argument rhetoric

by SafitriDini
Argument Rhetoric Learning Model in Social Media
(Analysis Toulmin Model of Jokowi Political Decision on Facebook)

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The purpose of this study provides a description of the learning model rhetorical argumentation in social media effectively and emancipatory. Learning model used is replication of the model Toulmin argument. The research method used is a case study with qualitative methodology. The results showed that the learning model of rhetorical argumentation in social media on political decisions Jokowi case studies, during the 100-day rule, shows that many claims are built not effective, because there are many people who ask for social media Jokowi think back on that decision. The data support the residents claim is weak leadership Jokowi as party officials. Warrants used social media community is a decision that raised volunteers Jokowi, sitting as a leader in a number of strategic positions of government.

Keywords: Learning Model, Rhetoric, Political Communication

1. INTRODUCTION

The rhetoric of the argument in the digital era, or digital rhetoric, is not a new trend in the study of rhetoric at this time. Warnick and Heineman has initiated a study on the use of rhetoric in a variety of new media technologies, especially for political activity, since 1998, at which time the Internet is widely known just society. Today the people of Indonesia also showed a tendency to read and write online. It is influenced by the development of communication technology that penetrated all spheres of life, including the lives of the people that could not be further from the gadget. Through gadgets, appeared habit to read and write now, via online. In the act of reading and writing online, which became its appeal is the visual elements in the text is as important as the text language in communication. Thus there are two tools that are used, language and images. Where, rhetoric that apply to writing also applies to speak. Equally look at the idea, attitude, stance, tone, style reading back to the author.

Rhetoric studies to date is an interesting study and necessary, because an important role in communication activities, particularly in verbal communication. Recognizing the importance of rhetoric as the skills necessary in life, taught rhetoric in oral discourse and writing for a variety of practical needs and learning activities in the classroom.

The theory of rhetoric, interesting when linked with the ability of argumentation in the community who love to write and read
online. Because, when the writing publish online, it will spread to all kinds of people and communication networks. But unfortunately, not many people knew about the rhetorical argumentation. It is, look how commotion in social media in response to a particular issue, especially regarding political decisions Jokowi, as head of government. On the one hand, the authors also saw inability argue well, also there, on the side of Jokowi own leadership. Among the many political decisions Jokowi, the most interesting to be discussed in social media chatter citizens is about lack of sharpness Jokowi in the conflict between the Police and the Commission. In these conflicts, diverse arguments residents appear to respond to the arguments of the government rhetoric, whether it is represented by elements in the government, such as Setgab, or implied by Jokowi own.

Utilization of online media massively used in everyday life, requires knowledge in using online media, in particular building an effective rhetorical argumentation. The essential requirement studied by everyone, especially governments and social media community. Why? If this is not addressed, then the government cannot be effective because it is filled by the commotion, while the work for the construction, improvement of existing infrastructure, to the mental revolution proclaimed himself president will not run. Of those, the author highlights the rhetorical situation in social media argument, then try to make the learning model of rhetorical argumentation in social media to replicate the model arguments put forward by Stephen Toulmin.

2. METHOD

The methodology of this research is a qualitative descriptive research. The method used is Stephen Toulmin model of argument. Toulmin’s model of argumentation used for researching aspects of emancipatory rhetoric argument.

Toulmin method, is one of the effective ways to get the how and why the level of argument is 2nd. It is a kind of method to read a text that allows us to break the argument into different sections such as claims, reasons, and evidence, so that we can make a judgment about how well the different parts work together.

Here are six basic components, Toulmin model of argument:

<table>
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<tr>
<th>Claim</th>
<th>Evidence</th>
<th>Warrant</th>
<th>Backing</th>
<th>Rebuttal</th>
<th>Qualifier</th>
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<tr>
<td>Someone wants to prove</td>
<td>Support or reason for prove</td>
<td>Reasons of evidence supporting the claim; shows the fundamental relationship between evidence and claims</td>
<td>Tells the reader is a rational reason warrants</td>
<td>Disclaimer objection to the claim</td>
<td>Adding limitation, specification claims, help deal with denial</td>
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Figure 1. Model Toulmin Argument

The latest studies, using Toulmin’s theory was written by Derek et al, they developed a model that determines the legitimacy of rhetoric and communication structure of the underlying cognitive treatment and changes in an institution. In particular, they theorize, how to use the form of rhetoric intrafield and interfield in assumptions reflect social actors create legitimacy on two different levels. Rhetoric intrafield used more to do with institutional maintenance, while the use of rhetoric interfield more related to institutional change.

Meanwhile, a recent study on social media using the Toulmin model was written by Cummings. The study of social media has changed the way people communicate and collaborate both within and outside the organization. The results showed that social media has the potential to change the way organizations interact internally. The information available in an intra-
organizational social networking impact on the perception of social capital among members of virtual teams.

3. RESULT AND DISCUSSION


Based on the table above, are summarized in political communication model of government to the people, there is always a reason, or justification given in anticipation of unpopular policies. On the one hand, the learning model of political communication, as designed to show the disjointed relationship between the executive and the legislative. With all due respect to the leadership of the country, according to the authors, this communication is not good models to study because not teach balance and harmony in the argument. Debate or polemic coloring Political Decision Jokowi communication models. According to the theory of learning, debate or polemic avoided as much as possible, because it can damage a conducive learning environment, and does not appear exemplary figure in the learning model.

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