

# **STORYTELLING STRATEGIES OF MOTIVATIONAL SPEAKERS**

**A Research Paper**

Submitted as a partial fulfilment of the requirements for *Sarjana Sastra Degree*



By:

Asla Amellia Harris

1909002

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# Storytelling Strategies of Motivational Speakers

Oleh

Asla Amellia Harris

Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar Sarjana Sastra pada Fakultas Pendidikan Bahasa dan Sastra

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PAGE OF APPROVAL

STORYTELLING STRATEGIES OF MOTIVATIONAL SPEAKERS

A Research Paper by:

Asla Amellia Harris

1909002

Approved by:

Supervisor



Riesky, S.Pd., M.Ed.  
NIP. 198105252005011002

Co-Supervisor



Ernie D. A. Imperiani, S.S., M.Ed.  
NIP. 197809222010122001

Head of English Language and Literature Study Program

Faculty of Language and Literature Education

Universitas Pendidikan Indonesia



Eri Kurniawan, M.A., Ph. D.  
NIP. 19811123005011002

## **STATEMENT OF AUTHORIZATION**

I hereby declare that this paper entitled *Storytelling Strategies of Motivational Speakers* as the final result of my work. To the best of my knowledge, there are no signs of plagiarism in this paper. I am completely aware that I have cited a number of ideas and statements from various other sources. Each of the quotations are properly cited and credited.

Bandung, August 2023

Asla Amellia Harris

## **PREFACE**

I submit this study entitled *Storytelling Strategies of Motivational Speakers* as partial fulfillment of the requirements for the Sarjana Sastra Degree in Universitas Pendidikan Indonesia. I hope this study could contribute to further research in linguistics, especially in storytelling strategies, types of story genres, and functions of a story in speeches. The researcher is well aware that there are imperfections in this study. Thus, any constructive criticisms and suggestions will be appreciated.

Asla Amellia Harris

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# Storytelling Strategies of Motivational Speakers

Asla Amellia Harris

1909002

Supervisors:

Riesky, S.Pd., M.Ed.  
NIP. 198105252005011002

Ernie D. A. Imperiani, S.S., M.Ed.  
NIP.197809222010122001

## ABSTRACT

Stories have always coexisted with people. Nowadays, many motivational speakers use stories in their speeches to engage, motivate, and influence listeners. This qualitative study examines the types of stories and their functions in the speeches of nine motivational speakers from three English-speaking countries. Using Martin and Rose's (2008) five classifications of stories, as well as the functions of stories; namely, recount, anecdote, exemplum, observation, and narrative, as well as supported theory of story functions by Harris and Barnes (2006) and Salmaso (2017), 41 embedded stories in the nine motivational speakers' speeches were then analysed. The finding revealed that the speakers' most popular story type is observation, with a total of 16 stories taken up (39%). Meanwhile, narratives were the least used type by the speakers, with only 3 (7,5%) stories. In terms of the stories' functions, it was discovered that 24 stories, with (58,6%), were mostly used to support the speakers' points. Additionally, 3 (7,3%) stories were used to open their speech, and 14 (34,1%) stories offered a function for sharing the speakers' personal experiences. The significant number of observations as the main type of stories suggests that these motivational speakers use this strategy to back up their arguments and draw attention to the main points in their speeches, as well as the functions of the stories.

Keywords: motivational speakers, speech, storytelling strategies



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