

PERSUASIVE SPEECH IN THE COVID-19 VACCINE DISCOURSE ON TWITTER

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ABSTRACT

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Abstract

This study aims to describe the persuasive utterances used in the Covid-19 vaccine discourse on Twitter. The expected research results are in the form of a concrete description regarding the form of the persuasive speech. The research results are expected to be useful both theoretically and practically. Theoretically, the research results are expected to enrich pragmatic theory, discourse, and persuasive speech. Practically the research results are expected to be used as a reference for using persuasive speech to educate people in other situations. The method used in this study is descriptive qualitative with data sourced from several Twitter accounts of community leaders and influencers. The results of the study show that the strategy is used directly by using actual imperative sentences, solicitation imperative sentences, and prohibitive imperative sentences. In addition, persuasive speech strategies are also used indirectly by conveying concrete evidence, interrogative/questioning, commissive/promising, rationalizing, and quoting the opinions of community leaders/state officials. Both of these strategies, except for the commissive indirect speech strategy, are widely used in the discourse on the Covid-19 vaccine.

Kata Kunci: *persuasive speech, covid-19 vaccine, twitter*