



**RHETORICAL ANALYSIS OF CONTESTANT'S SPEECHES IN SPEECH  
CONTEST OF "STEC FESTIVAL BAHASA" COMPETITION AT IAIN  
KUDUS**

**Alfu Nikmah\*<sup>1</sup>**

IAIN Kudus

\*Corresponding Author Email: [alfunikmah@iainkudus.ac.id](mailto:alfunikmah@iainkudus.ac.id)

**Abstract**

Conducting speech contest in the college belongs to learning process in developing language skill. It is a kind of public speaking as realization of communicative competence in teaching and learning process. It conveys the message delivered to the audience. Message must be prepared in written form before it is performed. Then the teacher must guide the students in constructing the text in delivering the message. Speech was performed has to fulfill the structure of organization and supplementary components. One of the strategic in delivering good speech is rhetorical language. Rhetorical language consist of supporting language developed in the speech for example hyperbole, alliteration, metaphor, repetition, irony, metonymies and rhetorical question. This study conducted the the reseach to determine the importance speech in the teaching and learning proses. This study analysed the structure of the text. Moreover this study also revealed the rhetorical language of the winner of speech competition held in IAIN Kudus. It was conducted using descriptive qualitative method in which the data anlysis used content anlysis. Based the analysis, It was found that there were 9 items of rhetorical language from the speech text that consist of 5 metaphors and 4 rhetorical questions.

Keywords: Speech, Rethorical

**INTRODUCTION**

Public speaking is the act that full of art, or process of making effective speeches before an audience, it is an act of strategic communication (Lucas, 2007; Yin, 2005) cited in (Zou,2020: 484). English public speaking (EPS) has been a skill of paramount importance among college students (Y. Li, Gao, & Zhang, 2015; Lucas, 2013; Parvis, 2001; Zhang, Ardasheva, & Austin, 2020) which strengthens the core skills and competencies, not just in oral communication, but also in writing, listening, critical thinking, intercultural communicative competence and overall English proficiency (Lucas, 2013). The Guidelines on College English Teaching in China (version 2017) states that college English curriculum should be set to develop students' comprehensive abilities, especially cross-cultural abilities and communication competence. As like in indonesia in college curriculum also provides and cultivates students comprehensive ability in the communication. Public speaking are served in curriculum of english teaching in college.

As English language teacher we should provide our students to be able to communicate well. Communication can be conveyed through spoken or written. The realization of communication can be formed of written or spoken text. Creating a text means generating meanings. Meanings are generated not only through what speakers say to each other but also through what they do with words they use to satisfy the needs of their environment (Ghasani,2017:149). As supported Hymes's idea in Swain (1980) and Celce-murcia (2007) cited in Fitriati (2020:33) communicative competence refers to ability to use English language correctly, appropriate to situationand express suitable beahviour in cultural context of communication. By using communicative competence it can reveal appropriate coomunication that arise the meaning.

One of the types of meanings that highlighted in communicative competence was interpersonal meanings which focused on the ways in which the speakers act upon one another through language. Students have to know interpersonal meanings as it will help them to express their attitudes or feelings to others. How they deliver the text to the receivers. Students must know that for some reasons, meanings are also influenced by context. Certain grammatical structures and words do not always make the same meanings. The same words can have a different communicative function in a different situation. The words will arise the new perception apart from the real meaning.

Furthermore, the choice of words or dictions also contributes to create a good text. The combination of words that has been adjusted with the context is the crucial thing of successful text. The diction enables the speaker or writer to accurately realize the message he or she intends to convey through their texts. Once the speaker or the writer fails to construct the diction, the message will be ambiguous or confusing to be read or understood. Then the message cannot be received properly for the receivers.

One of the example of text that is can be conducted both written and spoken is speech. Speech is one of the example of public speaking. It is performed to get attraction of the listener. Even more speech is conveying the message to the listener. Speech tend to persuade the listeners mind in agreeing the speaker's arguments. Basically, in doing speech, speaker develops an argument in support of a position on a topic (Sellnow, 2005) cited on (Ghasani,2017:150).Therefore speech must be supported with style of Rhetoric. It is a way to persuade and strengthen the particular information that wants to be shown to the reader or hearer by using language style.

The use of rhetoric is signed by hyperbole, alliteration, metaphor, repetition, irony and metonymies. In textual analysis, the author expresses the things that would be stressed to the public, usually in form of graphic, pictures, raster or table to support or hidden another part to be shown. The author is not merely conveying the main information, but it shows the metaphor to ornate the text. It used as the main thought to support the particular idea to the public (Alex Sobur, 2006: 119) cited in (Rohmah:2018).

Speech is an autonomous way to train speaking ability. Thornbury (2005) cited on Lutviana (2016:145) stated that "at there are six criteria for autonomous speaking task, those are productivity, purposefulness, interactivity, challenge, safety, and authenticity. As a challenge, it is appropriate if speech is applied in curriculum . By setting speech in curriculum it can be conducted based on the the right time and condition realated to learning process.

This study conducted the analysis The speech that was Recently in IAIN Kudus held online english. There were 7 of participants joining the speech contest. As a ajdudicator, the writer tend to analyse the speech deeper. The speech text will be analysed based on the structure of the text and rhetorical analysis from the first winner and runner up. So in this paper the writer will give the example of analitical of speech regarding to the structure of the text and retorical language found in the speech text

## METHOD

The method of this study used descriptive qualitative method to analyse the data. Litosseliti (2010:52) citen in Ghasani (2016: 147) stated that qualitative research concerned with structures and patterns, and how something is. This qualitative approach elaborates both structure and pattern of analysis without considering how many particular characteristics or items. While descriptive research includes survey and fact-finding enquiries of different kinds (Kothari 2004: 3). The major purpose of descriptive research is a description of the state of affairs as it exists at present. Thus the descriptive was applicable to describe the qualitative approach. Whereas the researcher must be noticed that the main characteristic of this method is the researcher has no control over the variable and data.

In analysing the data, the writer read the text and analyse the structures of the text. The speech will be obtain of stucture of oraganization. The organized speeches serves two important functions. First, organization helps improve clarity of thought in a systematic way. Second, organization increases the likelihood that the speech will be effective. Audiences are unlikely to understand disorganized speeches and even less likely to think that disorganized speakers are reliable or credible. Speeches are organized into three main parts: introduction, body, and conclusion.(Anggraini,2016:7)

After analyse the structure of the text, the writer analyzes the data using Critical Discourse Analysis theory from Van Dijk (1997). The data classified as the form of speech text which is taken by the researcher in order to reveal the macrostructure, microstructure and superstructure of the text. In this study analysed the data based on the micro structured based on Van Dijk

Table 1. Van Dijk Critical Discourse Analysis Structure (Eriyanto:221)

CDA structure	Aspect that observed	Element
Macro structure	Thematic (what the speaker said)	Topic
Macro structure	Semantic ( the meaning that intended in the text)	Background and detail presupposition
Superstructure	Schemata (how the outline ordered)	SCA approach
Micro structure	Syntatic (how the real thought is delivered)	Sentence form, cohesion and pronoun)
Micro structure	Stylistic	Lexical choices and figure of speech
Micro structure	Rhetoric (how the way speaker conduct the intention)	Hyperbole,Alliteration, Metaphor and repetition)

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## FINDINGS AND DISCUSSION

The result of the study found that the speech text conducted by DM used structur of oraganization. They are introduction, body and conclusion. Even though the text revealed supporting material .The speech will be more interesting if it is completed with supporting material. There three of supproting material; use a variety of example from real life, using definitions and explanations, use expert testimony (sellnow,2015: 79). for the firt stage, using a variety of example from real life can be adrees watching, it can be used vivid aids and offer vivid description. Then followed by stage two, using definition and explanation can be constructed to use facts and data and it is addressee the thinking based on the topic. And the last, using expert testimony. In this strage constructing the speech text using supporting material will convince the addressee.

According to DeVito (2011) cited on (Anggraini 2016:4), in order to achieve an effective speech style and provide clarity and reinforcement, it is necessary to pay attention to speech technique. The speech technique in question is paying attention to alliteration, hyperbole, rhetorical questions, metaphors, metonymy, personification, and simile. In line with the

description of what needs to be considered from DeVito's theory regarding speech techniques that pay attention to alliteration, hyperbole, rhetorical questions, metaphors, metonymy, personification, and similes, Keraf calls it the term figurative language based on whether or not the meaning is direct in the form of rhetorical style and figurative language style. Keraf (1988:113) cited in (Anggraini,2016:4) The style of language which is a part of rhetoric in linguistics, it can be said that the human way of describing the technique of using language as an art, so what needs to be known is knowledge of language and good use of language. Alliteration, hyperbole, and rhetorical questions are included in the type of rhetorical style, while simile, metaphor, metonymy, and personification are included in figurative language styles.

Based on the data it was found 9 rhetorical language from the winner and runner up of english speech competition whis held on 8 october 2021, conducted by STEC and AI-IZZAH IAIN Kudus. ( There 4 that considers to methapore and 5 of rethorical question.

**Table 2. Rhetorical language**

No		DM	QU
1	Hyperbole	-	-
2	Alliteration	-	-
3.	Metaphore	3	1
4	Repetition	-	-
5	Irony	-	-
6	Metonymies	-	-
7	Rhetorical question	4	1

Based on the result of analysing the data, rethorical language can be described detail from this table

**Table 3. Metaphore**

No	citation	Meaning	Position of the text	Text code
1	“5 month ago my social media distract me”		Paragraph 4, line2	DM
2	“My focus is breaking out”	The phrase ‘ my focus’ is applied to something that is not ordinarily associated to the terminology “breaking out”	4th paragraph,line 2	DM
3	“my mind go anywhere”	The phrase ‘ my mind’ is applied to something that is not ordinarily associated to the terminology “go”	4th paragraph, line 3	DM
4	“They’re attack our psychological like passion,skill,love,	The term attack can be applied in accordance to ‘our	11th paragraph,line2	DM

	feeling,and stuff like that”	psychological things’		
5	“the government will not stay silent either”	The subject of utterance ‘the government’ as a noun can not represent to the human being in doing action ‘silent’	8th paragraph,line 8	QU

**Table 4. Rethorical Question**

No	citation	Meaning	Position of the text	Text code
1	Am I so bad ?	This is rethorical question to ask about the speaker’s identity to the audience that do not need to answer,	1st paragraph, line 3	DM
2	“am I addicted of social media??”	This question ask about her’s percersion about herself realted to addiction of social media. And this question do not need to answer	6th Paragraph, line 3	DM
3	“Are we have to get off on our social media to keep our mental health?”	This question ask the audience or listeners about the	15th paragraph line 1	DM
4	“Isn’t right?”	It is the confirmation question, or question tag that no need to answer	15th paragraph line 2	DM
5	Then what about teachers who are still in touch in using of technology?	This question is adreed to the teachers to be confirmed	6th Paragrapg,line 4	QU

Based on the result of coding of the data it can be explained more detail related to rethorical language can be reveal from the text. It was found in the text speech from the winner and runner up of speech competition held in IAIN that the speaker used rethorical language, metaphor and rethorical question based on some reason and intention from the speaker.

1. methaphor

a. “5 month ago my social media distract me”

This speech has been begun with illustration with the speaker’s experience, This utterance was stated in the early stage . This utterance was spoken in the speech after speaker introduce herself. It means that the speaker give the highlits to the listeners

by giving conclusion from the problems of hers. It is a statements that made the listeners eager to know more and create question 'Why'

- b. "My focus is breaking out"  
This utterance comes after the speaker said "5 month ago my social media distract me" Then it is followed by conjunction so that my focus is breaking out.
- c. "My mind go anywhere".  
This utterance comes after the sentence "my focus is breaking out". It considers that this utterance connects the sentence before, it explains more detail that she is not focus.
- d. "They're attack our psychological like passion, skill, love, feeling, and stuff like that"  
This sentence means that "they' refers to social media taht attack our psychological. It means that Social media means influence our psychological thins, like passion, skill love etc.
- e. "the government will not stay silent either".  
This utterance was taken in the suggestion before closing the speech. The speaker asked the reader to solve the problem to keep kearning online, stay active in the learning then the result is the governmnet will not stay silent either.

Then the rethorical analysis can be revealed from those speech are rethorical question. There are 5 of rethorical question from 2 speech. For the first winner consits of 4 rethorical question and for the runner up speech contain 1 rethorical question.

1. " am I so bad ?".  
This utterance comes after the speaker give illustration of the phenomena that actually nowadays people often show up by uploading their photo in social media. However she just have 2 likes, then she give rhetorical question, am I so bad"?. Of course this course do not need to answer. It is just illustrate about his performance
2. "am I addicted of social media?"  
This question followed speaker's experience when she was reciting alquran, she tended to think and stop reciting to see her social media. It is a question that no need to answer but it is a kind of giving statement and asking an confirmation she is addicted of social media.
3. Are we have to get off on our social media to keep our mental health??  
This rethorical question appear after teh speaker talking about some negaative impact of social media by giving the data and also give some cases from bad impact of social media.
4. Isn't right?  
It is a rethorical question that need to have confirmation. And attrack the hearer's attention. It is arised after speaker talking about the important of using social media
5. Then what about teachers who are still in touch in using of technology?  
This a kind of retorical question to attrack the listener about the importand of technology in teaching and learning process. The teacher can not stop the development of technology in delivering teaching and learning process in the class.

Analysing speech text in the context of learning process will determine the teacher's professional development. Teachers should be able to guide the students accordance to build the studnets to create the good text or speech. However students regarding to performing the speech considers to the guidance or requirement in producing teh god text. It is not only considers to the text but also the performance accordanvce taht speech is delivered using appropriate speech act.

## CONCLUSION

Based on the analyses the text speech can be found the structure of organization. They are introduction, body and conclusion. Moreover the speech text is attributed with supporting materials. It tends that the text is more lively.

Another finding of this research is also the use of rhetorical language. It is determined of the quality of the speech. The rhetorical style that is represented by giving rhetorical language such as, metaphor, hyperbole, metonymy, rhetorical question will tend to make the speech more vivid and convince the audience. Regarding this, the researcher conducted research that the data revealed from the speech text from an English speech contest held by STEC IAIN Kudus, found there are 9 rhetorical languages, that consist of 4 metaphors and 5 rhetorical questions. There are significant differences between the winner and runner up of the speech contest participant. The winner contributes 3 metaphors and 4 rhetorical questions, whereas the runner up covers 1 metaphor and 1 rhetorical question. It can be concluded that the winner used a lot of rhetorical language to attract the audience. The metaphor will construct the text into beautiful text to listen and the rhetorical question tends to attract the audience to pay attention to the speaker. Moreover the speech tends to persuade the audience using additional interesting and convincing terms.

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