

ABSTRACT

Personata, Graverra. 2012. *A Strategic Approach of Speech in Public: A Case of Obama's Speech in Indonesia year 2010.* A final project. English Department. Language and Arts Faculty. Semarang State University. First Advisor: Dr. Januarius Mujianto, M. Hum., Second Advisor: Maria Yohana Ari W, S. S., M. Si.

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The paper entitled "*A Strategic Approach of Speech in Public: A Case of Obama's Speech in Indonesia year 2010*" explored and illustrated approaches used by the speaker in a public speech conducted in a formal occasion. The research questions of this study are; (1) What are the objectives of the public speech delivered?, and (2) What are the strategies used in the speech delivered? . The objectives are formulated as ; (1) to categorize the objectives of speech delivered, and (2) to describe strategies which are used in the speech. A descriptive qualitative method was used to answer the research question. It was found that the speaker had several objectives in the speech. They are informative, persuasive, and entertaining one. Meanwhile, the supporting strategies to enhance his objectives, he is clever to mix the strategies nicely. The strategic approaches which were employed basically had successfully covered seven elements; illustration, specific instances, testimony, statistic, explanation, and restatement. The restatement is used to close his speech in order to highlight its main point in the speech. Meanwhile, the other types of strategies are used in the main body. Finally, five suggestions were recommended. First, a public speaker is expected to convey ideas clearly and systematically. Second, to deliver the messages in a speech, one could employ strategies and combine them as required to gain the objectives as planned. Moreover, it is regarded vital for people to be aware of the background of the audiences prior to the speech event. Having known this, he could plan better what is the most appropriate ways to approach them, and improve strategies during the speech such as using local or national language of the audiences to greet or close the speech. Third, to succeed in speaking in front of public, a great speaker should be skillful in selecting, combining, and developing arguments through strategies to support opinions or ideas in the speech. Hence, to have a great performance, serious rehearsals should be taken into account prior to the event. Last but not least, further similar research might be interesting to conduct on an impromptu speech where the speaker has less or even no preparation to deliver a speech.