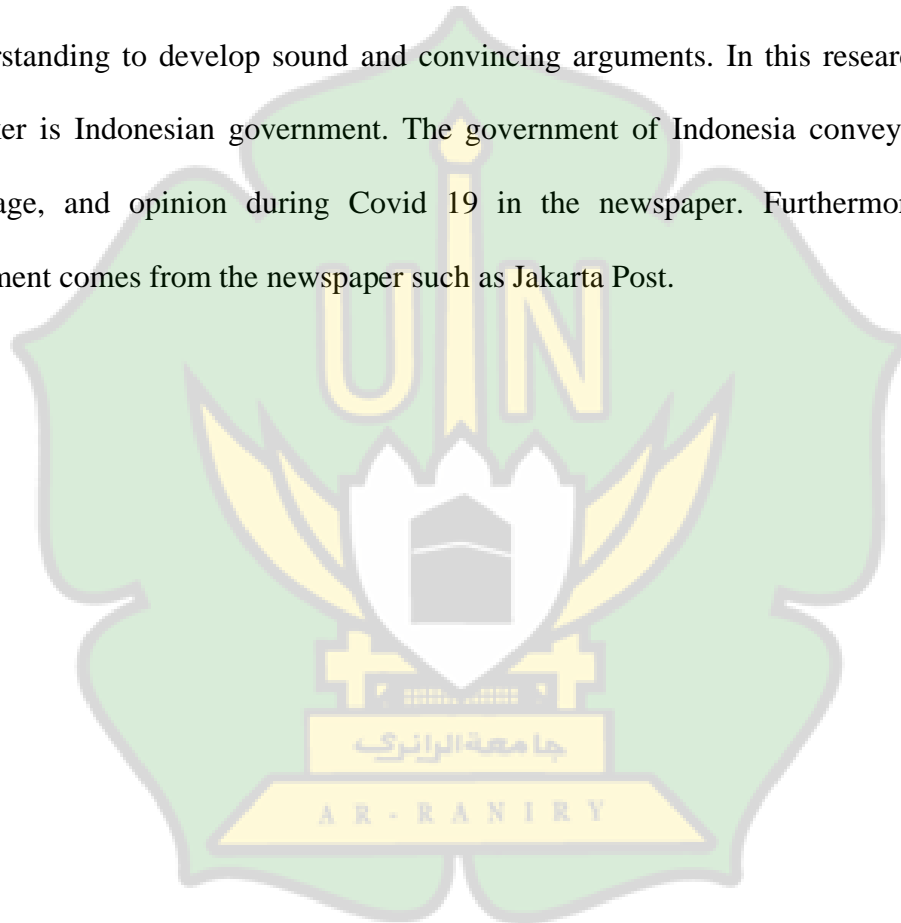
# CHAPTER II

## LITERATURE REVIEW

### A. Rhetorical Analysis

#### 1. *Definition of rhetorical analysis*

Rhetoric refers to the science of speech or the art of using language effectively. One person engages another person or a group of people in exchange some information to complete some goals. Rhetoric was evolved within the Greek and Roman cultures. It has been transferred throughout the centuries with little difference, even in the terminology; thus, many people nowadays appreciate rhetoric as something rather old-fashioned and precise, with obscure and unrecognizable terminology (Downing, 2006). In the teaching condition, rhetoric is a distinctly appealing subject because it addresses the didactic need of skill and knowledge. Rhetoric can be used as a tremendously solid frame and tool of analysis, such as literary texts.

The function of rhetoric plays important role in communication that attempts to coordinate social action. As mentioned by Kangira (2012) rhetoric aim is to effect people decision on specific matters that need immediate attention. In general, the use of rhetoric is to impress the audience and influence them for a certain action.

Nordquist (2019) states that rhetorical analysis is a form of critique or close reading that implements the principles of rhetoric to look into the interactions among a text, a speaker or writer, and an audience. It is also called rhetorical criticism or pragmatic criticism. Rhetorical analysis can be utilized to comprehend how certain thoughts, ideas, and attitudes convey over written or spoken message with a particular goal focused on the methods of persuasion, and it might be helpful to consider the rhetorical analysis as a form of critical reading (Selzer, 2013). Rhetorical analysis may be employed to substantially any text or image such as an advertisement, an essay, a web page, a speech, a poem, a photograph, even a newspaper.

When employed to a literary work, as mentioned by Nordquist (2019), rhetorical analysis considers the work not as an aesthetic object but as an artistically organized instrument for communication. The analysis is concerned with investigating the use of rhetorical language in communication. The pieces of communication that are analyzed can come in various forms. For example, Madon (2021), in his study, works on analyzing rhetorical devices, particularly ethos, pathos and logos, in newspaper articles. In line with him, Martikainen (2020) also investigates how rhetorical analysis works in newspaper. However, his study focuses on elaborating how rhetorical analysis work in newspaper images. This indicates that rhetorical analysis does not only work merely on language but also on images that can convey meanings.

Furthermore, not only does rhetorical analysis can work in newspaper article, but it can also work in moving cartoons. For instance, a study by

Mwetulundila (2015) explores the use of rhetoric in cartoons. Her research is concerned with the use of Aristotle's rhetorical principles of persuasion which are ethos, pathos, and logos in political cartoon. Rhetorical devices can be showed in the newspaper, movies, radio, comic, TV show, and novel (Rahman, 2021). Therefore, it can be concluded that rhetorical devices appear almost in everywhere. As suggested by Burke (2018, p. 172) "Rhetoric is everywhere. Wherever there is persuasion, there is rhetoric and wherever there is meaning, there is persuasion". Briefly, the rhetorical message for a piece of discourse always occurs in a specific situation or context.

Inded (2020) claims that the purpose of a rhetorical analysis is to assess the writer's goal or purpose and the techniques they used to make their argument. Practically, every text constructs an argument. Rhetorical analysis is the process of investigating component of a text and deciding how those components influence the success or failure of an argument. By doing the rhetorical analysis, the real intention of the speaker or writer can be revealed to the surface.

## 2. *Rhetorical devices*

According to Somers (2019), rhetorical device is a linguistic tool that implements a particular type of sound, sentence structure, or pattern of meaning in order to arouse a certain reaction from an audience. Every element in rhetorical device is a different, each devices can be used to create and develop an argument more captivating. Informing the information, persuading, even arguing, it is always engaging in rhetoric.

There are several types of rhetorical devices based on some experts. According to Mills (1996) there are 6 types of rhetorical devices including repetition, rhyme & rhythm, personification, hyperbole, metaphor, and onomatopoeia. Similarly, Naomi (2016) also classifies rhetorical devices into 6 types. However, with different names, which are analogies, hyperbole, metaphors, oxymorons, paralipsis, and sarcasm. Meanwhile, this study employs Aristoteles's Trichotomy of rhetoric, which are, ethos, pathos, and logos because it focuses more on the point of view of persuasion.

### A. Ethos (*ethical*)

Ethos is the credibility that a speaker or leader has. Demirdogen (2010) mentions ethos could be defined as the credibility and the charisma of the speaker. The primary source in showing someone's credibility is the competence possessed and experience that many people have recognized. Thus, whatever he says, people who listen to him will believe it and not question it. Herrick (2005) a speaker or writer are gaining the trustworthy if the audiences are convinced with the message. If the speaker or writer show the knowledgeable side, the audience will be seemingly to accept what that speaker or writer have to say. To identify ethos, Kostelnick and Roberts (1998) developed credibility, expectation, and reference asits characteristic.

a. Credibility

Audience is more seemingly to be persuaded when the audience perceive

a speaker to be credible and competence (Verderber, Sellnow, and Verderber, 2012). When speaking, the competence of the speaker will be measured by what is conveyed. To identify the intelligence side, speakers can share real experiences to prove their competence when delivering something in front of the public. Additionally, speaker require to has the ability of conveying information and provided the solid evidence such as facts, data, and figures, it makes the speaker sounds more convincing. Hence, the audience can see the speaker's expertise and qualification and start trusting on what the speaker's argument (Verderber, Sellnow, and Verderber, 2012). Madon (2021, p. 9) provides an example of credibility as below:

[1] "In the U.S., homebound employees are logging three hours more per day on the job than before city and state-wide lockdowns, as mentioned by the data from **NordVPN**, which tracks when users connect and disconnect from its service." [Line 23-25]

[2] "Out of all countries that **NordVPN** tracks, U.S. workers had tacked on the most hours. In France, Spain, and the U.K. the day has stretched an additional two hours, **NordVPN's** data found. Italy saw no change at all." [Line 25-28]

The bolded words are regarded as an authority based on the results mentioned above. According to the author, NordVPN works by keeping track of user connections and disconnections. As a result, every piece of information produced by NordVPN may be regarded as legitimate because the company is a reliable source for the information it extracts.

b.  Expectation

According to Roch (2018), expectations involve the implied meaning, ambitious anticipation of the norms, roles and outcomes of the speaker and the argument. To gain the public's good expectation, speakers can convey the values of life through the life experiences they have gone through. From experience conveyed, the audience will place their expectation and trust in what the speaker is saying. These are the example of expectation as mentioned by Madon (2021, p. 9):

[1] "Whatever distinctions between work and life still existed after six weeks of a statewide work-from-home experiment with no end in sight." [Line 6-7]

[2] "America's always-on work culture has advanced to new heights since many people live close to their places of employment. Any resemblance of the 9 to 5 weekday seems like a thing of the past. The regrettable etiquette for calling or emailing at inopportune times are long gone. Burnt-out workers believe they have even less free time now than they did while wasting hours traveling." [Line 8-12]

The examples show that working from home is expected and is expected. To further demonstrate that these are the opinions of persons who were questioned about the subject, the author has included quotes.Reference

Verderber, Sellnow, and Verderber (2012) points out reference is a perception the audience forms of a speaker who they believe understands them, empathizes with them, and is responsive to them. When audience members believe in the speaker's goodwill, they are willing to believe what the speaker

says. However, if the speaker has good intentions, the audience will capture the message sincerely.

[1] "Huda Idrees, the CEO of Toronto-based technology business Dot Health, confirmed that her 15 staff members are working, on average, 12-hour days, up from 9 hours before the pandemic. There is no commuting time, so we get at our laptops quite early, she remarked. And we're constantly there since nobody goes out in the evenings." [Line 35-39]

[2] According to preliminary research by Tessa West, an associate professor of psychology at New York University, those who are cramped into smaller spaces are also more likely to acquire high blood pressure than colleagues who have extra rooms." [Line 89-91]

Madon (2021, p. 9)

From the example, it can be seen that Huda Idrees is the CEO of Dot Health. His background in psychology makes it a trustworthy source for information on this subject.

## B. Pathos (emotional)

The term *pathos* is usually used to refer to the emotional appeals that give persuasive message and power to move audience to a certain action, but Aristotle's interest in emotion has to do specifically with emotion's ability to affect the judgment of audience (Herrick, 2005). Pathos means to persuade an audience by purposely arousing certain emotions to make them perceive the way the speaker or writer want audience to feel. Speakers make conscious word choices, use

examples, use relevant language and stories that arouse emotion. The importance of audience awareness and action are a vital element of good speaker.

Bolatito (2012) states that pathos or emotional appeal, can elicit a particular emotional response in the audience, and depending on the message it is trying to convey, the effect can be either positive or negative. To identify pathos, Kostelnick & Roberts (1998) develop tone, emphasis, and engagement as its characteristic.

a. Tone

The audience's perception of an advertisement and businesses can be positively or negatively impacted by the tone of the piece (Eckler, 2011). Tone has the power to sway the audience through the use of words, sounds, and other elements. It is one of the basic elements that gives warmth to a piece of text. For example:

[1] Deddy Corbuzier and government's spokesperson are discussing and persuade the audience about protection advice during the pandemic. Talking about critics to government decision making. Discussing the socio-economic impact of coronavirus pandemic. They are showing some seriousness, sadness, anger, fear, and happy expression and tone.

Sofian (2020, p. 4)

Deddy Corbuzier and government's spokesperson feel that Covid-19 is a severe issue and they want their audiences to have the similar point of view of it by delivering messages using certain tone and expression.

b. Emphasis

Emphasis is an necessary aspect of communication that delivers a variety of information including focus and emotion (Do, 2016). Madon (2021, p. 9) shows the example emphasis in the newspaper:

[1] "Others say they perceive pressure from bosses to prove they're working, especially as the economy takes a hit and the prospect of layoffs looms." Don't get distracted because you are on your own. It is easy to get into bad habits, the lure of the internet, the endless box sets. Just think, would I do this in the office? If it's a no, don't do it," [Line 57-62]

As mentioned above, employees described the strain they face because their managers don't trust them to work from home. When working alone, people easily lose concentration, are unable to do the task in the allotted time, and develop a lack of motivation.

c. Engagement

Engagement attracts to the emotion (O'Shaughnessy, 2004). Emotional engagement techniques connect the messages from speaker to the audience properly.

[1] "Many mapped out plans to fill time they would've spent commuting to take up new hobbies, like learning a foreign language, baking or getting into the best shape of their lives. It looked like the beginnings of a telecommuting revolution." A month and a half later, people are overworked, stressed, and eager

to get back to the office. [Line 20-24].

Madon (2021, p. 10)

Because of the current pandemic, everyone is forced to work from home. Telecommunications technology has become a crucial factor and is essential for enabling human connections. People may use social media to exchange information, update daily activities, and receive instruction online as a way to deal with their emotional problems.

### C. Logos (logical)

As one of the elements of persuasion, argumentation judgment plays a significant part in logos. According to Madon (2021), logos refers to the process of persuasion by the application of reasoning, which includes analytical abilities, goal-directed conduct, good memory, and critical cognition, which is the most crucial argumentation. The audience can accept a weighty argument or reason. To be accepted by the audience, the argument must be supported by appropriate and strong references such as data. To identify logos, Kostelnick & Roberts (1998) develop clarity, conciseness, and arrangement as its characteristic.

a. Clarity

Successful communications have a clear and understandable message and highlight what's great about the information (Hiam, 2014). For instance, this is the example of clarity as provided by Madon (2021, p. 10):

[1] "As of 2017 only 3% of full-time workers in the U.S. said they "primarily" worked out of a home office in a Census Bureau survey. Then millions sheltered at home for what was originally thought to be a temporary hiatus." [Line 17-19]

The results displayed are from the Census Bureau survey, according to the aforementioned quotation. They made it clear that 3% of full-time employees worked from home in 2017.

b.  Conciseness

The perfect headline is thought to consist of five to eight words, even though many headlines tend to be elliptical or break grammatical norms (Mirabela, 2010). For instance, this is the example of conciseness as provided by Sofian (2020, p. 3):

[1] Raditya Dika explains physical distancing during the pandemic using concise word choice. He was offering some advice to be productive and use the time wisely while staying at home.

Sofian (2020) claims Raditya Dika uses concise word choice in explaining physical distancing during the pandemic.

c.  Arrangement

A successful campaign includes the arrangement of videos, text, images, and web design. With the appropriate and proper strategy, these elements may immediately grab people's attention and express value prepositions (Vrountas,

2019). Sofian (2020, p. 6) mentions the example of arrangement in Arif Muhammad video.

[1] Arif Muhammad is a YouTuber who create his video contents in the concept of situational comedy. He created a daily life story about a middle-aged mother whom he named "Mak Beti". Around the main character "Mak Beti", he creates other extra characters.

The message conveyed in a few of the dialogue scenes of the story. A sign language showed during the show, so that the audience with a disability would also understand the story's messages.

## B. Government's Statements

According to Hardison (1990), statement is an opinion, criticism, judgment, comment, message, pr argument conveyed indirectly usually by nonverbal means. It delivers certain message to influence people and attract readers attention by a speaker. Speakers can notice how communication occurs and use that comprehension to develop sound and convincing arguments. In this research, the speaker is Indonesian government.

In discourse, specifically based on systemic functional linguistic theory (Halliday, 1994), statement is included in one of the moods in communication (Halliday, 1994). Halliday (1994) claims that when sharing, expressing, and exchanging ideas, people perform two roles which are giving and demanding, for the commodity such as information and goods or services. In systemic functional linguistic (SFL), it is called speech function. Speech function is a way of someone

conveys ideas in communication to make audience understand the ideas well. Halliday (1994) mentions that there are four main types of speech function; which are statement, offer, question, and command.

When it comes to communicate with the others, people are literally tend to do something with the language. It may be either to share and give information, or demand something. Grolier (1992) points that statement is a way of giving information by stating or the act of stating in writing and speech. Statement has a potential to be positive and negative. Statement is normally begun with subject, followed by verb or auxiliary verb and ended by full stop.

Akmal (2015, p. 1) points out "different types of communication in the political sphere require different rhetorical strategies." In this study, a government statement is an announcement of a government's political activities, plans and objectives relating to a current issue or situation. Government, fundamentally, is about persuasion. The research about persuasion have been conducted throughout the decades. Presidential rhetorical studies are frequently oriented to explore 'how public language and public arguments effects the exercise of presidential powers' (Windt Jr, 1986).

Government must have outstanding style of speaking to communicate their message and standpoint and create the great impacts from it. While doing so, the government might embrace rhetorical models to address various audiences. The rhetorical models adopted by the goverment are directed to show not merely his or her 'view of what the people should and should not do', but also political policies

government proposed and prioritized to attain expectations of the audience (Teten,
2007). To fulfill expectation and achieve the objectives, the government apply a
popular political appeal using rhetorical analysis newspaper.

### 1. *Types of Sentences*

There are various sentence structures in both written and spoken language. Each
type has a distinct function, and each form of sentence is distinct from the others. Four
different sentence kinds can be found in English. They are categorized according to their
goals:

a. Declarative Sentence

The main goal of this type of sentence is to make a statement. In summary, this
category includes all sentences that inform us of anything. The only thing that matters is
if it announces something; if it does, it qualifies as a declarative phrase. It doesn't matter
what kind of information it conveys, whether it be a proved fact or a theoretical
declaration.

b. Interrogative Sentence

While an interrogative statement seeks to obtain information, a declarative
sentence intends to share information. Any sentence that asks a question falls under the
concept of an interrogative sentence and will always be followed by a question mark.
Generally, interrogative sentences can have a variety of applications in your speech.
However, when it comes to writing, especially academic papers, questions don't always
fit in context.

c. Imperative Sentence

These statements' primary purpose is to issue a command, or ask someone to do something. The final punctuation for imperative phrases is either a period or an exclamation mark. An imperative sentence communicates to the recipient or reader by default, it frequently lacks a subject.

d. Exclamatory Sentence

Exclamatory sentences always conclude with an exclamation mark to convey a significant surprise of emotion. Exclamatory sentences do not have a negative form, in contrast to earlier sentence types.

Those are four types of sentences in English. This research will focus only on declarative sentence. This study selected the declarative sentences because the function of this sentences it to make a statement and tells information to the audience.

## C. Language in Neswpaper

Newspapers are considered an actual source of information that keeps readers abreast of the current issue. Newspapers are not only a cheap and poor source of updated information, but also a rich source of linguistic data. (Shahnaz & Imtiaz, 2014). The composition of newspaper contains various structures and opinions. The material and message are delivered to the readers or audience by writers or speaker using a variety of tactics and strategies. (Rahmat, 2019).

Nowadays, conveying and spreading the news using online media is a good deal of opportunity to communicate with public about specific problem. The growth of online media that used as the will of its messages always happen in a specific situation or context and media is one of the most important places where rhetorical analysis needs to occur, because rhetoric or the way language and image

persuades and influences is things that makes media works (Caroll, 2010).

Furthermore, this study addressed how newspaper is not only a storefront of entertainment content. Nevertheless, newspaper also plays a vital role as the medium to reach more people with certain messages in certain situation because the content in newspaper socially responsible to raise awareness for emergencies like today's Covid 19.

Language is used by the speaker or writer to exchange information or services or create and sustain social relationships (Fanani, 2022). The interaction in language will affect a particular reaction and action in certain occasion. Furthermore, language owns an indispensable role in the media. In newspaper, the purpose of language is communicating the information for the readers as the receivers. As mentioned by Bell (1991) the news media use language to mirror the wider society.

### D. COVID I9

The Coronavirus disease 2019 (COVID-19) is defined as illness caused by a novel coronavirus now named severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2; formerly called 2019-nCoV). On March 11 2020, the WHO declared the COVID-19 as a global pandemic. As of May 27, 2020, the pandemic has infected more than 5.6 million people and claimed over 350,000 lives around the globe.

The virus is transferable between humans and has caused pandemic worldwide. The number of death tolls continues to increase and a large number of countries have regulation to do social distancing and  lockdown.

As mentioned by Yuki (2020) epidemiological studies showed that elder patients were more susceptible to severe diseases, while children tend to have milder symptoms. Meanwhile, Djalante (2020) mentions that Indonesia is the fourth most numerous countries in the world and predicted to be affected significantly over a longer time period. As of April 2, the country has reached 1790 confirmed cases, 113 new cases, with 170 number of deaths, and 112 number of recoveries.

Apart from that, the exponential use of social media in Indonesia as a source of public information has changed the pattern of social interactions (Lim, 2018). Due to the condition, the update information from newspaper is needed. According to Saud (2020) newspaper provides opportunities to hundreds and millions of users to keep informed and updated about medical information through pictures, comments, videos, posts, and others in their everyday routines.
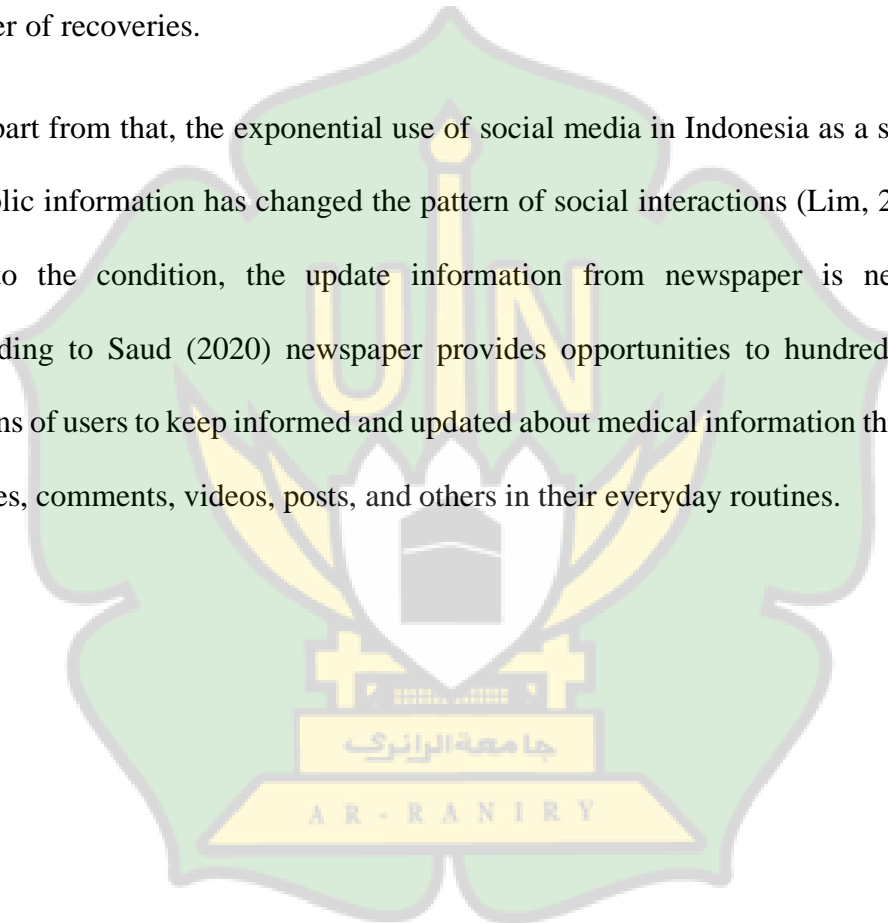
# CHAPTER III

# RESEARCH METHODOLOGY

## A. Research Design

This study used descriptive qualitative method as its research design. Litosseliti (2010) states qualitative research examined the structures and patterns of descriptive data in the form of written or spoken words of people or behavior. The primary purpose of descriptive research is to describe the current situation as it exists today. Furthermore, Miles, Huberman, and Saldana (2014) state that qualitative research uses the data which is in the form of words rather than numbers. Similarly, as mentioned by Dymon and Holloway (2002) qualitative research points on words rather than numbers, despite numbers are occasionally used to indicate the frequency of finding a theme in transcripts or the extent to which a form of the action takes place. It means that qualitative research focuses more on object analysis that work in term of words such as textual analysis. In regards to this study, descriptive qualitative method is applied since the object analysis of this study is in form of words, specifically the Indonesian government's statements during pandemic covid 19 in newspaper.

### A. Materials of analysis

This study is included in textual analysis study which aims to textual analysis in the newspaper. Textual analysis is a systematic procedure for reviewing or evaluating documents both printed and material. The data source is Jakarta Post

issued during the period of March 2020 until December 2020 since Achmad Yurianto and Wiku Adisasmito's statements perceive to be more effective as the representative of Indonesian government for Covid 19 case. This study follows the technique of persuasion in identifying the types of rhetorical devices by Aristotle's theory, including ethos, pathos, and logos.

## A. Data Analysis Procedure

As mention previously, the data were derived from curated text in newspaper. Textual analysis is the interpreter of the selected texts. To gain the findings, this research analyzes using Aristotle's rhetorical theory; ethos, pathos, and logos. To assess Ethos in the curated text, it needs the branch of Ethos which are credibility, reference and expectations. Meanwhile, to measure logos, it looks at its clarity, conciseness, and arrangement. Furthermore, feelings and emotions have an important role in finding Pathos in a textual analysis. To identify ethos, pathos, and logos, Kostelnick and Roberts (1998) develop the characteristic of each rhetorical devices.

Table 1. Rhetorical devices and its characteristic

| Rhetorical Devices | Characteristic |
|---|---|
| **Ethos** | Credibility |
| | Expectation |
| | Reference |
| **Pathos** | Tone |
| | Emphasis |
| | Engagement |
| **Logos** | Clarity |
| | Conciseness |
| | Arrangement |

In analyzing the data, there are seven steps in qualitative research as mention by Bowen (2009), the following steps are:

1) Reading and understanding the whole text in the Jakarta Post issued in March 2020 until December 2020.

The first step occurs when the material is collected from the newspaper. It involves an reading and understanding process. Since many articles issued in March 2020 until December 2020 point out about covid 19 case, skim the whole article and organizes all the material collected.

2) Checking the translation of the whole text in the Jakarta Post issued in March 2020 until December 2020.

The second one, checking all the material collected can enhanced data quality and it leads to better decision-making in the finding of research. Good data may reduce risk and produce result that are consistently improved.

3) Finding the statements

Rhetorical devices can appear in the form of words, sentences, or phrases. To indicate the devices, it requires to find the statement by reading the selected articles in newspaper.

4) Sorting them into the different types of rhetorical devices.

Data sorting is a process that contain arranging the data into some meaningful work to make it easier to comprehend, identify, analyze or visualize.

5) Determining the referents of the rhetorical devices.

After sorting the rhetorical devices, this research referentially focused on the message, external reality, or referent.

6) Interpreting the data.

Interpreting the data assist to classify and conclude the information in order to answer critical questions. Data interpretation is evident and it is important to do and this is why it needs to be done properly.

7) Making conclusion.

The final step is making conclusion. Conclusion gives closure for the reader or audience while reminding the reader or audience about the contents and the importance of the research.

# CHAPTER IV

# FINDINGS AND DISCUSSION

## A. Research Findings

This study aimed at analyzing the types of rhetorical devices used in Indonesian Government's statements during the Covid-19 Pandemic. The data used in this research were derived from The Jakarta Post newspaper. The data taken were from the period of March 2020 until December 2020, it was 25 articlesin total. All of the selected articles were analyzed and classified based on Aristoteles's rhetorical theory, which are: ethos, pathos, and logos.

### 1. Types of Rhetorical Devices

As previously stated, the identification process of the types of the rhetorical devices used in the selected newspaper articles was based on Aristoteles's theory, consisting of ethos, pathos and logos. This study found that of all nineteen articles that were analyzed, all of the Aristoteles's rhetorical devices were found in ten articles. Meanwhile, the Aristoteles's rhetorical devices were not found in nine articles.

The following table shows frequency of the rhetorical devices found in from Jakarta Post newspaper during the period of March 2020 until December2020.

Table 2. Frequency of rhetorical analysis in Jakarta Post Articles

| No. | Rhetorical Devices | | |
| --- | --- | --- | --- |
| 1. | Ethos | | |
| | Credibility | Expectation | Reference |
| | 2 | 9 | 2 |
| 2. | Pathos | | |
| | Tone | Emphasis | Engagement |
| | - | 5 | 1 |
| 3. | Logos | | |
| | Clarity | Conciseness | Arrangement |
| | 7 | - | - |

Based on the table above, the rhetorical device that frequently appeared in the newspaper article was ethos. Kaur and Sohal (2019) mention the ethos aspect is naturally persuasive.

Furthermore, the total frequency and percentage of the types of rhetorical devices that exist in articles issued in March 2020 until December 2020 were measureand presented in the table below.

Table 3. Total frequency and percentage of rhetorical devices in Jakarta Post
Articles

| No. | Kinds of Rhetorical Devices | Frequency | Percentage |
| --- | --- | --- | --- |
| 1. | Ethos | 13 | 50% |
| 2. | Pathos | 6 | 23% |
| 3. | Logos | 7 | 27% |
| | Total | 26 | 100% |

Based on the table above, all the types of rhetorical devices proposed by
Aristotle's clearly exist in the articles from Jakarta Post issued in  March 2020
until December 2020. It could be concluded that  ethos dominates the data since
the percentage of its appearance is 50% of the whole data. Then, pathos appears as
thesecond most appearance with the percentage of appearance of 30%. Whereas,
the least  one is  belonged to logos with the percentage of its  appearance only
20%.

As a result, ethos appears as the most frequent used of rhetorical devices among pathosand logos.

### 2. The Meaning of Rhetorical Analysis

In order to make it easy to the reader in recognizing the data of which articles is being analyzed in the findings below, the data have been codified first. A code is a set of letters and numbers, symbols, or other symbols that are used to deliver a message to someone surreptitiously (Qolbi, 2015). The codification in this research explained as follow: every article was given a code in initial letter without brackets (A) based on the name of the month. Then each article in the same month sequentially was given a code in a number without brackets (1). For instance, the data code is J.1. As the code, J.1 means that the month of the article is July and the number 1 shows it is the first article in July. Meanwhile, the data code with A.2 means the article releases in august as the second article in this research. To make it easy to the reader in recognizing the data of which article is being analyzed in the findings below, the data have been classified.

1. Ethos

To assess Ethos in the selected document, it needs the subcategories of Ethos which are credibility, reference and expectations. For credibility, Mills (2010) mentioned that credibility refers to the extent to which a research account is believable and appropriate. Meanwhile, McKee (2017) mentions that reference is a

piece of advertising designed to persuade the audience by showing the authority and credibility of the speaker.

**A.** *Credibility,* **code : J.2**

[1] "A group of scientists from the Indonesian **Young Scientists Forum** has called on the Jokowi administration to impose a partial lockdown on certain areas to prevent sustained community transmission before the Idul Fitri exodus, during which millions of Muslims travel to their hometowns to celebrate the religious festivity." (The Jakarta Post issued on July 18, 2020)

*Credibility,* **code : J.2**

[2] **WHO** recommends performing one test per 1,000 population per week, meaning with a population of around 260 million people, Indonesia needs to conduct 267,700 tests per week. (The Jakarta Post issued on July 24, 2020)

Based on the statement above, an authority appears in the bolded words. The author has mentioned that young scientist forum imposing a partial lockdown on certain areas to prevent the virus. In the second statement, WHO showed the latest data related to the covid 19 case. Hence, any data generated by young scientist forum and WHO can be considered as trusted and credible source.

In the second credibility, local government is the highlight in the article issued on October 28, 2020. The words local government indicates the authority,

**B. *Expectations*, code : A.1**

[1] "we hope those manufacturers will distribute 5 to 10 million pieces of protective equipment at the end of April and we have also asked manufacturers to expedite their production as the spread of COVID-19 is [accelerating] in Indonesia." (The Jakarta Post issued on August 4, 2020)

***Expectation*, code : M. 1**

[2] Based on the number, we are confident that the PPE supply will suffice, especially medical gowns, so we don't have to depend on imported equipment anymore (The Jakarta Post issued on March 18, 2020)

***Expectation*, code : Ap. 1**

[3] We are anticipating travelers coming back to Jakarta. (The Jakarta Post issued on April 4, 2020)

***Expectation*, code : May. 1**

[4] We must do it to reduce the fatality rate. (The Jakarta Post issued on May 11, 2020)

***Expectation*, code : May. 2**

[5] We still think that social distancing is more effective to halt the spread of the virus. (The Jakarta Post issued on May 14, 2020)

***Expectation,* code : May. 3**

[6] We need to be patient and practice self-restraint from visiting families. (The Jakarta Post issued on May 15, 2020)

***Expectation,* code : Jun. 1**

[7] This is indeed hard but we have no choice. We must prioritize our health and safety. (The Jakarta Post issued on June 2, 2020)

***Expectation,* code : Jun. 2**

[8] The 'high-priority' provinces are expected to be able to keep the situation under control by cooperating with local authorities, including the National Police and the Indonesian Military. (The Jakarta Post issued on June 17, 2020)

***Expectation,* code : Jun. 3**

[9] Our goals include reducing daily case counts, increasing the number of recoveries, as well as reducing the number of fatalities. (The Jakarta Post issued on June 21, 2020)

It is fact that the statement contains the expectations about increasing manufacture that can help the reducing of covid 19 case.

**C. *Reference,* code : J.1**

[1] "Wiku Adisasmito, head of expert staff for the COVID-19 task force, said on Monday said that the parameter used to determine that the curve was flattening was the change in the weekly number of new cases from the 10 provinces with the highest number of COVID-19 cases in the country." (The Jakarta Post issued on July 11, 2020)

*Reference,* **code : D.2**

[2] "We can conclude that the recent long weekend [from Oct. 28 to Nov. 1] was the main trigger for the decline in discipline among the public," (The Jakarta Post issued on December 4, 2020)

According to the excerpts as above Wiku Adisasmito, head of expert staff for the COVID-19 . Wiku has mentioned the new case increase more and more. As head of expert staff for the COVID-19, it is a trustworthy source for this information because it has experience in the medical industry.

2. Pathos

Pathos evoking the emotional reaction from the people. Furthermore, feelings and emotions have an important role in finding Pathos in a certain document. Tone, emphasis and engagement are the subcategories in pathos. Tone reaches the people by using sounds. Meanwhile, emphasis persuade the message with the concentration. Furthermore, Madon (2021) defines engagement role in pathos signifies the emotions aroused which is caused by a thing that has some inter-relation with the audience or reader.

A. *Emphasis,* **code : S.1**

[1] "A good cloth mask is made of triple-layered cotton because of its ability to filter the virus particles. The more layers the masks have, the better the ability to filter such particles, a good cloth mask is made of triple-layered cotton because of its ability to filter the virus particles. The more layers the masks have, the better the ability to filter such particles." (The Jakarta Post issued on September 16, 2020)

*Emphasis,* **code : O.1**

[2] "We strongly urge everyone to avoid going to public places during the holiday. Please stay at home, there will be other holidays in the future." (The Jakarta Post issued on October 28, 2020)

*Emphasis*, **code : M.1**

[3] We must be optimistic but remain vigilant. If patients under self-isolation see their condition worsen, they should immediately go to the hospital before it's too late (TheJakarta Post issued on March 18, 2020)

*Emphasis*, **code : M. 2**

[4] We urge the public to keep their distance from others: no handshaking, wash hands regularly, avoid crowds and always use masks in crowded places (The Jakarta Post issued on March 22, 2020)

*Emphasis*, **code : Jun. 4**

[5] Bear in mind that if there is no anticipation [to contain the spread of the virus and reduce people's mobility], COVID-19 virus can reach your regions with zero recorded cases. (The Jakarta Post issued on June 27, 2020)

Based on the statement, the government repeatedly ask the society to follow the health procedures and regulation. Thus, one of the ways to prevent the covid 19 is avoiding the public and crowded places.

B. *Engagement,* **code : A.2**

[1] "Globally, everything has stopped. Projects have been delayed, workplaces closed and schools shut down. The world seems to have ground

to a halt because of the novel coronavirus. However, students continue their education through online learning and via video calls with their teachers, especially in big cities such as Jakarta. The model is currently the best alternative as keeping schools open poses a safety risk for students." (The Jakarta Post issued on August 21, 2020)

Due to the widespread pandemic, everyone has to do most of the activities from home, the technology fulfils the vital role. Technology becomes a great medium to connect one and another and build the emotional relationship as well.

3. Logos

Bolatito (2012) mentions Logos or as known as logic is an appeal which give to the readers' reasoning skills. To measure logos, it looks at its clarity, conciseness, and arrangement. Logos needs viewers to rely on their reasoning based on statistics, numbers, and facts to gain judgement (Al-Momami, 2014). Clarity means the message is understandable enough to understand. As for conciseness, a message is short but understandable. Lastly, the arrangement is crucial to detecting logos in the text.

A. *Clarity,* code : N.1

[1] "In the past week, Indonesia has recorded an average of 1,103 new cases from an average of 7,684 people tested daily, representing a 14 percent positivity rate on average. Indonesia has tested 1.2 per 1,000 people, one of the lowest rates in the world." (The Jakarta Post issued on November 17, 2020)

*Clarity,* **code : D.1**

[2] Papua has reported 1,755 new cases, which is the cumulative total of positive cases logged since Nov. 19 until today. (The Jakarta Post issued on December 3, 2020)

*Clarity,* **code : A. 2**

[3] The national average positivity rate is about 14 percent. (The Jakarta Post issued on August 11, 2020)

*Clarity,* **code : S.2**

[4] Deaths in the prioritized provinces accounted for 77.6 percent of the national figure. The number had increased to 80.4 percent by Sept. 20 but has decreased to 80.1 percent as of Sunday. (The Jakarta Post issued on September 21 , 2020)

*Clarity,* **code : O.2**

[5] As noted, in the fourth and fifth weeks of October, which coincided with [the long weekend], the testing rate dropped to 74.78 percent and 62.66 percent, respectively. (The Jakarta Post issued on October 23, 2020)

*Clarity,* **code : N.2**

[6] Nationwide, the number of deaths over the past week increased by 18 percent. (The Jakarta Post issued on November 13, 2020)

*Clarity,* **code : May. 2**

[7] Unfortunately, the daily cases continue to increase and it has reached over 8,000 today. It is a very huge number. (The Jakarta Post issued on May 23, 2020)

As mentioned in the above, Our World in Data produces the result. It is clear that the number of new cases 1.2 per 1,000 people in Indonesia.

## 2. Discussion

This section highlights the results that have been presented in the previous section. After identifying and analyzing the data, this section showed about the type of rhetorical devices used by the Indonesian government. This section also show the use of the dominant rhetorical devices in selected articles. This section also points out the results and its relationship to the findings of study conducted by previous researchers with the same theme and focus.

The result of findings above shows that the number of rhetorical devices found in Jakarta Post newspaper during the period of March 2020 until December 2020 is 26. Rhetorical devices are ethos, pathos, and logos. Ethos appears as the most dominant type of rhetorical devices in the articles. Ethos viewpoint cannot as it were be seen from the writer as it were. Ethos is not made or bound to the writer, but implanted within the message instep. Ethos can be utilized to stress the individual qualifications and notoriety of the writer, speaker, or cite solid sources within the reliable sources in the writings. Meanwhile, logos is the least types of rhetorical devices in the articles.

This study's finding is quite similar to the finding of Madon (2021) in which he also focused on ethos, pathos, and logos by Aristoteles. By using a similar approach in analysis, the result shows similarities where in his thesis, *A Rhetorical Analysis of News Article on Work from Home*, it was found that ethos also turns out to be the most dominant type of rhetorical devices in the articles.

Other studies about rhetorical devices in newspaper also resulting a similar finding with this study. A study conducted by Ahmad (2021) entitled Presidential

Rhetoric in the COVID-19 Pandemic Era: Jokowi's Aristotelian Rhetorical Leadership Models Before and After Implementation of Lock Down Policy also found that ethos as the most dominant types of rhetorical devices in Jokowi's rhetoric. Therefore, the ethos is the most frequent types of rhetorical devices found in the article from Jakarta Post issued in March 2020 until December 2020. The frequent use of ethos in news article because this type of rhetorical devices flows naturally. For the articles, it can be drawn that the article mostly talks about the update case of covid 19 and health regulation from government, especially government points about the data and facts.

Nevertheless, a different result found in other types of rhetorical analysis. For instance, a study of rhetorical analysis in newspaper by Arofah (2018)) where in his study, *Rhetorical Analysis of Hate Speech: Case Study of Hate Speech Related to Ahok's Religion Blasphemy Case*, the result shows that the it is nearly impossible to discover the ethos aspect based on the source quoted in the content.

For the selected articles in this study, it can be drawn those articles mostly talk about how to employ self-preventing in facing covid 19 pandemic. Indeed, the government had already said in some interview that the objectives include decreasing daily case counts, escalating the number of recoveries, as well as decreasing the number of cases and fatalities. However, may new terms related to the covid 19 case appear in the newspaper. Most of the term in the newspaper are something that can be comprehended easily for the reader and society.

# CHAPTER V

## CONSLUSION AND RECOMENDATION

### A. Conclusion

Rhetoric is about strategic choices and approaches to communication whether textually, verbally, or even aurally and visually. Rhetoric refers to the science of speech or the art of using language effectively. One person engages another person or a group of people in exchange some information to complete some goals.

This research goals at finding out the types of rhetorical devices used by Indonesian government statements in newspaper. By using Aristotle's rhetorical theory, this study was conducted with the purpose of determining the types and the meaning of rhetorical devices found in article from Jakarta Post issued in March 2020 until December 2020. The object analysis of this study is the 19 articles fromJakarta Post which were gained from reading and understanding the whole text inthe article.

As a result, the three types of rhetorical devices were found in the article from Jakarta Post issued in March 2020 until December 2020 with  the ethos appear as the most frequent used in the articles. Meanwhile,  pathos is the least type of rhetorical devices that exists in the articles.

The reasons for the occurrence of dominant type in rhetorical devices because credibility of speakers is often be mentioned in the articles, it presents the statements showing trust of from the point of audience or reader. Besides, specific political goals appear in each statement. In expressing the idea to persuade the audience, the speaker need to deliver a persuasive statement in articles. The more credible of the speaker appear, the more persuasions can be attained.

## B. Recommendation

After analyzing the data, the writer realizes the shortage that this thesis had and it is still far from perfect. Therefore, the writer would like to give some suggestion for the further researcher who wants to do study in the similar field. Besides only focus on government statement in the newspaper, the writer would like to suggest to further researchers to deeply dig deep more into the use of rhetorical devices in any other literary works includes poems, advertisement, or song lyric. In addition, the writer also suggests to expand the theory used in analysis aside from rhetorical devices by Aristoteles in order to have more point of view on how a rhetorical device works either in arts or daily utterance.

There are few limitations that used to avoid distortions from the research finding. The limitation is only to identify the types of rhetorical devices used by Indonesian government in the newspaper articles. Specifically, this study focused on the statements of Achmad Yurianto and Wiku Adisasmito as the representative

of the government in Jakarta Post articles issued in March 2020 until December 2020. Furthermore, the limitations of this study lead to several implications. For instance, the use of rhetorical devices can deliver the message in the crucial situation properly. The use of rhetorical analysis in newspaper also helps the reader or society to engage significantly. It is likely to happen because of the government persuasions.

This study is anticipated to be useful for students, lectures, and the future researchers. For students, this study hopefully gives a more profound understanding of explanatory rhetorical devices. Furthermore, English teacher can use the research as material in classroom in case of rhetorical devices. In addition, this research can be a reference or hint for the future research especially on rhetorical analysis in English newspaper.

It is essential to note that rhetoric plays an important role in educational theory and practice. It is not only linguistic component for adding color and aesthetic to language, but it is more as a prominent feature of human notion and discourse about education. Therefore, the usage of rhetoric is important to analyze a greater consciousness of the implications of the theory and practice that is employed not only in daily experience of using language, but also in educational aspect.

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