

Persuasive Strategies Used by the Coaches in the Blind Audition of The Voice USA 2018

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Abstract

This article discusses the persuasive strategies used by the coaches in the blind audition of The Voice USA 2018. The objects of this research are the utterances of the four coaches in The Voice USA 2018 who are Adam Levine, Alicia Keys, Kelly Clarkson, and Blake Shelton. The objectives of this research are to identify the kinds of persuasive strategies and to analyze the way the persuasive strategies were expressed by the coaches in the blind audition of The Voice USA 2018. This research used a descriptive qualitative method. The data sources in this research are videos and transcripts. The researcher took twelve videos of the blind audition of the Voice USA 2018 which have more than three million views on YouTube as the sources of data. The researcher took the data from the official YouTube account of The Voice. In collecting the data, the researcher watched all the twelve videos of the blind audition of The Voice USA 2018 from the official YouTube account of The Voice and transcribed the videos. The instrument that is used in this research is the researcher herself as the

instrument to get the data. The results of the research show that the four coaches in the blind audition of The Voice USA 2018 used three persuasive strategies which are logos, ethos, and pathos. The way of the coaches used the three strategies was different. When stating logos, the coaches persuaded the contestants by stating logical reasons, a specific fact, and truths as a piece of supporting evidence. When they used ethos, they showed their reputation, credibility, image, character, and the previous record to get more trust from the contestants. Then, when they used pathos, they used emotional appeal to control the contestants' emotions.

Keywords: Rhetoric, Persuasion, Persuasive Strategies, The Voice USA.

Abstrak

Artikel ini mendiskusikan tentang strategi persuasif yang digunakan oleh para pelatih di blind audition dari The Voice USA 2018. Objek dari penelitian ini adalah ucapan dari empat pelatih di The Voice USA 2018 yaitu Adam Levine, Alicia Keys, Kelly Clarkson, dan Blake Shelton. Tujuan dari penelitian ini adalah untuk mengidentifikasi macam-macam strategi persuasif dan untuk menganalisa bagaimana strategi persuasif digunakan oleh para pelatih di blind audition dari The Voice USA 2018. Penelitian ini menggunakan metode deskriptif kualitatif. Sumber data dalam penelitian ini berupa video dan transkrip. Peneliti mengambil dua belas video blind audition The Voice USA 2018 yang telah ditonton lebih dari tiga juta kali di YouTube sebagai sumber data. Peneliti mengambil data dari akun

YouTube resmi The Voice. Dalam pengumpulan data, peneliti menonton semua dua belas video blind audition The Voice USA 2018 dari akun YouTube resmi The Voice dan mentranskripsikan video tersebut. Instrumen yang digunakan dalam penelitian ini adalah peneliti sendiri sebagai instrumen untuk mendapatkan data. Hasil dari penelitian ini menunjukkan bahwa keempat pelatih di blind audition dari The Voice USA 2018 menggunakan tiga strategi persuasif yaitu logos, ethos, dan pathos. Cara pelatih menggunakan ketiga strategi sangat berbeda. Ketika menyampaikan strategi logos, pelatih meyakinkan para kontestan dengan menyatakan alasan-alasan logis, fakta-fakta spesifik dan kebenaran sebagai bukti pendukung. Ketika mereka menggunakan ethos, mereka menunjukkan reputasi, kredibilitas, image, karakter, dan karya-karya mereka sebelumnya untuk mendapatkan lebih banyak kepercayaan dari para kontestan. Lalu, ketika mereka menggunakan pathos, mereka menggunakan daya tarik emosi untuk mengontrol emosi dari para kontestan.

Kata kunci: Retorika, Persuasif, Strategi Persuasif, The Voice USA.

A. INTRODUCTION

In this modern era, persuasion is used in many areas, such as in commercial, education, political speech, social advertisement, as well as in entertainment such as talent shows. Several researchers explored and proved the use of persuasive strategies in many areas, such as

[Argyropoulou and Ypsilantis \(2017\)](#) who distinguished the utilization of persuasive strategies in the field of education. He discovered that Greek second language students in 2005 - 2006 who wrote in the Italian language were affected by their persuasion conventions. In the area of advertisement, [Mukarromah \(2016\)](#), discovered that there were six sorts of persuasive strategies used in the trademark of iPhone promotion. They were rationalization, hypnotic, identification, compensation, conformity, and displacement strategy. The importance of the use of persuasive strategies in the field of advertisement has been proved by her.

Persuasion represents an intentional way to convince the audience, as well as an accompanying notice that the persuadee knows that it is acceptable to change. In persuading, people will need strategies to influence the interlocutors to follow and believe what the speaker said. In convincing their interlocutors, a speaker ought to have the capacity of talking and way. The speaker ought to probably influence individuals to concur with the speakers, so she/he should not talk easily.

The Voice USA 2018 was one of the popular talent shows in the world in 2018 that broadcasted from February 26 – May 22, 2018, on NBC. The show stood strong in the ratings throughout most of the season with an average rating of 1.9 and 9.9 million average viewers. This talent show was looking for a talented singer. This talent show was famous for its mentoring system. In the blind audition, the Coaches would turn around and would not see the contestant sing, they just heard the contestant's voice and if they like the contestant's voice, the Coaches would push the button in front of them and they

would see the contestant's face. If only one of the Coaches who pushed the button then automatically the contestant will be mentored by the Coach who pushed the button. But, if there is more than one Coach who pushed the button, they would give their best persuasion to be chosen by the contestant.

The researcher chooses to analyze persuasive strategies used by the Coaches in The Voice USA 2018 because, in this talent show, the Coaches will fight in their persuasion. The researcher found out this topic is important to be analyzed due to the different space and time of the use of persuasive strategies in the previous studies which are included in chapter two and this study can show the reader the importance and the use of persuasive strategies in many areas. This study is trying to make an investigation more comprehensive and focus on the object's utterances more by using Aristotle's persuasive strategies.

B. LITERATURE REVIEW

1. Rhetoric

As the earliest authority on persuasive discourse, Aristotle's *Rhetoric* laid the foundation for most of the later Roman treatises on the subject. [Burke \(1969\)](#) defined rhetoric as both a deliberate form of persuasive communication and an inevitable part of everyday interaction and communication. He also describes that wherever there is persuasion there is rhetoric. And wherever there is 'meaning' there is 'persuasion, for him, rhetoric is everywhere and includes: "spoken and written discourse and less traditional forms of discourse such as sales promotion, courtship, social etiquette,

education, hysteria, witchcraft, and works of art such as literature and painting. Aristotle's conception of rhetoric provides the foundation for rhetorical analysis, but Aristotle himself did not specify particular procedures for the analysis of persuasive communication.

Because of its several different approaches on literature and multiple denotations and connotations, [Cline \(2002\)](#) proposed four working definitions for classical rhetoric. The first relies on the academic sphere, having the theory, practice, and critique of effective written and oral communication. The second considers rhetoric as a social-political skill in language use, being used for persuasion. The third consider as persuasive, stylistic features in language use. The last posit rhetoric as a form of energy of language, being "ever-present, pre-linguistic source of our ability to understand the persuasive intent of a message". Rhetoric comprehends argumentative and expository discourses that seek to produce an effect on one person or group of persons.

Based on the explanation above, the researcher concluded that rhetoric is the art of communicating to persuade, inform, inspire, or entertains audiences that refers to the study and uses of written, spoken, and visual language.

2. Persuasion

Persuasion is an intentional way through one person to change the beliefs, attitudes, or conduct of any other person or organization of people thru the transmission of a few discourses ([Bettinghaus & Cody, 1994](#)). By studying this framework, speakers will generally achieve the information with their

addressees thru the use of various strategies (Fairclough, 2001). Those consist of persuasion, which is an “act of transformation”. Persuading others, converting their attitude, transferring their perfect words alongside the imagined line (Diamond & Cobb, 1996). Persuasion additionally also refers to any way to persuade the movements or decisions of others by means of writing or speaking them (Nothstine, 1989).

Studies on persuasion have historically been the passion of rhetorical and mental strategies while the research of this phenomenon in pragmatics is unusual and many of them targeted extraordinary fields together with commercials and courtrooms. The reason in the back of this consideration is that the language cloth in each commercial and persuasive feature on the court was important for the evaluation of persuasion strategies. Rank (1988) provided a persuasive framework such as five-step components of persuasive discourse:

1. Getting Attention

In the blind audition of the Voice USA 2018, the coaches will try hard to get the attention of the contestants they will be chosen as the coach.

2. Build the confidences

After getting the attention of the contestants, the coaches will build their confidence to attract and to show their ability as great coaches to the contestants.

3. Stimulate the desire

In this step, the coaches will try hard to persuade the contestants to choose them as their coaches using their persuasion strategies.

4. Urgency stressing

After using their persuasion, the coaches will fight each other with their persuasion

to show the contestants that they want to be their coaches.

5. Seeking for responses

In the end, the coaches will seek for responses and choices from the contestants.

The persuasive evaluation was delivered by Hardin (2001) to discourse in Spanish language marketing and commercial through joining the discoveries of both Rank (1988) and Leech (1966). The observation turned into relied on three primary persuasive purposes:

- (a) Memorability,
- (b) Pressure, and
- (c) Participation.

3. Aristotle's Persuasive Strategies

Aristotle (1967) points out three distinct persuasive techniques within the seminal work 'art rhetoric': pathos (emotional appeal), logos (rational argumentation), and ethos (high-quality and credibility of the speaker). These three appeals were often used to persuade and manipulate the addressee to achieve "out of undesired desire or choice" a target favored by the addressee as the art of persuasion (Poggi, 2005). This is achieved by compelling and persuading the addressee to exaggerate the perceived aim by persuasion and to influence their beliefs. Besides, Aristotle in Perloff (2003) claimed that the speaker needed to adjust and control, or to get along with their audience.

1. Logos

Logos is a strategy to persuade people by using proofs and facts to support the argument. Human convictions are associated with each other as per a lot of relations, for example, cause/effect and purposes/implies. Logos is the

confirmations to help the contention and explanation. The more dependable and strong the relationship between convictions, in this way, the higher the dimension of conviction with which those convictions will be held. People will have the belief in what the speaker said when the speaker can give confirmations or proof and can give a consistent reason. In The Voice USA 2018, the Coaches needs to use of the logical expression to make the contestant trust and choose them.

2. Ethos

Ethos is a strategy to persuade the audience by using good character and a good image of the speaker to draw high trust in the speaker. Aristotle in [Perloff \(2003\)](#) expressed that Ethos is the idea of the communicator. It alludes to the speaker's character before the gathering of people. Great picture likewise vital in this point. Drawing in the recipient's consideration concerning the believability and dependability of the source sets up another dimension of influence. The dimension of trust that it will rouse in the recipient relies upon the "identity, personality and good substance" ([Cockcroft, 2004](#)) of the persuader.

3. Pathos

Pathos is a strategy to persuade the target audience by controlling the audience's emotions to influence the rational judgment of the audience. Emotions intentionally secure the most regarded targets, appeared by either charming or unsavory sentiments. These characteristics are candidly stacked, thusly, with the goal that sentiment is actuated at whatever point they are conjured. When the emotional trigger is pulled, the recipient may feel a sincere want to accomplish the objective or purposes being referred to

([Poggi, 2005](#)). The persuading process will be effective when the speakers can control the gathering of people's feelings.

C. METHOD

The researcher used a descriptive qualitative method in this research. The descriptive qualitative method is appropriate for this research because the data in this research are collected, analyzed, and described in the form of words ([Bogdan & Biklen, 1997](#)). The researcher analyzed the utterances in twelve videos of the blind audition of the Voice USA 2018 which have more than three million views on YouTube and the transcript of the Coach's persuasion. The researcher analyzed through describing and explaining the data based on Aristotle's theory of persuasive strategies.

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The instrument that is used in this research is the researcher herself as the instrument to get the data as [Barrett \(2007\)](#) explained that in qualitative research, the instrument or research tools are the researchers himself/herself. Every step that is done in this research is done by the researcher herself. In this research, the researcher used human experiences as the

instrument of the research. the researcher analyzed the information in a few phases by utilizing the talk investigation approach. First, the researcher classified the kind of persuasive strategies used by the Coaches in the blind audition of the Voice USA 2018 from the videos and the transcript based on Aristotle's persuasive strategies. Second, the researcher analyzed how persuasive strategies used by the Coaches in the blind audition of the Voice USA 2018 by analyzing the discourse.

D. FINDINGS

The researcher analyzed the transcript of twelve videos in the blind audition of the Voice USA 2018. Based on the transcript, the researcher found many data containing persuasive strategies. The data is in the form of utterances and words expressed by the Coaches of The Voice USA 2018.

Based on the data, the researcher found 66 utterances of persuasion based on the twelve videos of the Voice USA 2018 used by the Coaches in the blind audition of the Voice USA 2018. Among the three strategies, pathos is the strategy that has the most occurrences. It shows that the Coaches in the blind audition of the Voice USA 2018 implied pathos most than other strategies in their utterances. As seen, pathos is applied as many as 31 times by the Coaches. It is followed by Ethos which is applied as many as 19 times and the last is logos which is expressed 16 times out of 66.

Meanwhile, for the Coaches, Kelly Clarkson comes out as the Coach with the most persuasion utterances. Kelly Clarkson applied 23 persuasion utterances, followed by Alicia Keys with 18

persuasion utterances, Adam Levine with 16 persuasion utterances, and the last is Blake Shelton with 9 persuasion utterances.

1. Logos

Logos in the data, found in sixteen utterances. The Coaches persuade the contestants by stating logical reasons, the Coaches used a specific fact and truth as a piece of supporting evidence to give the contestants a logical reason, so the contestants would give more trust to the Coaches. This is relevant with the thought of [Aristotle \(1967\)](#) that implied that logos refers to the clarity and integrity of the argument which is stressed on logic and appeal to the reason. The following data are the data that the researcher analyzed more which used logos.

Kelly Clarkson: Dang straight. Hannah Goebel. [Hits the table again]. Where are you from again?

Hannah Goebel: I live in Nashville.

Kelly Clarkson: **See? See, Hannah?** [She is standing up] **I live in Nashville. He doesn't. He doesn't.** [While she is pointing to Blake and Adam].

The conversation above is taken from Video 1. The Voice 2018 Blind Audition – Hannah Goebel: “If I ain’t got you”. In this video, the contestant is Hannah Goebel, she was singing Alicia Keys’ song “If I ain’t got you”. She was chosen by four of the Coaches but Alicia Keys got blocked by Kelly Clarkson. The conversation above was when Kelly Clarkson asked Hannah Goebel where she was coming from, and Hannah Goebel answered that she lives in Nashville. After that, Kelly Clarkson proudly said that she lives in Nashville as well. It shows that she tried to persuade Hannah Goebel by

saying the fact that she lives in the same area with Hannah. Kelly Clarkson tried to persuade Hannah Goebel using a fact that she lives in Nashville and she also used that fact as an advantage that the other coaches did not have.

Another example of logos also appears in the following utterances. This conversation was found in video 3. The Voice 2018 blind audition – Terrence Cunningham: “My girl”.

Kelly Clarkson: Although you have the most amazing voice, **these shows are about strategy and, like, when to show what you can do and when to show a little more to keep you on the show and how to get you to the finale. I have been a contestant that's gotten to a finale, and the thing that's gonna keep propelling you through this show is doing the unexpected.** I want you to succeed. [She is sitting and explain it seriously]

Terrence Cunningham: Thank you.

In this video, the contestant was Terrence Cunningham, he was singing a song entitled “My girl”. He was chosen by four of the Coaches. In this conversation, Kelly Clarkson was trying to persuade Terrence Cunningham to be chosen as his coach by using a logical reason. It displayed when she said that The Voice is about strategy, and Kelly was using the fact that She is an alumna from the first American Idol which is also a talent show just like The Voice and she was coming out as the first American Idol winner to convince Terrence more, she showed that she has the experiences and she knew the strategy to make a contestant like Terrence stay for a long time and being a winner in The Voice. It is shown as logos because Kelly gave proof to supports her argument.

The last example of logos, found in the conversation from Video 10. The Voice 2018 blind audition – Kelsea Johnson: “Like I'm gonna lose you”.

Alicia Keys: You have a gift, and you have a reason why you were given that gift. And, um, **I have won the show. I plan to win it again. I'm a monster. I'm a beast. I don't stop.** [She's sitting and explaining with her hand gesture]

Kelsea Johnson: I agree. [Smile]

Alicia Keys: **Right now, I'm in the studio with Chris Blue planning his plan. I am dedicated to what happens.** [She continues explaining with her hand gesture]

In this dialogue, the contestant was Kelsea Johnson. She was chosen by Adam Levine, Kelly Clarkson, and Alicia Keys. The situation in the conversation above was when Alicia Keys trying to convince Kelsea to choose her as a Coach by mentioning a fact that Alicia has won The Voice in the previous season and she wanted to win again with Kelsea. She also gave proof that she is a dedicated person which used an ethos strategy, to supports her argument that she was able to win again. Alicia also claimed that she is working on her plan with Chris Blue in the studio, as a piece of evidence that she is such an ambitious person and she didn't tell lies. In this conversation, Alicia seems like trying to combine the three strategies, but the strongest is her logos.

2. Ethos

This type of strategy was also performed by the Coaches in the blind audition of The Voice USA 2018. The Coaches persuade the contestants by conveying the trustworthiness and credibility of the Coaches. The Coaches

used their reputation, image, character, previous record, and goodwill to get more trust from the contestants. This is relevant with the thought of [Aristotle \(1967\)](#) that ethos refers to the ethical proof, or projected character of the speaker or the communicator, including their credibility and trustworthiness. Ethos in the data, found in nineteen utterances. The following conversations are the conversations that the researcher analyzed more which used ethos.

Adam Levine: I'm excited to work with you, potentially, because if typically, you do lean on the technical, **there's no one better to help you with letting go and with getting on that other creative side than me.** [He's sitting and explaining calmly with his hand gesture]

Alicia Keys: All right, Stephanie, who do you pick as your coach? [She asks Stephanie]

Stephanie Skipper: Man.

The dialogue above is found in Video 2. The Voice 2018 blind audition 'Stephanie Skipper: "Piece by piece". Here, the contestant is Stephanie Skipper, she was singing "piece by piece". She was chosen by Adam Levine and Blake Shelton. Adam Levine persuaded Stephanie to choose him by stating that he has the credibility to be a coach for her by saying that he is better and more creative on technical than the other coaches.

The next example of ethos, found in Video 7. The Voice 2018 blind audition – Jaclyn Lovey: "Can't help falling in love".

Alicia Keys: Jaclyn, you know, **I'm also a huge lover of the classic songs. I really get it, and I see exactly what we could do together. We'd be able to find songs that suit your voice, just like this one did,**

and we'll keep it pure. We'll keep it honest. We'll keep it genuine, and it'll be all about you. So, I really would love to do that with you. [She's sitting and explaining calmly with a smile and her hand gesture]

The contestant here is Jaclyn Lovey. She was chosen by Blake Shelton and Alicia Keys. The conversation showed Alicia Keys trying to persuade Jaclyn using her image by expressing that she knew classic music which is the genre of Stephanie, and she knew what to do with Stephanie's voice using her knowledge in music.

The last example of ethos, performed in the conversation below taken from Video 11. The Voice blind audition – Brynn Cartelli: "Beneath your beautiful". Blake Shelton: Well, if you have watched, then you know that **I have had more success with young females on this show than everyone else combined. And Kelly has absolutely no experience on this show whatsoever.** [He's sitting and explaining with his hand gesture]

Brynn Cartelli: Ooh.[She covers her mouth with her hand]

The contestant in the dialogue above is Brynn Cartelli. She was singing "Beneath your beautiful". She was chosen by Kelly Clarkson and Blake Shelton. The utterances about were the moment when Blake persuaded Brynn by saying his credibility as a Coach in The Voice. He convinced her by saying that he is a really good Coach with so many experiences than Kelly in handling young female singer contestants like Brynn Cartelli.

3. Pathos

Based on the data, pathos is found in thirty-one utterances. The Coaches

persuaded the contestants using emotional appeal like giving admiration, praises, happiness, anger, etc. The Coaches used the right language choice, many language means, and imagination to strengthen their argumentation. This is relevant with the thought of [Aristotle \(1967\)](#) who implied that pathos refers to the audience's feelings and relies for persuasive effect on triggering the audience's emotions such as happiness, sadness, satisfaction, pity, or fear, etc. By using pathos, the Coaches tend to control the contestants' emotions. The contestants will not just respond emotionally but the values, beliefs, and point of view of the Coaches will be accepted well. The following data are the utterances that include pathos.

Adam Levine: I know that he didn't press his button, because he was literally scared. **But that's a testament to how much of a gem you are. You are one of the greatest gifts we have been given on this show. Your voice humbles me, your presence humbles me, and I only want to be a guiding light for you moving forward. And I'm not gonna fight for the last word, 'cause I think it's beneath you. Christiana, you're one of the best singers I've ever heard in my life. I'm done. I'm done.** [He's sitting and explaining his thought calmly with his hand gesture]

The utterances above were found in Video 5. The Voice 2018 blind audition – Christiana Danielle: “Hotline bling”. The contestant here is Christiana Danielle. She was chosen by Adam Levine, Kelly Clarkson, and Alicia Keys. In the utterances above, Adam Levine persuaded Christiana by controlling her emotion using imagination and giving praises. He expressed that Christiana is so valuable,

making images that she is like a gem and she is the greatest gift on The Voice. Adam Levine also expressed many beautiful language styles to strengthen his argument.

Other utterances using pathos were found in the utterances below. These utterances were taken from Video 6. The Voice 2018 blind audition – Johnny Bliss: “Preciosa”.

Adam Levine: **I think that you have not only the voice that can -- that can go all the way here, but what I also believe is that there are those really rare moments where I can actually lose myself in something and feel something so incredible and overwhelming, and I-I had one with you. And so, I thought to myself, "Man, all I want to do is be part of this guy's journey of what you're doing up there," 'cause it was so, so special. So thank you very much.** [He's standing and explaining in a calm way using his hand gesture]

Johnny Bliss: Thank you so much for those beautiful words. [He smiles and touches his chest]

In this conversation, the contestant is Johnny Bliss. He was chosen by four of the Coaches but Kelly Clarkson got blocked by Adam Levine. Adam convinced Johnny by controlling his emotion, expressed many beautiful languages means to make Johnny happy and feel special.

The last example of pathos is the conversation which is taken from Video 12. The Voice 2018 blind audition – Rayshun LaMarr: “Don't stop believing”. Alicia Keys: **I believe this is the place that you've been meant to come to right now. Your story is very, very inspiring. And we need somebody who will not let**

anything stop them. You are the living embodiment of that, and it makes me all the more just dedicated to helping your story come to life. [She's sitting and calmly talking to Rayshun using her hand gesture]

Kelly Clarkson: Adam, you just lost from that. I'm just gonna say. [She talks to Adam and Laughs]

In the conversation, the contestant is Rayshun LaMarr. He was chosen by Adam Levine and Alicia Keys. Alicia persuaded Rayshun by controlling his emotion using Rayshun's life story about him being a cancer survivor. Alicia using his life story to get with him emotionally by expressing that he is so precious and he has a very inspiring story.

E. DISCUSSIONS

The researcher found that the most used persuasive strategy by the Coaches the blind audition of The Voice USA 2018 is pathos because pathos is the easiest strategy to be expressed because the speaker does not need evidence or logical reason where pathos only depends on the emotion and feeling as conveyed by [Huckabee \(2018\)](#) that pathos can be expressed with many ways and the evoking of emotion and feelings can be accomplished with many style or representation on various levels.

Meanwhile, logos is the least used strategy by the Coaches in the blind audition of The Voice USA 2018 because the Coaches have to prepare carefully the logical reasons, pieces of evidence, or facts to support their statement as conveyed by Huckabee (2018) that when a writer or speaker used pathos in his or her persuasion, he or she must avoid

inflammatory language, and the speaker will carefully associate the statement or argument to the supporting evidence.

The reaction or response from the contestants after the coaches expressed persuasive strategies also different. When the Coaches used logos, the contestants showing their reaction by giving agreement, understanding, and big trust to the Coaches' argumentation. When the Coaches used ethos, the contestants gave their respect to the coaches and gave high trust to the Coaches as the reaction. Then, when the Coaches used pathos, the contestants showed their reaction in the form of emotion by expressing their happiness, interest, empathy, and joy because positive words conjure feelings of love, excitement, and happiness.

The results of the persuasion made by the Coaches in the twelve videos in the blind audition of The Voice USA 2018 are Kelly Clarkson was chosen by five contestants, Alicia Keys was also chosen by five contestants, Adam was chosen by two contestants, and the last is Blake who was not chosen by any contestant. Looking at the finding, Kelly is the Coaches who expressed the most persuasive utterances, then Alicia Keys in the second place, and then Adam Levine in the third place, and the last one is Blake Shelton. The researcher can conclude that the number of persuasive utterances expressed and strategies used can influence the audience's beliefs and choices. It is not only the number of persuasive utterances and strategies that can influence the contestants' choice but also the quality of the utterances used to influence the decision of the contestant.

After analyzing the data using Aristotle's persuasive strategies, the

researcher can conclude that Aristotle's persuasive strategies are very suitable to be implied on persuasive communication in daily life in every area. Meanwhile, another persuasive strategy theory, for instance, persuasive strategies brought by Keraf (2004) which are rationalization, identification, suggestion, conformity, compensation, projection, and displacement, the researcher thinks the theory brought by Keraf is only suitable to be applied only in the area of business and advertisement. Aristotle's persuasive strategies are really good to be applied in many areas because this theory is more general than Keraf's whom his theory is more specific. But, Aristotle's persuasive strategies also have a weakness. The theory doesn't include and explain non-verbal aspects in the persuasion that play a role in persuasive communication which means the theory is too focused on utterances and words only.

The persuasive strategy itself is a strategy and an ability needed by people in their daily life to be able to live every aspect of their life more easily. Persuasive strategies are the ability which very important for a businessman to convince his business partner and advertisers to make the consumers buying their things. People with a very good persuasive ability will be able to attract the people around them to agree with the things they did and delivered. In Islam, as a Moslem, the researcher found the application of persuasive strategies in many places.

In Quran, the researcher found the application of persuasion which the words in the Quran a very good way of trying to convince and invite people who read it to follow the beliefs of Moslems. Persuasion is even very recommended to use in

dakwah as the researcher found it in Quran surah An-Nahl as translated as "Call (human) on the path of your God with good lessons and good wisdom and refute them in a good way," (An-Nahl: 125). The verse is the verse delivered to prophet Muhammad SAW to spread the beliefs of Islam in the path that Allah SWT has shown with good words, good wisdom, and good way. So, even in Islam, we are recommended to persuade people with good manners and good words. But, when people persuade the other the important thing is not only the words expressed but also the people must have the good wisdom and manners in them. But persuasive strategy not only important in that cases, but people can also find many persuasive strategies applied in our daily life such as a teacher to his student, a student to his teacher, parents to their children, a child to his parents, a friend to another friend, etc.

F. CONCLUSIONS

There are three persuasive strategies used by the Coaches in the blind audition of the Voice USA 2018. They are logos, ethos, and pathos. The results of the persuasion made by the Coaches in the twelve videos in the blind audition of The Voice USA 2018 are Kelly Clarkson was chosen by five contestants, Alicia Keys was also chosen by five contestants, Adam was chosen by two contestants, and the last is Blake who was not chosen by any contestant. Looking at the finding, Kelly is the Coaches who expressed the most persuasive utterances, then Alicia Keys in the second place, and then Adam Levine in the third place, and the last one is Blake Shelton. The researcher can conclude that

the number of persuasive utterances expressed and strategies used can influence the audience's beliefs and choices. Not only the number of persuasive utterances and strategies that can influence the contestants' choice but the quality of the utterances which are the statements used also influence the decision of the contestant.

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