

Analisis persuasi dan relasi kuasa dalam film Ocean's Eleven (2011) = Persuasion and power relation analysis in Ocean's Eleven (2011) / Tyana Rahestrie

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Abstrak

[ABSTRAK
Wacana persuasi dilakukan tidak hanya dalam bentuk komunikasi tertulis tetapi juga dalam bentuk lisan.

Wacana tersebut ditemukan dalam beberapa karya fiksi seperti film, yang narasinya berfokus pada tema persuasi. Tujuan penelitian ini adalah untuk menganalisa wacana persuasi yang terdapat pada Ocean Eleven, sebuah film komedi Amerika yang disutradarai oleh Steven Soderbergh. Film tersebut berkisah tentang Danny

Ocean dan sebelas rekannya, termasuk rekan kriminalnya, yang merampok tiga kasino Las Vegas, the Bellagio,

the Mirage, dan MGM Grand secara bersamaan. Penelitian ini khususnya bertujuan untuk meneliti dua hal : strategi persuasi yang dipraktikkan oleh pihak yang mempersuasi dalam naratif dan relasi kuasa antar karakter.

Penelitian ini menggunakan teori strategi persuasi dari Crusius dan Channel. Hasil dari studi yang dilakukan menunjukkan bahwa beberapa strategi persuasi dapat digunakan sesuai dengan tujuannya untuk menyuksekkan

persuasi. Lebih lanjut lagi, pada akhir persuasi, relasi kuasa diantara pihak yang melakukan tindakan persuasi

dan pihak yang dipersuasi tidak berubah, yaitu pihak yang melakukan persuasi memiliki posisi yang lebih tinggi dan dominan.

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ABSTRACT

Discourses of persuasion are issued not only in written means of communication but also in spoken forms. Such

discourses are discovered in a number of fictional works like films, whose narration focuses on persuasion theme. The aim of this research is to analyze discourse of persuasion issued in Oceans's Eleven, an American

comedy movie directed by Steven Soderbergh. The movie tells about Danny Ocean and his eleven accomplices,

including his partner-in-crime, who rob three Las Vegas casinos, the Bellagio, the Mirage, and the MGM Grand

simultaneously. This research is specifically purposed to examine two points: strategies of persuasion practiced

by persuaders in the narrative and power relation among characters. The research uses the persuasive strategy

theory from Crusius & Channel. The result of this study shows that several persuasive strategies can be used in accordance in order to succeed the persuasion. Moreover, by the end of the persuasion, the power relation between the persuader and the person being persuaded does not change, as the persuader holds a higher and more dominant position., Discourses of persuasion are issued not only in written means of communication but also in spoken forms. Such discourses are discovered in a number of fictional works like films, whose narration focuses on persuasion theme. The aim of this research is to analyze discourse of persuasion issued in Oceans's Eleven, an American comedy movie directed by Steven Soderbergh. The movie tells about Danny Ocean and his eleven accomplices, including his partner-in-crime, who rob three Las Vegas casinos, the Bellagio, the Mirage, and the MGM Grand simultaneously. This research is specifically purposed to examine two points: strategies of persuasion practiced by persuaders in the narrative and power relation among characters. The research uses the persuasive strategy theory from Crusius & Channel. The result of this study shows that several persuasive strategies can be used in accordance in order to succeed the persuasion. Moreover, by the end of the persuasion, the power relation between the persuader and the person being persuaded does not change, as the persuader holds a higher and more dominant position.]