

Strategi persuasi dan identitas ayah terhadap anak dalam novel ayahku (bukan) pembohong: sebuah analisis wacana kritis = Persuasion strategies and identity of the father to the son in ayahku (bukan) pembohong's novel: a critical discourse analysis

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Abstrak

Komunikasi ayah dan anak merupakan bentuk relasi sepanjang hidup. Dalam keluarga, ayah memegang peran penting dalam pembentukan kepribadian anak. Ayahku (Bukan) Pembohong karangan Tere-Liye merupakan salah satu karya sastra yang memuat kedekatan hubungan ayah terhadap anak melalui wacana persuasif. Skripsi ini secara khusus membahas strategi persuasi yang digunakan tokoh Ayah terhadap Dam, sejak kecil hingga dewasa, melalui dongeng dan percakapan. Penelitian kualitatif ini menggunakan model analisis wacana kritis Norman Fairclough yang dihubungkan dengan teori persuasi Ehninger, Monroe, dan Gronbeck. Hasil penelitian tahapan persuasif yang dibangun melalui percakapan menampilkan perubahan relasi kuasa dan pembentukan identitas tokoh ayah dan anak sepanjang cerita.

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Communication between father and son is a long-life relationship. In a family, a father holds a significant role in his children's character building. Ayahku (Bukan) Pembohong written by Tere-Liye is one of many novels that show father and children relationship by using persuasive discourse. The focus of this study is the persuasion strategies that the Father applies to Dam, since Dam was still child until he becomes an adults, especially by using tales and conversations. This qualitative research uses critical discourse analysis model from Norman Fairclough's theory that related to Ehninger, Monroe, and Gronbeck's persuasion theory. The result of the persuasive stage applied in the story shows the changing of power relation and the building of the father and the son's character all along the storyline.