

RHETORICAL STYLE OF USTADZ HANAN ATTACKI'S SERMON "THE FORGOTTEN SUNNAH" ON YOUTUBE @HANANATTAKI

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Abstrak

Penggunaan Penelitian ini bertujuan untuk menganalisis gaya retorika dalam ceramah "The Forgotten Sunnah" oleh Ustadz Hanan Attaki, dengan fokus pada bentuk serta fungsi gaya bahasa dalam membangun komunikasi persuasif di era dakwah digital. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif melalui teknik analisis konten. Data penelitian berupa tuturan ceramah yang ditranskripsikan dari video YouTube dan dianalisis melalui tahap pengkodean, klasifikasi, hingga interpretasi. Hasil penelitian menunjukkan bahwa terdapat 50 data gaya bahasa yang terbagi ke dalam tiga aspek utama. Pada aspek pilihan kata, gaya bahasa percakapan menjadi yang paling dominan dengan 30 data, diikuti gaya tak resmi sebanyak 20 data, sementara gaya resmi tidak ditemukan. Pada aspek nada, ditemukan 28 data nada mulia, 15 data nada menengah, serta 7 data kombinasi nada menengah dan mulia, sedangkan nada sederhana tidak muncul. Pada aspek struktur kalimat, gaya paralelisme mendominasi dengan 20 data, diikuti antitesis sebanyak 15 data, repetisi 8 data, perbandingan 3 data, metafora 1 data, serta kombinasi gaya sebanyak 3 data. Hasil ini menunjukkan bahwa gaya retorika yang digunakan cenderung komunikatif, persuasif, dan dekat dengan audiens, terutama melalui penggunaan bahasa percakapan dan nada mulia yang mampu membangun keterlibatan emosional. Selain itu, penggunaan struktur seperti paralelisme dan antitesis memperkuat kejelasan dan penegasan pesan. Dengan demikian, gaya retorika dalam ceramah ini tidak hanya berfungsi sebagai alat penyampaian pesan, tetapi juga sebagai strategi untuk memengaruhi pemahaman dan sikap audiens secara efektif dalam konteks dakwah digital.

Kata kunci: gaya retorika, ceramah, komunikasi persuasif, dakwah digital, gaya bahasa

Abstract

This study aims to analyze the rhetorical style in the sermon "The Forgotten Sunnah" delivered by Ustadz Hanan Attaki, focusing on the forms and functions of language style in building persuasive communication in the context of digital da'wah. This research uses a qualitative approach with a descriptive method through content analysis. The data consist of transcribed speech from a YouTube video and are analyzed through coding, classification, and interpretation stages. The results show that there are 50 data of language styles categorized into three main aspects. In terms of word choice, conversational style is the most dominant with 30 data, followed by informal style with 20 data, while formal style is not found. In terms of tone, there are 28 data of noble tone, 15 data of moderate tone, and 7 data combining both tones, while simple tone is absent. In sentence structure, parallelism dominates with 20 data, followed by antithesis with 15 data, repetition with 8 data, comparison with 3 data, metaphor with 1 data, and combination structures with 3 data. These findings indicate that the rhetorical style tends to be communicative, persuasive, and close to the audience, especially through conversational language and noble tone that build emotional engagement. In addition, the use of structures such as parallelism and antithesis strengthens clarity and emphasis of the message. Therefore, rhetorical style in this sermon functions not only as a communication tool but also as an effective strategy to influence audience understanding and attitudes in digital preaching contexts.

Keywords: rhetorical style, sermon, persuasive communication, digital da'wah, language style

1. INTRODUCTION

Rhetorical style is one of the fundamental aspects of communication practice that determines the success of delivering messages to an audience. In the context of modern communication, the ability to convey messages is not only determined by the content, but also by how the message is constructed and delivered. This is in line with Ardila & Febria (2025), who state that communication plays a strategic role in building social relationships, influencing audiences, and transforming ideas into forms that can be widely accepted. Thus, rhetoric is not only understood as the art of speaking, but also as a communicative strategy that involves the selection of language style, message structure, and persuasive approaches to achieve certain goals.

In the field of language education, the study of rhetoric holds a significant position because it is directly related to productive language skills, especially in conveying ideas, arguments, and thoughts effectively. Rhetoric serves as a means that enables a speaker not only to deliver information but also to construct meaning and influence the audience's understanding (Sulistyarini & Zainal, 2020). Therefore, mastery of rhetorical style becomes an important competence that needs to be examined in depth, particularly in the context of persuasive oral communication.

One form of oral communication that intensively utilizes rhetorical style is preaching (ceramah). Preaching is a form of communicative interaction between the speaker and the audience aimed at delivering messages, advice, and invitations to the public. Midani (2022) states that preaching is a communicative activity that discusses various issues relevant to people's lives, thus providing broad benefits. Similarly, Ekaningtiass & Fetriani (2021) emphasize that preaching does not only contain information but also includes moral values and invitations to do good and avoid wrongdoing.

In practice, the effectiveness of preaching is strongly influenced by the speaker's ability to use appropriate rhetorical styles. Rhetorical style functions as an instrument to strengthen the message, attract the audience's attention, and build emotional engagement with listeners. Without the effective use of rhetorical style, the message delivered may not be optimally received by the audience. Therefore, rhetoric in preaching is not only oriented toward the content of the message, but also toward the delivery strategy that can create persuasive communication.

Conceptually, rhetoric is the art of speaking aimed at influencing, convincing, and attracting the audience's attention (Sulistyarini & Zainal, 2020). Rhetoric involves various aspects such as language use, sentence structure, intonation, and expressions that support message delivery. Solikah et al. (2024) add that rhetoric exists in various fields of life, including education, politics, and religion, all of which require persuasive communication skills. Thus, rhetoric is not only a communication tool but also reflects a speaker's critical and systematic thinking ability.

Rhetorical style, as part of rhetoric, plays a role in determining the characteristics of message delivery. Arfa et al. (2024) state that rhetorical style is a technique used by speakers in conveying messages through specific choices of language, tone, and structure. Rhetorical style enables speakers to create a more engaging and lively communicative atmosphere, making the message easier for the audience to understand and remember.

In the context of contemporary da'wah, the development of digital media has brought significant changes to the pattern of preaching communication. Preaching is no longer limited to physical spaces but has expanded through digital platforms such as YouTube. This phenomenon requires preachers to adapt their rhetorical styles to be more relevant to the characteristics of digital

audiences, especially younger generations who tend to prefer a relaxed, communicative, and contextual style of communication.

One preacher known for having a distinctive rhetorical style in the context of digital da'wah is Ustadz Hanan Attaki. He is recognized for his communicative, relaxed delivery style that is closely connected to young people's daily lives. His choice of simple diction and the use of illustrations relevant to everyday realities make his sermons easy to understand and appealing to audiences. In addition, his use of digital media as a means of da'wah demonstrates a transformation of rhetoric from conventional forms to more adaptive digital rhetoric.

One of his sermons titled "The Forgotten Sunnah" is interesting to examine because it demonstrates the use of varied and strategic rhetorical styles in building persuasive communication. In this sermon, there are various forms of rhetorical style, such as a formal style in the opening, persuasive elements in the form of invitations, a climactic structure, and repetition that serves to reinforce the message. The use of these styles shows that rhetoric functions not only as a tool for delivering messages but also as a strategy to build both emotional and cognitive engagement with the audience.

Previous studies have shown that research on rhetorical styles in preaching has been widely conducted. Yanuar & Adlani (2019) examined the rhetorical style of Ustadz Abdul Somad with a focus on language and body movement aspects. Meanwhile, Fadillah et al. (2023) studied the rhetoric of Gus Miftah on YouTube, emphasizing the use of informal language styles and certain sentence structures. These studies indicate that rhetorical style plays an important role in the effectiveness of da'wah.

However, these studies still have limitations, particularly in terms of their generally broad focus and the lack of in-depth analysis of a single sermon. In addition, studies that explicitly link rhetorical style with persuasive

communication functions in the context of digital da'wah are still relatively limited. Therefore, more in-depth and specific research is needed to fill this gap.

Based on the explanation above, the novelty of this research lies in several aspects. First, this study specifically analyzes one complete sermon, namely Ustadz Hanan Attaki's sermon titled "The Forgotten Sunnah," allowing for a more in-depth and comprehensive analysis. Second, this study not only identifies forms of rhetorical style but also examines their functions in building persuasive communication. Third, this study places digital da'wah as the context of analysis, providing a new perspective on the transformation of rhetoric in the era of social media. Fourth, this study integrates the analysis of language style, sentence structure, and persuasive function into a unified analytical framework.

Thus, this research is expected to provide theoretical contributions to the development of rhetorical studies, particularly in the context of digital da'wah, as well as practical contributions for preachers and educators in developing effective communication strategies.

2. METHOD

This study employs a qualitative descriptive design using a content analysis approach. This approach was chosen because the study aims to gain an in-depth understanding of the meanings, patterns, and characteristics of rhetorical styles in sermons. Through a qualitative approach, the researcher is able to examine speech contextually, not only in terms of linguistic form but also in terms of its function and purpose in building communication with the audience. Content analysis is used to identify, categorize, and interpret rhetorical elements found in the data in a systematic manner.

The data in this study consist of spoken utterances that have been transcribed into written text, taken from a sermon entitled The Forgotten

Sunnah delivered by Hanan Attaki. The primary data source is a video of the sermon uploaded on YouTube. The collected data are in the form of excerpts containing rhetorical elements, including word choice, tone, and sentence structure. All data were carefully selected based on their relevance to the research focus to ensure that they accurately represent the phenomenon under study.

Data were collected through three techniques: documentation, observation, and note-taking. Documentation was carried out by accessing and saving the sermon video as the main data source. Observation involved repeatedly watching and listening to the sermon in order to fully understand the content and identify parts containing rhetorical elements. The note-taking technique was applied by recording and transcribing relevant utterances systematically to facilitate the analysis process.

The data analysis was conducted in several stages, namely coding, classification, analysis, interpretation, and conclusion drawing. Coding was used to label utterances containing rhetorical styles, which were then classified based on their types. The data were subsequently analyzed to understand the forms and functions of rhetorical usage in strengthening the message of the sermon. Interpretation was carried out to provide deeper meaning by considering the context of delivery. To ensure the trustworthiness of the data, this study applied credibility, transferability, dependability, and

confirmability, so that the findings can be considered reliable and accountable.

3. RESULTS AND DISCUSSION

In this section, the results of the analysis of the research data are presented, consisting of 50 text excerpts that have been classified based on three main aspects: language style based on word choice, language style based on tone, and language style based on sentence structure. The analysis was carried out in depth by identifying the tendencies in the use of language style in each excerpt, and then grouping them into the relevant categories.

Based on the results of the data classification, it was found that in the aspect of language style based on word choice (GBPK), there were 30 data using conversational style and 20 data using informal style, while formal style was not found in the entire dataset. In the aspect of language style based on tone (GBN), 28 data were identified with an elevated tone, 15 data with a medium tone, and 7 data representing a combination of medium and elevated tones, while a simple tone was not found. Meanwhile, in the aspect of language style based on sentence structure (GBSK), 20 data used parallelism, 15 data used antithesis, 8 data used repetition, 3 data used comparison, 1 data used metaphor, and 3 data used a combination of stylistic structures.

The recapitulation of the research results is presented in the following table:

No	Aspect	Dominant Category	Number of Data
1	Language Style Based on Word Choice (GBPK)	Conversational	30
		Informal	20
		Formal	0
2	Language Style Based on Tone (GBN)	Elevated	28
		Middle	15
		Middle & Elevated	7
		Simple	0
3	Language Style Based on Sentence Structure (GBSK)	Parallelism	20

No	Aspect	Dominant Category	Number of Data
		Antithesis	15
		Repetition	8
		Comparison	3
		Metaphor	1
		Combination	3

Language Style Based on Word Choice (GBPK)

Conversational Language Style

Conversational language style is the most dominant result in this study. This dominance shows that the speaker consistently uses a communication approach that is direct, engaging, and actively involves the audience in the process of delivering the message. This can be clearly seen in the following excerpt:

“We often assume that failure is the end of everything, whereas it is precisely through failure that we learn to become stronger and wiser individuals.” (Data 2)

If analyzed more deeply, the use of inclusive pronouns such as “we” and “you” in these excerpts plays a very important role in building psychological closeness between the speaker and the audience. The speaker does not position themselves as someone higher or more knowledgeable, but rather as part of the same group. This strategy indirectly creates the impression that the message being delivered is a shared experience, not merely one-sided advice.

In addition, conversational style is also characterized by the use of communicative and flexible sentence structures. Although some sentences are relatively long, they remain easy to follow because they use a clear logical flow and familiar language. This shows that the speaker is able to simplify fairly complex concepts without losing the essence of their meaning. In other words, there is a balance between depth of content and ease of understanding.

In line with the study by Pratiwi (2021), the use of direct address and inclusive pronouns such as “we” and “you” has been proven to increase emotional closeness between the speaker and the audience. This closeness has an impact on increasing trust in the message being conveyed. This shows that conversational language style does not only function linguistically, but also has a psychological function in building interpersonal relationships.

Furthermore, Nasution (2024) explains that rhetorical questions in conversational style act as cognitive stimuli that encourage the audience to engage in self-reflection. When the audience is invited to think through questions, they tend to become more mentally involved, so the message becomes more meaningful and easier to remember.

Thus, it can be concluded that the dominance of conversational language style in this data reflects a communication approach that is humanistic, participatory, and oriented toward emotional closeness, so that the message delivered is not only understood, but also felt by the audience.

Informal Language Style

In addition to conversational style, informal language style is also quite prominent in this study, especially in excerpts that have long and reflective sentence structures. One of the most representative examples can be seen in the following excerpt:

“Self-confidence is not something that appears instantly within an individual, but rather the result of a long process that involves learning

experiences, practice, and continuous character building in everyday life.” (Data 15)

This excerpt shows that the speaker uses a long sentence with a flowing structure to explain a fairly complex concept, namely the process of forming self-confidence.

If analyzed more deeply, informal language style in these excerpts is characterized by flexibility in sentence construction. The speaker is not too bound by rigid standard language structures, but still maintains clarity of meaning. The sentences used tend to be long because they contain several interconnected ideas, allowing for more comprehensive explanations.

In addition, informal style also gives the impression that the message conveyed is natural and authentic. The language used feels like a reflection of real-life experience, so the audience can more easily feel emotionally connected. This shows that language style does not only function as a tool for delivering information, but also as a means to build trust and the speaker’s credibility.

In line with the study by Lestari (2024), the use of long sentences in informal language style allows the speaker to convey ideas more comprehensively. Long sentences do not always indicate ineffectiveness, but can instead be a strategy to connect several ideas into a unified whole meaning.

Furthermore, Hidayah (2021) states that informal language style has the advantage of creating an authentic impression. Audiences tend to accept messages more easily when they are delivered in language that feels natural compared to language that is too formal. This is related to the increased perception of honesty and authenticity of the speaker.

Thus, informal language style in this data can be understood as a form of communication strategy that allows the speaker to convey ideas in a deep, flexible, and still communicative way, so that the message delivered can be well received by the audience.

Language Style Based on Tone (GBN)

Elevated (Noble) Tone Language Style

Based on the analysis of the tone aspect, it was found that language style with an elevated (noble) tone is the most dominant in this research data. This tone is characterized by elements of motivation, moral encouragement, and invitations to make changes toward a better direction. This can be seen in the following excerpt:

“There is no success that comes instantly, because everything requires a long process filled with struggle and sacrifice.” (Data 8)

The excerpt shows a strong emphasis on the importance of process in achieving success. This is reinforced by other excerpts such as:

If analyzed in depth, the excerpt does not only convey information, but also contains strong psychological encouragement. The use of words such as “*there is no,*” “*must,*” and “*let us*” shows a persuasive invitation. The speaker does not merely explain, but also encourages the audience to take real action.

An elevated tone in communication is closely related to the function of language as a tool for shaping values and attitudes. In persuasive communication studies, this tone is often associated with *motivational discourse*, which is a type of communication aimed at encouraging behavioral change through the internalization of positive values.

In line with the study by Fauziah (2022), messages that contain moral values such as hard work, consistency, and perseverance have higher persuasive power compared to neutral messages. This is because moral values are directly related to an individual’s belief system.

In addition, research by Kurniawan (2021) shows that the use of directive expressions such as “*let us*” and “*must*” is a form of direct persuasive strategy that remains effective when

delivered subtly. This strategy is able to encourage the audience to take action without causing resistance.

Moreover, the elevated tone is also reflected in the values conveyed, such as hard work, consistency, and perseverance. These values are delivered in an inspiring way, so they are able to raise the audience's spirit. This shows that the language used has the power to influence the audience's emotions and attitudes.

Interestingly, the elevated tone in this data is often combined with conversational style, so that the message delivered still feels close and not patronizing. This combination makes emotionally strong messages still comfortable to receive.

Thus, the dominance of elevated tone language style in this study shows that the communication carried out is not only aimed at providing understanding, but also at building motivation, shaping attitudes, and encouraging deeper behavioral change in the audience.

Moderate Tone Language Style

In addition to the elevated tone, this study also found the use of language style with a moderate tone that is quite significant. A moderate tone is usually used to convey messages that are reflective, informative, and not too emotionally pressing. One example can be seen as follows:

“You all have extraordinary potential, it is just that sometimes we have not yet realized it or have not developed it optimally.” (Data 6)

The excerpt shows that the speaker conveys the message in a calmer and less forceful way. A similar pattern can also be seen in another excerpt:

“Everyone has a different path, so we do not need to compare ourselves excessively with others.” (Data 11)

If analyzed more deeply, the moderate tone in these excerpts can be seen from the delivery style, which tends to be descriptive and reflective. The speaker does not directly give commands or strong invitations, but rather presents realities that occur in everyday life.

In addition, the moderate tone also functions to provide space for the audience to think and reflect on the message being conveyed. The audience does not feel pressured, but is invited to understand gradually. This shows that the communication built is indirectly persuasive.

Furthermore, the use of this moderate tone also helps maintain balance in the overall discourse. If all messages are delivered in a tone that is too high, the audience may feel bored. Therefore, the moderate tone becomes a balancing element that makes communication feel more natural and not excessive.

Moderate tone in communication functions as a way of delivering messages that are reflective and non-pressuring. In modern communication theory, this approach is known as *reflective communication*, which gives space for the audience to think independently.

In line with Wibowo (2020), reflective language style helps audiences understand messages more deeply because it is not accompanied by excessive emotional pressure. Audiences are given the freedom to interpret messages according to their own experiences.

In addition, Amin and Rahmania (2024) states that moderate tone plays a role as a balance in communication. If all messages are delivered with high intensity, audiences tend to experience fatigue. Therefore, variation in tone becomes important in maintaining communication effectiveness.

Thus, language style with a moderate tone in this study functions as a reflective medium that helps the audience understand messages rationally without strong emotional pressure.

Combination of Moderate and Elevated Tone Language Style

In addition to the use of a single tone, this study also found a combination of moderate and elevated tones within a single excerpt. This combination shows that the speaker not only delivers messages reflectively, but also inserts motivational encouragement within them. One example can be seen as follows:

“Friends, have you ever felt that learning is difficult, but actually, if done in the right way, it can become something enjoyable and meaningful in everyday life.” (Data 1)

The excerpt begins with a moderate tone that is reflective through the question “*have you ever felt...*”, and then ends with an elevated tone that provides positive encouragement that learning can become something enjoyable and meaningful.

If analyzed more deeply, this combination of tones shows a more complex communication strategy. The speaker first builds closeness through a reflective approach (moderate), then gradually directs the audience toward a motivational message (elevated). This strategy is very effective because it does not feel forceful.

In addition, this combination also makes the message more lively and dynamic. The audience is not only invited to think, but also emotionally moved. This shows that the speaker has the ability to manage the intensity of language according to communication goals.

The combination of moderate and elevated tones within a discourse reflects a communication strategy that is gradual and adaptive. In modern communication studies, this phenomenon is known as a *gradual persuasive strategy*, which begins with a reflective (cognitive) approach and then moves toward motivational encouragement (affective).

In line with the study by Tinambunan (2022), communication that begins with a reflective approach tends to be more easily accepted by the audience because it does not create resistance. The audience is given space to think and relate the message to personal experience before being directed toward certain actions. This is consistent with the characteristics of a moderate tone, which is descriptive and non-pressuring.

Furthermore, once cognitive engagement has been established, the speaker shifts the tone toward an elevated tone that contains elements of motivation and invitation. According to Surya and Pradianto (2024), the combination of reflection and motivation can increase communication effectiveness because it involves both rationality and emotion of the audience at the same time.

Moreover, in the context of preaching rhetoric and public communication, this combination of tones shows the speaker’s ability to manage language intensity. The speaker does not immediately use a high (motivational) tone, but first builds a foundation of understanding. This aligns with the concept of indirect persuasion, which is considered more effective in shaping long-term attitudes (Hidayati, 2020).

Thus, it can be concluded that the combination of moderate and elevated tones in this study functions as a bridge between understanding and action, where the audience is first invited to become aware of a condition, and then encouraged to make changes consciously.

Language Style Based on Sentence Structure (GBSK)

Parallelism Language Style

Based on the results of the analysis, parallelism is the most dominant language style based on sentence structure in this research data. This can be seen from the frequent use of parallel word or phrase structures within a single

sentence. One clear example can be found in the following excerpt:

“Learning is not only about getting high scores, but also about how we understand and apply that knowledge in real life.” (Data 4)

In addition, the use of parallelism can also be seen in another excerpt:

“If we continue to strive and do not give up easily, then one day we will see the results of the hard work we have put in all this time.” (Data 5)

If analyzed more deeply, parallelism in these excerpts can be seen in the use of parallel structures such as “*understand and apply*,” “*strive and not give up*,” and “*struggle and sacrifice*.” Such arrangements not only make sentences more structured, but also help the audience understand the relationship between ideas.

In addition, parallelism also creates a rhythmic effect in language, especially when delivered orally. Sentences become more pleasant to hear and less confusing. This is important in the context of rhetoric, because comfort in listening affects the audience’s ability to grasp the message.

According to research by Ardiansyah (2021), parallelism makes it easier for audiences to understand relationships between ideas because repeated structures create recognizable patterns. These patterns help the brain organize information systematically.

Furthermore, Nafiza (2021), states that parallelism has a strong rhythmic effect in spoken communication. The rhythm produced by structural balance makes sentences more enjoyable to hear and increases the attractiveness of the message. This is especially important in the context of speeches or lectures.

Moreover, parallelism also functions as a tool for emphasizing meaning. When two or more ideas are arranged in parallel, the audience understands that these ideas have equal

importance. Thus, parallelism not only beautifies language, but also strengthens the logical structure in delivering messages.

Antithesis Language Style

In addition to parallelism, antithesis is also found in a fairly significant amount. Antithesis is used to present two opposing ideas within a single sentence so that the meaning becomes clearer. This can be seen in the following excerpt:

“When we feel tired, it does not mean we have to stop, but we only need to rest for a while before continuing the journey.” (Data 10)

It can also be seen in other excerpts such as:

“Learning feels difficult, but actually it can become something enjoyable and meaningful in everyday life.” (Data 1)

“Failure is the end of everything, whereas it is precisely from failure that we learn to become stronger individuals.” (Data 2)

If analyzed more deeply, the use of antithesis in these excerpts can be seen from contrasting meanings such as “*stop*” and “*rest*,” “*difficult*” and “*enjoyable*,” and “*end*” and “*learning*.” These contrasts provide strong emphasis on the intended message.

The main function of antithesis is to clarify meaning through contrast. By presenting two opposing ideas, the audience can more easily understand differences and grasp the core message. In addition, antithesis also makes sentences more interesting and less monotonous (Hidayah, 2021).

Repetition Language Style

Repetition is also one of the language styles that appears quite frequently in this research data. This style is characterized by the repetition of certain words or phrases to

emphasize the main idea. An example can be seen as follows:

“Let us start from small things, because big changes always begin with small, consistent steps.” (Data 9)

It can also be seen in the excerpts:

“A good environment will also have a good impact on individual development...” (Data 26)

“Therefore, every individual must continue to practice and develop their abilities in order to achieve optimal results...” (Data 41)

If analyzed, the repetition of words such as “*small*” and “*good*” functions to strengthen the meaning being emphasized. The audience becomes more likely to remember the message due to repetition.

In addition, repetition also serves to reinforce the main idea so that it is not overlooked by the audience. In spoken communication, this technique is very effective because it helps strengthen the listener’s memory.

In rhetorical theory, repetition is used to emphasize key ideas so they are easier to remember. According to research by Wulandari (2022), repeating certain words or phrases can increase information retention because audiences tend to remember repeated elements more easily. This is known as the reinforcement effect in communication.

Furthermore, Hasanah (2024), states that repetition also functions as an emphasis of meaning. By repeating key words, the speaker can ensure that the main message is not missed by the audience.

In the context of motivational communication, repetition also plays a role in building positive suggestion. Repeating certain ideas can strengthen the audience’s belief in the message being delivered.

Other Language Styles (Comparison and Metaphor)

In addition to the main styles, the use of comparison and metaphor was also found, although not in large numbers. One example of metaphor can be seen in the following excerpt:

“Life experiences often become the best teacher in providing understanding of various complex and dynamic life situations.” (Data 30)

The metaphor “*best teacher*” in the excerpt provides figurative meaning that enriches the message. Experience is likened to a teacher, which means it plays an important role in providing learning.

In addition, comparison can also be seen in the excerpt:

“Someone who has strong self-confidence tends to be more courageous in making decisions compared to those who still feel doubtful...” (Data 14)

This comparison helps clarify meaning by showing differences between two conditions. According to research by Anggraini (2021), metaphor helps audiences understand complex concepts by relating them to more concrete experiences, making the message easier to grasp.

Furthermore, comparison also functions as a tool for clarifying meaning. By comparing two conditions, the speaker can highlight differences more clearly. This is supported by research by Wijaya (2025), which states that comparison increases clarity in argumentative communication.

In the context of rhetoric, metaphor and comparison also have an aesthetic function that makes language more engaging and less monotonous. Thus, these two language styles play an important role in improving the overall quality of communication.

4. CONCLUSION

Based on the results of the study, it can be concluded that the use of language style in this discourse tends to be communicative, persuasive, and close to the audience. This is indicated by the dominance of conversational style (30 data) and informal style (20 data), which reflect a relaxed, flexible way of delivering messages while actively engaging the audience. In terms of tone, the predominance of an elevated tone (28 data), supported by a medium tone (15 data) and their combination (7 data), shows a gradual communication strategy—guiding the audience to first understand the message before encouraging changes in attitude. Meanwhile, in sentence structure, the dominance of parallelism (20 data), antithesis (15 data), and repetition (8 data), along with other styles such as comparison (3 data), metaphor (1 data), and combinations (3 data), indicates that the message is delivered in a structured, varied, and easily understandable way.

Overall, this study highlights that the effectiveness of communication is strongly influenced by the speaker's ability to manage language style. The combination of closeness in language, depth of meaning, and motivational elements results in messages that are more engaging and impactful for the audience. These findings contribute both theoretically to the study of rhetoric and practically as a reference for students, educators, and public speakers in delivering effective messages. Therefore, future research is recommended to expand the scope of the study and to examine audience responses to language style in order to gain a more comprehensive understanding.

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