

## Sekuens Tuturan Persuasif Bahasa Jepang dalam Penjualan Properti = Japanese Persuasive Speech Sequence in Property Sales

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### Abstrak

Upaya meyakinkan seseorang dikenal dengan istilah persuasi. Setelah penutur bahasa menyampaikan tuturan persuasif, seyogianya tuturan tersebut berhasil meyakinkan mitra tuturnya. Namun, tampaknya agen properti tidak hanya mengucapkan tuturan persuasifnya sekali. Berdasarkan pencermatan awal, tampaknya agen properti menyampaikan tuturan persuasifnya berkali-kali, ia menyampaikan sekuens (urutan) tuturan persuasif kepada calon pembeli. Oleh karena itu, sekuens tuturan persuasif agen properti kepada calon pembeli menarik untuk dicermati. Penelitian ini bertujuan untuk menjelaskan realisasi dan karakteristik sekuens tuturan persuasif bahasa Jepang dalam penjualan properti. Data yang digunakan pada penelitian ini adalah 12 percakapan yang mengandung sekuens persuasif. Data itu diperoleh dari drama Jepang *Ie Uru Onna*. Penelitian ini menemukan bahwa sekuens tuturan persuasif oleh agen properti kepada calon pembeli dapat dikategorikan menjadi (i) Sekuens tuturan persuasif dengan eksplikatur, (ii) Sekuens tuturan persuasif dengan implikatur, dan (iii) Sekuens tuturan persuasif dengan eksplikatur dan implikatur. Hasil analisis menunjukkan bahwa agen properti cenderung mengujarkan tuturan persuasifnya berkali-kali. Sekuens tuturan persuasif yang paling banyak digunakan adalah sekuens tuturan persuasif dengan implikatur. Dengan kata lain, agen properti cenderung menyampaikan beberapa kali tuturan persuasif yang disertai alasan agar persuasi berhasil.

.....The effort to convince someone is known as persuasion. After the speaker delivers a persuasive speech, the speech should successfully convince his/her speech partner. However, it seems that real estate agents do not only utter their persuasive speech only once. Based on the initial observation, it seems that the real estate agents utter their persuasive speech many times, they deliver persuasive speech sequence to convince potential buyers. Therefore, the persuasive speech sequence by real estate agents to potential buyers are interesting to observe. This study aims to explain the realization and characteristics of Japanese persuasive speech sequence in property sales. The research data consists of 12 conversations containing persuasive sequence. The datas were obtained from Japanese drama *Ie Uru Onna*. This study found that persuasive speech sequence by real estate agents to potential buyers can be categorized into (i) persuasive speech sequence with explicatures, (ii) persuasive speech sequence with implicatures, and (iii) persuasive speech sequence with explicatures and implicatures. The analysis results indicate that real estate agents tend to repeatedly deliver their persuasive speech. The most frequently used persuasive speech sequence is the one with implicature. In other words, real estate agents tend to convey persuasive speech multiple times, accompanied by reasons, in order to achieve successful persuasion.