

E. CONCLUSION

Based on the dramatic pentad theory proposed by Burke (1969), the researcher can conclude that Luffy's rhetoric can be seen in several ways. By act analysis, Luffy's rhetoric when inviting potential pirate members to join his crew is always shown clearly and to the point. In scene analysis, the scene shown when Luffy is about to look for new members is always full of tension and problems, but with this, it is also an advantage for Luffy to show his true nature to prospective crew members and how he can deal with all these complexities in the way he speaks or acts. In the agent analysis, the rhetorical actor here is Luffy himself with his free, optimistic, jovial, ambitious, persistent, determined, and reliable nature. It becomes credibility to show that Luffy's words can be trusted in ethos. With agency analysis, Luffy's various ways and rhetoric can be seen in his recruitment, such as speaking to the point, offering freedom, helping to solve the problems of his prospective crew, offering fun adventures, and helping them to achieve their dreams. Finally, in the purpose analysis, Luffy's purpose in using his rhetoric is to invite the crew he wants to join, according to his heart and intuition.

Furthermore, with these five rhetorical elements, Luffy can be represented in his recruitment as a person who respects someone's ambition. Luffy is also a person who can realize and take advantage of an opportunity. When he feels there is someone who is right for him to join, he will ask him without further ado. When invitations to join his crew are always rejected, Luffy's persistence will eventually melt anyone he invites to join through his honest and direct rhetoric through a pathos emotional approach. Luffy is also an innocent and pleasant person; he can easily approach someone and make people around him interested in him with his innocence. His easygoing nature is the key to the rhetorical approach he will take. Luffy is also very appreciative; his habit of supporting someone with or without words is a strong reason why people are touched by him. Lastly, he is also represented as a person with strong intuition, sincerity, and logic.

Moreover, while many representations of Luffy's character can be seen in the recruitment, these strong characteristics of Luffy ultimately show that Luffy is a positive main character. Firstly, Luffy is a typical shonen character who is determined, ambitious, and never gives up on his dreams. Secondly, Luffy is a natural leader; he is a leader who is as he is, does not impose his will on his crew, is free and not bound by anything, and is flowing, authoritative, and charismatic at times. Lastly, Luffy is also a leader who goes beyond the ordinary; he is a pirate leader who breaks the stigma of pirates themselves, where pirates are known as a dangerous and criminal group. He often wins the hearts of the people and proves that he is a moral and friendly pirate. In conclusion, Burke's (1969) dramatisic pentad theory, in the context of the rhetoric and motivation behind someone's action, is able to study a narrative story or popular culture such as anime, which is *One Piece*. By using this theory, this research has found how Luffy uses language in his recruitment of all four members before the Grand Line, his representation, and his characteristics in the whole of the *One Piece* anime. Future studies taking on a similar topic as this study can look into going deeper into understanding Luffy's character and leadership style as well as the persuasive techniques used by Luffy linguistically.