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RETORICA OF TASTE FACULTY (RETORICA OF I'IAM/ BROADCASTING)

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KEYWORD

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ABSTRACT

This research aims to explore and analyze the application of taste faculty rhetoric in a broadcasting context. Taste faculty rhetoric refers to the skill of using language and symbolism effectively in describing taste experiences. Experts believe that the rhetoric of taste faculty includes a deep understanding of how taste influences our perceptions and thoughts. It also involves the ability to choose appropriate and descriptive words to communicate taste experiences with others. Taste faculty in rhetoric also includes an understanding of language aesthetics, style, and narrative structure. A speaker or writer who has good taste will be able to choose words carefully, compose sentences and paragraphs beautifully, and create an interesting and convincing storyline. In doing so, they can create a more powerful and memorable communication experience for their audience. Apart from that, developing a taste faculty also allows one to explore various genres and communication styles. By understanding different aesthetic values in various contexts, one can be more flexible in conveying their messages to various audiences. They can adjust language style, use of analogies, or other rhetorical strategies according to needs.

INTRODUCTION

Rhetoric plays an important role in shaping worldviews and influencing human behavior. When someone understands the principles of rhetoric, they are able to manipulate words and symbols to influence the thoughts and emotions of others. However,

to achieve a significant level of influence requires a deep understanding of the audience's tastes and preferences. This is why developing taste faculty is essential in the context of rhetoric. The ability to understand what an audience likes, appreciates, or finds beautiful allows a speaker or writer to tailor their message more effectively.

In the study of rhetoric, developing taste faculty is important because it allows someone to become a more effective speaker or writer. By having good taste faculty, someone can adapt their message to their audience, use appropriate language and style, and choose the most appropriate arguments or images to achieve their communication goals. Taste faculty in rhetoric also includes an understanding of the aesthetics of language, style, and narrative structure. A speaker or writer who has good taste will be able to choose words carefully, compose sentences and paragraphs beautifully, and create an interesting and convincing storyline. In doing so, they can create a more powerful and memorable communication experience for their audience.

Apart from that, developing a taste faculty also allows one to explore various genres and communication styles. By understanding different aesthetic values in various contexts, one can be more flexible in conveying their messages to various audiences. They can adjust language style, use of analogies, or other rhetorical strategies according to needs. In conclusion, rhetoric and faculty taste are closely related, forming a strong foundation for effective and memorable communication. Through developing taste faculty, someone can improve their ability to understand, appreciate and manage aesthetic values in various communication contexts. In doing so, they can become stronger speakers or writers, able to influence and enrich the lives of others through their words and works.

Developing a faculty of taste in rhetoric also involves the ability to identify and appreciate aesthetic qualities in the work of others. By studying and analyzing works that are considered good examples in the field of communication, one can broaden their horizons about diverse aesthetic values. This allows them to adopt or adapt these elements into their own work.

Meanwhile, developing taste faculty in rhetoric is not a static process, but is a journey that continues to develop. As trends and audience preferences change, one needs to continually update and expand their understanding of relevant aesthetic values. In this way, they can remain effective and influential communicators in this ever-changing era.

METHOD

This research method uses library research which contains information through literature from library books, scientific works, books, articles and websites that are relevant to the research title. Data collection techniques are the most strategic step in research because the main aim of research is to obtain data.

RESULT AND DISCUSSION

Tasteful rhetoric in broadcasting can be found in various forms, such as in advertisements, political speeches, business presentations, or everyday discussions. Here are some examples of the use of taste rhetoric in broadcasting as follows

- a. Advertising: An example of taste rhetoric in advertising can be found in the use of persuasive sentences such as "By using this bath soap, your skin will feel soft and fragrant all day long." The strategy used in this advertising rhetoric is to use sentences that make consumers influenced and interested.
- b. Political Speeches: A political leader can use tasteful rhetoric to move the masses with sentences that arouse emotion and enthusiasm. The strategy used in the rhetoric of political speeches can be the use of metaphors, analogies, or persuasive logic to influence listeners.
- c. Business Presentations: Tasteful rhetoric can also be found in business presentations, where the speaker uses catchy and emotional sentences to influence the audience and increase awareness about the product or service being promoted.
- d. Everyday Discussions: Flavored rhetoric can also be found in everyday discussions, where people use interesting and emotional sentences to influence other people's thoughts and opinions. (Yusuf Zainal, 2013)

In broadcasting, tasteful rhetoric is used to achieve persuasive goals and influence the audience. By using interesting and emotional sentences, speakers can increase audience awareness and awareness of the product, service or idea being promoted. Rhetoric or the art of speaking is an important skill in everyday life. The choice of beautiful language style or style/elocution, is one example of rhetoric that can be found in everyday conversation. Choosing the right and interesting words can influence listeners or readers in a more effective way. (Isbandi Sustrisno, 2014).

The strategy for creating beautiful language styles in rhetoric involves the use of metaphors, similes, personification, and other figurative language. The use of interesting and emotional sentences is also a variety of strategies used to increase the attractiveness of language style choices. By understanding and applying the choice of beautiful language styles in everyday life, a person can become a more effective speaker and influence the audience or readers better. (Vera Sadirdila, 2018)

The rhetorical school in the broadcasting context focuses on the use of rhetoric as an effective communication tool in radio and television broadcasts. Rhetoric in broadcasting involves the strategic use of effective language, structure and delivery style to influence the audience and increase awareness and concern for the issues discussed. In the context of broadcasting, rhetoric is used to achieve goals such as increasing public awareness, increasing social awareness, and increasing political awareness. Rhetoric in broadcasting also involves structural analysis, style analysis, and context analysis to understand how the audience responds to the message conveyed. In several studies, rhetoric in broadcasting is seen as a way to increase communication effectiveness, increase awareness, and increase social awareness. (Tomovska Aristotle, 2018)

The flow of rhetoric used in broadcasting involves three main schools:

- a. Epistemological School: This school emphasizes psychological processes and focuses on how the audience thinks and behaves. In the context of broadcasting, this involves structural analysis, style analysis, and context analysis to understand how the audience responds to the message conveyed.
- b. Belletrist School: This school places great emphasis on the beauty of language and the aesthetic aspects of the message, sometimes ignoring the informative aspects. In broadcasting, this stream can be used to create content that attracts and maintains the audience's attention.
- c. Elocutionist School: This school emphasizes speech delivery techniques and can be used in broadcasting to increase the effectiveness of conveying information and increase audience awareness. This stream can help in creating more interactive content and influence the audience more effectively. (Asep Saepullah, 2021)

In several studies, rhetoric in broadcasting is seen as a way to increase communication effectiveness, increase awareness, and increase social awareness. Therefore, the flow of rhetoric used in broadcasting is very important to achieve effective communication goals and increase public awareness. (Nengah Martha, 2010)

Factors that influence the effectiveness of rhetoric in broadcasting include:

- a. Communication skills: Effective speaking skills, choosing the right words, and using persuasion to produce persuasion regarding the speaker's character, emotions, or arguments.
- b. Message recipient: Message recipients who have knowledge and experience with the information conveyed are better able to digest the information well. On the other

hand, message recipients who lack knowledge and experience will not be able to digest the information well.

- c. message sender and message recipient: The responsiveness of the message recipient in responding to information depends on who and by whom the message is delivered.
- d. Facilities: Available facilities, such as LCDs in the classroom, can influence the effectiveness of rhetoric in broadcasting. Facilities that are not functioning properly can disrupt the communication process.
- e. Medium: The medium used in broadcasting can influence the effectiveness of rhetoric. The most effective mediums are Instagram and Podcasts.
- f. Rhetorical canons: The five rhetorical canons required for effective speech, namely invention, organization, style, delivery, and memory, influence the effectiveness of rhetoric in broadcasting.
- g. Use of persuasion: The effective use of persuasion in rhetoric influences the effectiveness of rhetoric in broadcasting. Persuasion can be carried out through structural analysis, style analysis, and context analysis to understand how the audience responds to the message conveyed
- h. Environmental factors: Environmental factors such as the learning atmosphere, the physical condition of the classroom, and the emotional state of the message recipient influence the effectiveness of rhetoric in broadcasting.
- i. Communicator skills: Communicator skills, such as the ability to speak, choose the right words, and use persuasion, influence the effectiveness of rhetoric in broadcasting. (Wayne Booth, 2018)

Conclusion

Rhetoric in broadcasting can influence recipient behavior in several ways. First, rhetoric can influence recipient behavior by using effective persuasion. In the context of broadcasting, persuasion can be carried out through structural analysis, style analysis, and context analysis to understand how the audience responds to the message conveyed. Rhetoric can also be used to increase audience awareness through forensic, epideictic, and deliberative rhetorical analysis. Forensic rhetoric is used in situations of a person, agency or institution that influence whether there is a feeling of guilt or innocence, responsibility or reward. Epideictic rhetoric is used to promote civic values through the language of praise and blame. Deliberative rhetoric focuses on what will happen in the future if a policy is implemented now.

Rhetoric in broadcasting can also influence recipient behavior by using effective language use strategies. In several studies, rhetoric in broadcasting is seen as a way to increase communication effectiveness, increase awareness, and increase social awareness.

Therefore, the flow of rhetoric used in broadcasting is very important to achieve effective communication goals and increase public awareness.

In several studies, rhetoric in broadcasting is seen as a way to increase audience awareness through structural analysis, style analysis, and context analysis to understand how the audience responds to the message conveyed. Rhetoric can also be used to increase audience awareness through forensic, epideictic, and deliberative rhetorical analysis. Forensic rhetoric is used in situations of a person, agency or institution that influence whether there is a feeling of guilt or innocence, responsibility or reward. Epideictic rhetoric is used to promote civic values through the language of praise and blame. Deliberative rhetoric focuses on what will happen in the future if a policy is implemented now.

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