

ABSTRAK

Afiani, Gita. 2026. *Analisis Retorika Debat Calon Kepala Daerah Kabupaten Karimun Tahun 2024*. Skripsi. Tanjungpinang: Program Studi Pendidikan Bahasa dan Sastra Indonesia. Jurusan Pendidikan Seni dan Sastra. Fakultas Keguruan dan Ilmu Pendidikan. Universitas Maritim Raja Ali Haji. Pembimbing I: Ahada Wahyusari, S.Pd., M.Pd. Pembimbing II: Legi Elfitra, S.Pd., M.Pd.

Kata kunci: Retorika, Debat Politik, Calon Kepala Daerah

Penelitian ini bertujuan untuk mendeskripsikan *retorika debat calon kepala daerah Kabupaten Karimun Tahun 2024* berdasarkan konsep retorika Aristoteles yang meliputi *ethos*, *pathos*, dan *logos*. Penelitian ini menggunakan pendekatan deskriptif kualitatif. Teknik pengumpulan data dilakukan dengan teknik simak bebas libat cakap dan teknik catat. Data dalam penelitian ini berupa kutipan tuturan calon kepala daerah Kabupaten Karimun Tahun 2024 dalam debat pertama dan kedua yang disiarkan melalui kanal YouTube KPU Karimun. Teknik analisis data dilakukan melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa terdapat tiga puluh empat data retorika Aristoteles yang terdiri atas (delapan data) *ethos*, (sembilan data) *pathos*, dan (tujuh belas) data *logos*. Unsur *ethos* digunakan untuk membangun kredibilitas pembicara, unsur *pathos* digunakan untuk membangun hubungan emosional dengan audiens, sedangkan unsur *logos* digunakan melalui penyampaian data, fakta, serta argumen yang logis dan sistematis. Berdasarkan hasil penelitian tersebut, unsur *logos* menjadi unsur retorika yang paling dominan digunakan dalam debat calon kepala daerah Kabupaten Karimun Tahun 2024.

ABSTRACT

Afiani, Gita. 2026. *Rhetorical Analysis of the 2024 Karimun Regency Regional Head Candidates' Debate*. Thesis. Tanjungpinang: Indonesian Language and Literature Education Study Program. Department of Arts and Literature Education. Faculty of Teacher Training and Education. Raja Ali Haji Maritime University. Advisor I: Ahada Wahyusari, S.Pd., M.Pd. Advisor II: Legi Elfitra, S.Pd.

Keywords: Rhetoric, Political Debate, Regional Head Candidates

This study aims to describe the *rhetoric used in the debates among candidates for regional head of Karimun Regency in 2024* based on Aristotle's concept of rhetoric, which includes ethos, pathos, and logos. This study employs a qualitative descriptive approach. Data collection was conducted using the non-participatory observation and note-taking techniques. The data in this study consist of speech excerpts from the 2024 Karimun Regency regional head candidates during the first and second debates, which were broadcast on the KPU Karimun YouTube channel. Data analysis was conducted through the stages of data reduction, data presentation, and drawing conclusions. The results of the study show that there are thirty-four instances of Aristotelian rhetoric, consisting of (eight instances) of ethos, (nine instances) of pathos, and (seventeen instances) of logos. The ethos element was used to establish the speaker's credibility; the pathos element was used to build an emotional connection with the audience; while the logos element was employed through the presentation of data, facts, and logical, systematic arguments. Based on these findings, the element of logos was the most dominant rhetorical element used in the 2024 Karimun Regency regional head candidate debates.