

## TABLE OF CONTENT

<b>COVER .....</b>	<b>i</b>
<b>ADVISOR'S APPROVAL SHEET .....</b>	<b>ii</b>
<b>BOARD OF THESIS EXAMINER'S APPROVAL SHEET .....</b>	<b>iii</b>
<b>DECLARATION OF AUTHORSHIP .....</b>	<b>iv</b>
<b>LETTER OF STATEMENT OF WILLINGNESS TO PUBLISH SCIENTIFIC WORK .....</b>	<b>v</b>
<b>MOTTO .....</b>	<b>vii</b>
<b>DEDICATION .....</b>	<b>viii</b>
<b>ACKNOWLEDGMENT .....</b>	<b>ix</b>
<b>TABLE OF CONTENT .....</b>	<b>x</b>
<b>ABSTRACT .....</b>	<b>xii</b>
<b>CHAPTER I INTRODUCTION .....</b>	<b>1</b>
A. Background of Study .....	1
B. Statement of Research Problems .....	7
C. Objective of the Research .....	7
D. Significance of the Research .....	7
E. Scope and Limitation of the Research .....	9
F. Definition of Key Term .....	9
<b>CHAPTER II REVIEW OF THE RELATED LITERATURE .....</b>	<b>11</b>
A. The Nature of Rhetoric .....	11
B. Presentation .....	34
C. Previous Study .....	39
<b>CHAPTER III RESEARCH METHOD .....</b>	<b>44</b>
A. Research Design .....	44
B. Subject of the Study .....	45
C. Place of the Study .....	45
D. Data and Data Sources .....	45
E. Technique of Data Collection and Instruments .....	46
F. Technique of Data Verification .....	48
G. Data Analysis .....	49
<b>CHAPTER IV RESEARCH FINDING AND DISCUSSION .....</b>	<b>57</b>
A. Findings of the Research .....	57

B. Discussion .....	79
<b>CHAPTER V CONCLUSION AND SUGGESTION .....</b>	<b>81</b>
A. Conclusion .....	81
B. Suggestion .....	81
<b>REFERENCES .....</b>	<b>83</b>
<b>APPENDIX .....</b>	<b>84</b>