

**AN ARGUMENTATIVE ANALYSIS OF SIR KEN ROBINSON IN TED
TALK**

BY

SRI



ANTASARI STATE ISLAMIC UNIVERSITY

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**AN ARGUMENTATIVE ANALYSIS OF SIR KEN ROBINSON IN TED
TALK**

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By

SRI

1401240789

**ANTASARI STATE ISLAMIC UNIVERSITY
FACULTY OF TARBIYAH AND TEACHER TRAINING
ENGLISH EDUCATION DEPARTMENT
BANJARMASIN
2019 A.D/1440 H**

STATEMENT OF AUTHENTICITY

By signing this form, I

Name : Sri

SRN : 1401240789

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The writer,



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This is to certify that the *sarjana's* thesis of Sri with the title **AN ARGUMENTATIVE ANALYSIS OF SIR KEN ROBINSON IN TED TALK** has been approved by the thesis advisor for further approval by the board of Examiners.

Banjarmasin, 28 February 2019

Advisor I



Dr. Saifuddin Ahmad Husin, MA

NIP. 1964053019990021001

Advisor II



Sovia Rahmaniah, M. Pd

NUP.201702018

Acknowledged by

Head of English Education Department



Nani Hizriani, MA

NIP. 19771127 200312 1 002

VALIDATION

Title: An Argumentative Analysis of Sir Ken Robinson in TED Talk

Name: Sri 1401240789 has been examined by thr board of thesis examiners
of Faculty of Tarbiyah and Teacher Training UIN Antasari Banjarmasin.

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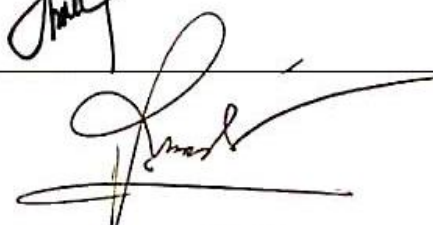

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Dean Faculty of Tarbiyah and Teacher Training

UIN Antasari Banjarmasin

Prof. Dr. H. Juariah, M.Pd
NIP. 196001061986032004

THE BOARD OF EXAMINERS:

Name	Signature
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ABSTRACT

Sri. 2019. *An Argumentative Analysis of Sir Ken Robinson in TED Talk*. Thesis. English Education Department, Faculty of Tarbiyah and Teachers Training, Antasari State Islamic University. Advisors: (I) Dr. Saifuddin Ahmad Husin, MA (II) Sovia Rahmaniah, M. Pd.

Keywords : Argumentation, Components, Structures, Argumentative Discourse.

Argumentation is fundamental skill in communication. It is a skill to convince people in particular point of view. Argumentation can be found in form of debating, argumentative essay, and speech. A speech that has several arguments, it can be used to convince audience. Because of that the researcher was interested to analyze argument that is used by Sir Ken Robinson in TED Talk.

This research used argumentative discourse which is aimed to find out components of argument and structures of argument that is used by Sir Ken Robinson in TED Talk. Toulmin's model and Cohen's theory were used to recognize the components and structures of arguments. The data used for analysis were videos and the transcripts. There are two videos which are being analyzed; "Bring on the Learning Revolution" and "Do School Kill Creativity?". It presented five data analysis procedures: *compiling* (choosing data), *disassembling* (compling data into smaller potion and coding), *reassembling* (indicating to categories), *interpreting*(analyzing the data and explaining the data), and *concluding* (drawing conclusion)

The result revealed that from both videos "Bring on the Learning Revolution" and "Do School Kill Creativity?", there were several components components that are used; claim, data, and warrant were 100% used in all arguments, qualifier was 55, 56%, rebuttal was 27,80%, and backing was 88,90%. For the structure of arguments that is used by Sir Ken Robinson in both his videos the percentage coherent structure of pre-order was 66,7%, for post-order was 22,2%, and for hybrid was 11,1%. Then, for linguistic clue showed that re-direction clue had 16,7% then connectives had 83,3%. and evidence relationship had 100%.

ABSTRAK

Sri. 2019. *An Argumentative Analysis of Sir Ken Robinson in TED Talk*. Skripsi. Jurusan Pendidikan Bahasa Inggris, Fakultas Tarbiyah dan Keguruan, UIN Antasari Banjarmasin. Dosen Pembimbing: (I) Dr. Saifuddin Ahmad Husin MA, (II) Sovia Rahmaniah, M. Pd.

Keywords : Argumentasi, Komponen, Struktur, Wacana Argumen.

Argumentasi adalah sebuah kemampuan dasar dalam komunikasi. Kemampuan tersebut untuk meyakinkan orang-orang dalam beberapa pandangan tertentu. Argumentasi dapat ditemukan dalam bentuk debat, argumen esai, dan pidato. Sebuah pidato mempunyai beberapa argumen yang dapat digunakan untuk meyakinkan penonton atau pendengar. Oleh karena itu, peneliti tertarik untuk menganalisa argumen yang digunakan oleh Sir Ken Robinson di TED Talk.

Penelitian ini menggunakan analisis argumen wacana yang bertujuan untuk menemukan komponen dan struktur argumen yang digunakan oleh Sir Ken Robinson di TED Talk. Model Toulmin dan teori Cohen digunakan untuk mengenali komponen dan struktur argumen. Data yang digunakan untuk menganalisa adalah video-video dan transkripnya. Terdapat dua video yang dianalisa, yaitu “Bring on the Learning Revolution” dan “Do School Kill Creativity?”. Terdapat lima prosedur analisa data dalam penelitian ini, yaitu pengumpulan (pemilihan data), pemisahan (menyusun data menjadi bagian yang lebih kecil dan pengkodean), pengumpulan kembali (pengindikasikan kategori), interpretasi (menganalisa data dan menjelaskan data), kesimpulan (membuat kesimpulan).

Hasil dari penelitian ini menunjukkan bahwa kedua video “Bring on the Learning Revolution” dan “Do School Kill Creativity?” ditemukan komponen yang digunakan adalah Klaim, Data, dan Jaminan 100% yang digunakan pada semua argumen, Kualifikasi 55,56%, Sanggahan 27,80%, dan Bantuan 88,90%. Struktur argumen yang digunakan oleh Sir Ken Robinson pada kedua videonya, persentasi untuk struktur koheren yaitu Pre-order 66,7%, Post-order 22,2% dan untuk Hybrid 11,1%. Kemudian, petunjuk linguistik Re-direction 16,7% dan untuk Connectives 83,3%, dan Hubungan bukti 100%.

DEDICATION

I dedicate this thesis for:

My big family

MOTTO

“For indeed, with hardship (will be) ease.

Indeed, with hardship (will be) ease.”

Ash- Sharh 5-6

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Finally, the researcher hopes that this research will be useful for the next researchers. The researcher admits that this research paper is not perfect yet. Therefore, suggestion will be expected to make it better.

Banjarmasin, 23 Jumadil Awwal 1440 H

28 February 2019 A.D

Writer,

Sri

SRN.1401240789

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