

**AN ANALYSIS OF STUDENTS' PERSUASIVE SPEECH ON THE VIDEO
PROMOTION BY THE PIPA MODEL OF THE ENGLISH STUDY
PROGRAM AT UNIVERSITAS PASIR PENGARAIAN**

A THESIS

*Intended To Fulfill One of the Requirements
for the Award Sarjana Degree
in English Study Program*



BY

RIZKI ZAHRA' RAFIFAH
NIM.1932003

**ENGLISH STUDY PROGRAM
FACULTY OF TEACHER TRAINING AND EDUCATION
UNIVERSITY OF PASIR PENGARAIAN
2023**

DEAN'S APPROVAL SHEET

The Dean of FKIP UPP Certifies That

RIZKI ZAHRA' RAFIFAH
NIM. 1932003

Has Completely Taken

The Final Examination for Sarjana Degree

in English Study Program

Universitas Pasir Pengaraian

on Saturday, July 8th 2023

The Dean



Dr. PIPIT RAHAYU, M.Pd
NIP. 198601312009032002

ADVISORS' APPROVAL SHEET

**AN ANALYSIS OF STUDENTS' PERSUASIVE SPEECH ON THE VIDEO
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PROGRAM AT UNIVERSITAS PASIR PENGARAIAAN**

Thesis

By

NAME : RIZKI ZAHRA' RAFIFAH
NIM : 1932003
STUDY PROGRAM : ENGLISH STUDY PROGRAM

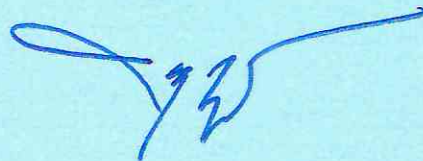
Approved by :

Advisor I



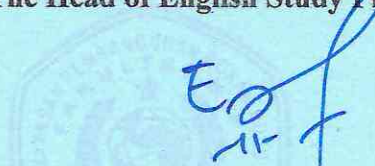
Dr. PIPIT RAHAYU, M.Pd
NIP. 198601312009032002

Advisor II



Dr. ERIPUDDIN, S.Hum., M.Pd
NIDN. 1001068505

The Head of English Study Program



EVI KASYULITA, M.Pd
NIDN. 1010088701

EXAMINERS' APPROVAL SHEET

This is to certify that

RIZKI ZAHRA' RAFIFAH
NIM. 1932003

Has been examined by The Examination Committee of English Study Program
of FKIP Universitas Pasir Pengaraian for Sarjana Degree

on Saturday, July 8th 2023

Examination Committee :

1. **Dr. PIPIT RAHAYU, M.Pd**
NIP. 198601312009032002

Chairman

2. **Dr. ERIPUDDIN, S.Hum., M.Pd**
NIDN. 1001068505

Secretary

3. **EVI KASYULITA, M.Pd**
NIDN. 1010088701

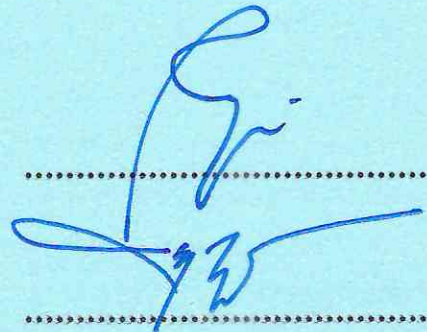
Member

4. **BATDAL NIATI, M.Pd**
NIDN. 1015018703

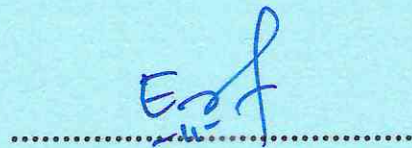
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5. **Dr. UMMI RASYIDAH, M.Pd**
NIDN. 1016118702

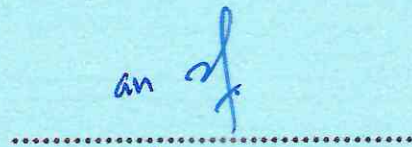
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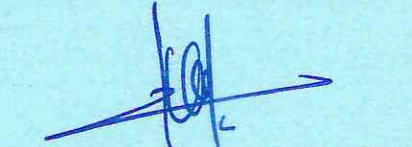
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Statement of Academic Integrity

I the undersigned,

Name : Rizki Zahra' Rafifah
Student Number : 1932003
Place of Birth : Pekanbaru
Date of Birth : January, 01st 2001
Program of Study : English Study Program

State that the thesis I have written entitled "An Analysis of Students' Persuasive Speech on The Video Promotion By The Pipa Model " to meet one of requirements for the award undergraduate degree in English Study Program in Faculty of Teacher Training and Education UPP is my own work, while the materials in the thesis quoted from other resources have been clearly stated based on norms and ethics of scientific writing. However, if it will have discovered later that all or some parts of the thesis are not my own work or I have committed plagiarism, I will take the consequence my degree is removed as well as taking other sanctions according to the existing law.

Pasir Pengaraian, 8 July 2023

Researcher



Rizki Zahra' Rafifah

ABSTRACT

Rizki Zahra' Rafifah, 2023. Analysis of Students' Persuasive Speech on The Video Promotion by The Pipa Model of The English Study Program at Universitas Pasir Pengaraian

Examining persuasive speech abilities has emerged as a pertinent and consequential matter, given the pivotal role that effective oral communication plays across several domains, such as industry, politics, and daily interactions. The researcher expressed a keen interest in examining students' oral communication proficiency in delivering persuasive speeches related to video promotion, specifically focusing on implementing the PIPA Model within the English Study Programme at Universitas Pasir Pengaraian. The research was conducted during the fourth semester of the English Study Programme at Universitas Pasir Pengaraian.

The research employed a descriptive-qualitative methodology. The choice of qualitative design can substantially impact the substantive aspects of the research. The sample consisted of 23 students. The researcher employed a complete sampling technique to pick the sample. The researcher employed a video-based speaking test as a means of data collection. The researcher conducted the data analysis, utilising the components outlined in the PIPA Model Rubric for oral communication.

Based on the comprehensive examination of data provided by three raters, it can be concluded that the third-semester students enrolled in the English Study Programme at Universitas Pasir Pengaraian demonstrated proficiency in making compelling speeches through video promotion. There were three students classified in the advanced category, nineteen students classified in the proficient category, and one student classified in the basic category. The students were classified according to their proficiency levels. This implies that the speech provided by the student was easily understood. The students demonstrated a high ability to deliver a compelling speech through video promotion effectively.

Keywords: *Descriptive qualitative, Persuasive speech, Video promotion, PIPA model*

ABSTRAK

Rizki Zahra' Raffah, 2023. Analisis Tuturan Persuasif Mahasiswa pada Video Promosi Menggunakan Pipa Model Program Studi Bahasa Inggris di Universitas Pasir Pengaraian

Analisis kemampuan pidato persuasif merupakan isu yang relevan dan penting untuk dibahas karena kemampuan pidato persuasif memiliki peran penting dalam berbagai sektor kehidupan, termasuk industri, politik, dan kehidupan sehari-hari. Peneliti tertarik untuk menganalisis kemampuan berbicara mahasiswa dalam pidato persuasif pada video promosi yang dibuat oleh Program Studi Bahasa Inggris Universitas Pasir Pengaraian. Penelitian ini dilakukan di semester empat Program Studi Bahasa Inggris Universitas Pasir Pengaraian.

Metodologi penelitian ini adalah deskriptif kualitatif. Desain kualitatif secara signifikan dapat mempengaruhi substansi penelitian. Sampel dalam penelitian ini berjumlah 23 mahasiswa. Untuk memilih sampel, peneliti menggunakan total sampling. Dalam mengumpulkan data, peneliti menggunakan tes berpidato dengan menggunakan video promosi. Dalam menganalisis data, peneliti menggunakan komponen-komponen dalam berbicara dengan menggunakan Rubrik Model PIPA.

Dari data analisis tiga penilai di semua aspek, mahasiswa semester tiga Program Studi Bahasa Inggris di Universitas Pasir Pengaraian memiliki kategori cukup dalam menyampaikan pidato persuasif melalui video promosi. Tiga mahasiswa berada pada kategori ahli, 19 mahasiswa berada pada kategori mahir, dan 1 mahasiswa berada pada kategori dasar. Para mahasiswa tersebut dikategorikan dalam tingkat mahir. Hal ini berarti bahwa pidato yang disampaikan siswa dapat dipahami. Dapat disimpulkan bahwa kemampuan siswa cukup dalam menyampaikan pidato persuasif melalui video promosi.

Kata kunci: Deskriptif kualitatif, Pidato persuasif, Video promosi, PIPA Model

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Finally, the researcher realized that the thesis still needed to be perfect. Therefore constructive critics and suggestions from the reader will be much appreciated. The researcher hopes that this thesis can be helpful in the development of Education.

Sei Mojai, July 2023
The Researcher

Rizki Zahra' Rafifah
NIM. 1932003

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