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PERSUASIVE RHETORICAL IN HIKAYAT MERONG MAHAWANGSA

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ABSTRACT

Rhetoric is an interesting, magnificent and esthetic language use and also referred as appealing, proper and effective language use for communication. Rhetorical techniques use in any writings or talking can persuade or influence audience. In this study, researcher carried out a study about the use of rhetorical technique in *Hikayat Merong Mahawangsa*. The objective of this study is to evaluate the persuasive rhetorical technique in Chapter IV, *Hikayat Merong Mahawangsa* which is based on Modern Rethorical Theory (1993). This study was carried out based on the Modern Rhetorical Theory (1993) by Enos and Brown. Based on the theory, there are five rhetorical techniques which is narrative rhetorical, descriptive rhetorical, persuasive rhetorical, disclosure rhetorical and argumentative rhetorical technique. Nevertheless, this study only focused on persuasive rhetorical technique which had been used in the writing of *Hikayat Merong Mahawangsa* by Siti Hawa Haji Salleh (1998). The study only focused on Chapter IV, *Kisah Pengislaman Raja Derbar Raja II* in *Hikayat Merong Mahawangsa*. Text analysis method was used to collect the data. The finding of this study showed that the writer of *Hikayat Merong Mahawangsa* has applied the persuasive rhetorical technique to change the public views, attitude and behavior which at the same time can attract reader's interest. Therefore, it is clear that rhetoric application in creative work especially *hikayat* can guarantee the interesting and worthy quality writing.

INTRODUCTION

Rhetoric is one of the communications mediums to convey information verbally or in written form. Verbal form referred to the interaction between the speaker and the listener. According to Amida Abdul Hamid (2015), rhetoric is a language and also the symbol of speech that acted as communication device among a group of people. According to her, language also acted as a medium of information transmission in order to complete the rhetorical process. Those who listened to rhetoric will cross the cultural identity to combine others perspective into the certain rhetoric. By doing this, it can open the mind to the collective knowledge that humanity can be combined, filtered, and expanded by cooperating. Expert speakers have divided public speaking such as speech, talk and others into five categories which is point preparation, point arrangement,

language style and retention and delivery technique (Norida Berhan & Zulkiefly Hamid, 2012).

According to Nurul Aisyah Abdullah, Zamri Mahamod & Nor Azwa Hanum Nor Shaid (2016), writing is one of the important communication platform to express feelings such as hope, goal, happiness, fear, anger and also to propose ideas. Besides, communication skill is an important issue because there are some elementary students who did not master the communication skill. In the meanwhile, secondary students always make language and verbal activities mistakes. This has shown that writing devices in this field play an important role in producing creative works that tend to use beautiful and poetic language and it is written with lengthy sentences. Therefore, rhetorical research in writing field plays a crucial part and it is one of the ways to increase the quality of creative writing. It can be said that rhetorical device is an important aspect that should be learned by the writers to manifest idea, information, and message which also to help the writers to produce the creative works that can contribute towards nation, religion and country building (Nor Hafidah Ibrahim, Melor Fauzita Md. Yusoff & Rohaya Md. Ali, 2018). The research by Nor Hafidah Ibrahim, Melor Fauzita Md. Yusoff & Rohaya Md. Ali (2018) only discussed about the rhetorical language use to express feelings such as hope, ambition, happiness, fear, anger and to propose ideas. However, there are rhetorical devices that can be applied in speech or writing to attract readers' interest and not only just based on writers' expression. Thus, based on the study, the researchers will carry out a study on the persuasive rhetorical technique that can be inculcated in writing to attract readers' interest so they can persuade and change readers' perceptions and open their mind towards the intended situation and occasion.

LITERATURE REVIEW

Asrul Azuan Mat Dehan & Nor Azuwan Yaakob (2017) conducted a research related to the variety of rhetorical trope style in A. Samad Said work. The research material used is a novel by A.Samad Said, *Salina*. 50 percent of research sample were taken from the 508 pages of the whole novel and only the odd page numbers were chosen. The findings of the study showed that the writing of this novel involved rhetorical trope style by A.Samad Said such as 12 percent metaphor, 14 percent simile, 4 percent hyperbole, 14 percent personification, 24 percent oxymoron, and 32 percent rhetorical questions. Based on these results, it is clearly showed that the writing of *Salina* novel used the highest frequency of rhetorical questions while hyperbole element was the lowest.

A study by Sharil Nizam Sha'ri, Hafizan Azman, Mohd Asri Ismail & Vivekananda Marie (2016) is also related to rhetoric but it was focusing more on the rhetorical of advertisement. This study has made the advertisement pamphlets of four fast food restaurants which is Kentucky Fried Chicken (KFC), Pizza Hut, Pizza Papa John's and Ayamas. The research used eclectic approach based on Asmah Haji Omar (1998) approach to introduce the rhetorical device. Therefore, the objectives of this study are to identify and analyse the rhetorical devices used in the fast food pamphlets at Seksyen 7, Shah Alam. The findings showed that there were 20 rhetorical devices used based on Asmah Haji Omar (1998) approach which is Statement Method, Conception Method, Declaration Method, Tempting Method, Welcoming Method, Identifying Method, Convincing Method, Comparative Method, Praying Method, Descriptive Method, Questioning Method, Noticing Method, Instructive Method, Inviting Method, Prompting Method, Prohibition Method,

Equipment Method, Advising Method, Appealing Method and Background Method. These findings showed that the application of these rhetorical devices is useful to ensure the intended information can be clearly understood which could help to increase the sale of the products.

A research by Nurulain Abdul Razak, Che Ibrahim Salleh dan Hashim Musa (2016) is related to rhetorical elements in the speech of Sultan Kelantan. The research materials used were three official speech text on 2010, 2012 and 2014 by KDYMM Sultan Muhammad V. Two objectives of this study are to identify the rhetorical techniques in the KDYMM Sultan Muhammad V and to analyse and describe the vocabularies aspect, the strength and effectiveness of speech arts that based on the rhetorical elements. Hence, the findings showed that there are 27 rhetorical techniques used by KDYMM Sultan Muhammad V in his speech based on the three texts. The techniques used are Feeling Declaration Technique, Information Declaration Technique, Dictated Technique, Enhancement Technique, Descriptive Technique, Decency Technique, Certainty Technique, Action Request Technique, Tolerance Declaration Technique, Consultation Technique, Denial Technique, Feeling of Hope Declaration Technique, Dictated of Exclamation Technique, Enhancement Resourcefully Technique, Descriptive of General Statement Technique, Declaration of Disappointment Technique and Time Context of Additional Information Technique. Besides, the results also showed that KDYMM Sultan Muhammad V has instilled few rhetorical elements in his speech such as alliteration, metaphor, repetition, polysyndeton, simile, rhetorical questions, allusion, English and Arabic vocabularies. So, the use of the rhetorical elements and techniques leave a deep effect to the focused audience and this will make sure that they pay their attention towards KDYMM Sultan Muhammad V speech.

Muhammad Mazlan Abu Bakar & Zaitul Azma Zainon Hamzah (2016) conducted a study about the involvement of rhetorical field with printed media. The study used 36 news reports in Utusan Malaysia newspaper and 34 news reports from Sinar Harian newspaper that related to the socioeconomic as the study materials and sample. Thus, there were two objectives that need to be touched which is to identify the types of rhetorical elements that are related to the development of socioeconomic. The second objective was to analyse the rhetorical elements that related to socioeconomic development by using Enos and Brown (1993) Modern Rhetorical Theory. The findings showed that it is proven that there is the use of the five rhetorical elements in the reports that stated by Enos and Brown (1993). The types of the rhetoric used is narrative rhetorical, descriptive rhetorical, persuasive rhetorical, disclosure rhetorical and argumentative rhetorical technique.

A research by Mohamed Nazreen Shahul Hamid & Md. Salleh Yaapar (2015) was totally different with the research by Munirah Munawar Ali & Ida Baizura Bahar (2014) dan Rozaimah Rashidin (2015). Even though the research conducted by Mohamed Nazreen Shahul Hamid & Md. Salleh Yaapar (2015) still used the same material which is *Hikayat Merong Mahawangsa*, the research scope was different compared to the two studies before. This research concentrated on the comparison of narrative elements between the texts that have been adapted into films genre. Some of the narrative elements is theme, character, plot, setting and writing style. The study used adaptation theory that has been introduced by Desmond and Hawkes as a reference to analyse the findings. The findings showed that the film directors and script writers had altered the original text by using the loose adaptation type. In addition, the

directors and script writers also added and cut out some of the inappropriate and less attractive parts.

Researches of *Hikayat Merong Mahawangsa* also had been conducted by the researchers in this country. One of the studies was by Rozaimah Rashidin (2015) which related to the metaphor elements in traditional Malay texts. This study was conducted on six traditional Malay texts and one of the texts was *Hikayat Merong Mahawangsa*. The findings showed that there were few factors that lead to the emotion conception or anger such as cognitive environment, inner experience, experience differences, cultural and traditions varieties. This situation has proven that anger and emotion conception metaphor symbolize the wisdom and creative thinking of Malay ancestors.

Next, Munirah Munawar Ali, Ida Baizura Bahar (2014) conducted a research related to the Malay observation based on the *Hikayat Merong Mahawangsa* text. The research was carried out on the *Merong Mahawangsa* text that had been translated by James Low in 1849 as the research material. This study focused on six Malay elements such as Islam, Malay language, Malay leaders, custom, ethnic and identity. The objective of the study was to investigate the Islam description and Malay leaders. The findings showed that Malay elements such as Islam religion, Malay kings and identity play major roles compared to other Malay elements.

METHODOLOGY

This research is a descriptive study that describes the collected information and data by using text analysis method. The description of data analysis will be in qualitative form because it is suitable for a research that involving observation of a group of people. According to Kamarul Azmi Jasmi (2012) qualitative data included interview, observation and documents analysis. Therefore, the research used text analysis method to acquire information and data. The study was carried out using qualitative method, a method or natural approach used to understand an event or phenomena in certain context. Qualitative method is used to understand the actual event and research context without manipulating any actual situations. This is closely related to the research that will be carried out by the researchers because it involves written materials. The study that will be carried out by the researchers needs a thorough understanding towards the research materials, *Hikayat Merong Mahawangsa* in order to enable the researchers elaborate the intended meaning by the writer. Thus, qualitative method is more suitable method to understand the research materials deeper in order to produce a quality research. Research material used is a Malay *hikayat* book, *Hikayat Merong Mahawangsa*. Research sample used is one of the chapters in *Hikayat Merong Mahawangsa* entitled *Kisah Pengislaman Maharaja Derbar Raja II*. The research sample is a story of how Islam started to develop in Kedah after Raja Phra Ong Mahawangsa or Maharaja Derbar Raja II converted into Islam until it became the main religion that had been embraced by most of the society.

Research data analysis was carried out based on the Modern Rhetorical Theory (1993) by Enos & Brown which is also the base of this study. In this theory, there are five rhetorical techniques which is narrative rhetorical, descriptive rhetorical, persuasive rhetorical, disclosure rhetorical and argumentative rhetorical technique. However, this study only focuses on one of the rhetorical techniques which is persuasive rhetorical technique. The data was taken and data analysis process was conducted until all objectives answered and it will be

described precisely by providing evidences, examples and scholars opinion to strengthen the elaboration of this research. Next, a few implications of the collected data have been pointed out. Finally, this research will conclude all the questions accurately and some suggestions also given as a reference for the next researcher. Every collected data will be discussed and elaborated in this research to answer every questions and research objectives.

FINDINGS AND DISCUSSION

Persuasive Rhetorical Technique referred to the persuasive language in communication or writing to attract readers or listeners' interest towards certain issue. Persuasive language is used to influence someone thoughts and confidence to believe the words that have been spoken. Persuasive rhetorical always been used in advertisement creation to encourage the users mind to buy the advertised products. According to Nor Shahila Mansor, Roslina Mamat, Rozita Che Omar & Akmar Hayati Ahmad Ghazali (2014), language and good persuasive strategies are the contributing factors towards the effectiveness of an advertisement. The advertisement that not instil creative language style is not interesting compared to the rhetorical advertisement (Haslina Haroon, 2015). Nevertheless, persuasive rhetorical technique always been used in creative writing to affect readers' minds to believe or confident with the story line and at the same time to give an interesting storytelling plot. Persuasive Rhetorical can be divided into two forms which is rational persuasion that involved concrete facts and data meanwhile irrational persuasion is a relevancy between emotions to influence readers' mind ((Asrul Azuan Mat Dehan & Hajah Nor Azuwan Yaakob, 2015). Henceforth, this study also found out that the writer of *Hikayat Merong Mahawangsa* inculcated persuasive rhetorical technique to draw readers' interest and add up esthetic value in writing.

Finding 1

*Maka raja itu pun bangunlah daripada beradunya
meminta piala araknya.*

*Maka kata Raja Phra Ong Mahawangsa, "Jikalau
demikian, hendaklah tuan hamba **tolong** hamba
sekalian ini, ajarkan agama Islam yang sebenar itu."*

*Maka menteri keempat pun menyembah lalu bermohon
kembali mengerjakan titah baginda itu serta meminta
Tuan Syeikh Abdullah **silakan** ke rumahnya semalam-
malaman pada seorang menteri mengajarkan anak
isterinya.*

Then the king woke up and **asked** for a cup of wine.

Raja Phra Ong Mahawangsa said, "If so, can you please help me, teach me the righteous Islam."

Then the Fourth Minister praised and pleaded to carry out the order and **invited** Tuan Syeikh Abdullah to his house for few days do teach his wife and children.

Based on the first finding, the writer applied persuasion technique by the use of the words that derived from formal language. This can be seen with the used of the words *meminta*, *tolong* and *silakan*. The word *meminta* means asking for something that the person wants while the word *tolong* can be defined as asking for help. The word *sila* can be explained as inviting or asking someone to go or to come back. These three words are categorised as imperative sentences that contain formality and courtesy in order to get something by using pleasant words. Imperative (request) sentences refer to a gentle command towards the second person. Meanwhile, Siti Mahani Anterian, Hasnah Mohammad & Raja Masittah Raja Ariffin (2014) suggested that imperative (command) sentences are used by someone who has power such as a leader and it is also been used in common daily conversation. Hence, the word *meminta* that Raja Phra Ong Mahawangsa used was meant for the castle guard. Based on *Hikayat Merong Mahawangsa*, even though Raja Phra Ong Mahawangsa was the king of Kedah Tua kingdom, he still used appropriate words to his subordinates to get something that he wished. The use of pleasant words in communication are better and could help in persuading someone to do something instead of using harsh words.

The word *tolong* also has decency element that could persuade the person to take action towards the request. The writer practiced persuasion technique in the sentence; *Maka kata Raja Phra Ong Mahawangsa, "Jikalau demikian, hendaklah tuan hamba tolong hamba sekalian ini, ajarkan agama Islam yang sebenar itu."* Based on the sentence, the king used proper words to persuade his subordinates to do something. At the same time, the writer intended to convey an implicit message which is someone who has higher rank must respect people with the lower level. This statement had been agreed by Asrul Azuan Mat Dehan & Hajah Nor Azuwan Yaakob (2015) who stated that persuasive rhetorical technique contains implicit meaning and at the same time to ask readers to understand that every human is equal by the side of Allah SWT.

Next, the word *silakan* comprises persuasive rhetorical element because the word contains courtesy value especially among Malay society. The word *silakan* represents imperative sentences which used by the first person to the second person in order to invite or asking the person to come or to go. Imperative (command) sentences work as the sentences that will be used to highlight an action which will be carried out by the second person. In the first finding, the word *silakan* was applied by the Fourth Minister to Syeikh Abdullah inviting him to home to teach his wife and children about Islam. Persuasive rhetorical technique was detected in the sentence because the first person, Fourth Minister tried to persuade Syeikh Abdullah to teach religion knowledge to his family. It showed that an action will happen after the word has been said and it is either Syeikh Abdullah accept the invitation or not. This situation showed the connection between emotions or thoughts to the act that will be taken by the second person towards the first-person speech. According to Muhammad Mazlan Abu Bakan & Zaitul Azma Zainon Hamzah (2016), persuasive rhetorical intended to influence people thoughts towards a speech so people can persuade and change others behavior and act. As a result, this finding is agreed to the third rhetorical principle in modern rhetorical theory which is rhetoric leaves deeper effect because it can affect someone thoughts. This is because the finding visualizes the act that will be taken after the words have been said.

Finding 2

Demi didengar oleh Syeikh Abdullah akan perkataan raja itu lalu dipeluk leher dan diciumnya tubuh raja itu serta duduk berkata-kata. Seketika diajarkannya kalimah syahadat demikian bunyinya: “اشهد أن لا إله إلا الله وحده لا شريك له وأشهد أن محمدا عبده ورسوله”. Maka Raja Phra Ong Mahawangsa pun mengucaplah dua kalimah syahadat serta bertitah suruh ambil tempayan araknya buangkan ke tanah hingga sekaliannya habis, lalu ia bertitah suruh ambil sekalian berhala di dalam istana itu. Maka sekalian itu pun dihantarkan oranglah ke hadapan baginda dan Syeikh Abdullah, bertimbun-timbun daripada emas dan perak dan tembikar dan kayu dan tanah seperti rupa manusia; sekalian pun habislah dipukul-pukul oleh Syeikh Abdullah dengan kapak dan dibelahnya dengan pedang hingga hancur luluh sekaliannya menjadi serbuk. Kemudian maka dimasukkannya ke dalam api.

Syeikh Abdullah listened to the king words and he hugged and kissed him then he sat and talked. He taught syahadah “اشهد أن لا إله إلا الله وحده لا شريك له وأشهد أن محمدا عبده ورسوله” to the king. Raja Phra Ong Mahawangsa testified syahadat and commanded his inferiors to throw away all the wine urns, then he commanded them to throw away the superstitious things in the castle. And then they brought many superstitious things made from gold, silver, pottery, wood and human-like soil. Syeikh Abdullah broke everything with an axe and he cut it with his sword until everything was destroyed and became dust. He threw it into the fire.

The second finding shows that the writer applied persuasive rhetorical technique to influence readers' emotions especially Muslim readers so they will keep following the intended storyline. The writer wanted to affect readers' emotion when Syeikh Abdullah hugged and kissed Raja Phra Ong Mahawangsa after he decided to become a Muslim. The writer tried to create happy emotions because it is a norm in Islam when a non-Muslim became a Muslim, they will celebrate it happily and be glad about it. Referring to Dwi Sulistiyani Mukaromah (2017), persuasive rhetorical comprises of three main aspects which is logical, ethic and emotions. In addition, emotions aspect is used in talking to affect other people and to deliver the intended feelings to the audience. Due to that, it is clear that *Hikayat Merong Mahawangsa* writer intended to affect readers' emotion so they can feel happy as it should be.

Second finding also found out that the writer tried to persuade the readers to have a deeper understanding about Islam through the *syahadah* because when someone put their faith on *syahadah*, it became the proof that the person is a Muslim. Moreover, the writer indirectly stated that Muslim hold tight to *syahadah* so they would not be strayed from Islam faith. At the same time, the writer intended to tell the readers that Allah SWT is the only God that must be worshipped instead of all those superstitious. It can be seen when Syeikh Abdullah destroyed all the superstitious things made with gold, silver, wood and pottery. These examples contain persuasive rhetorical technique where the

writer tried to ask the readers especially Muslim to get rid of superstitious because it can astray Muslims faith. All in all, the second finding also agreed to the third rhetoric principle of Modern Rhetorical Theory since it left a deeper effect to the readers.

Finding 3

Maka sabda baginda, "Mari juga kita makan."

Maka kata Syeikh Abdullah kepada baginda, "Marilah tuanku kita keluar ke balairung, boleh kita himpulkan segala menteri hulubalang."

Maka kata Tuan Syeikh Abdullah, "Jika demikian marilah kita ubahkan dengan bahasa Islam, supaya mudah kita sekalian bubuh ke dalam khutbah masjid pada hari Jumaat."

The king said, "Let's eat."

Syeikh Abdullah said to the king, "Let's go the hall, we can gather all the ministers."

Tuan Syeikh Abdullah said, "Lets change to the Islamic language, then it will be easier for us to put together into the Friday preach at mosque.

The third finding indicated that the writer once again used persuasive rhetorical technique in her writing through the use of the words that contain persuasive element to carry out any actions. Referring to *Kamus Dewan Edisi Keempat (2010)*, the word *mari* can be explained as asking or inviting someone to do something. If a person wants someone to do anything or work, then the appropriate words must be used to persuade or influence the person thoughts. This is because the proper word choice and sentences used are the most important factors in persuading someone to do the work. For example; *Maka sabda baginda, "Mari juga kita makan"*. The word *mari* was used by Raja Phra Ong Mahawangsa to ask or persuade Syeikh Abdullah to eat with him because he hasn't eat anything for few days because he did not have the appetite. The same matter has been instilled by the writer in other finding in order to persuade someone to do the requested works. Consequently, it is clearly shown that the word choice or fine and proper sentences use can persuade someone. The same opinion has been stated by Asrul Azuan Mat Dehan (2016) which is persuasive rhetoric involved a proper and magnificent language use and also promised something that can change readers' perception through the intended ideas.

Finding 4

Maka titah Raja Phra Ong Mahawangsa kepada menteri keempat, "Hai saudaraku keempat, adapun beta suruh panggil saudaraku keempat ini, maka adalah pagi-pagi hari ini orang pun belum lagi jaga dari tidurnya, maka datanglah Tuan Syeikh Abdullah anak negeri Yamani dibawa oleh syaitan iblis datang ke peraduan beta sekali. Maka segala hal ehwal kerja kejahatan itu sangatlah

gemarnya. Maka terlihatlah oleh tuan ini, jadi ketakutanlah. Maka tuan ini pun ketinggalanlah susur kelambu beta, inilah yang menyuruh kita sekalian isi negeri Kedah ini membawa syariat agama Islam yang diturunkan Allah Taala pada Nabi Muhammad Rasulullah hamba-Nya lagi pesuruh-Nya, ialah nabi yang akhuru'l-zaman. Maka sekarang ini apa juga kata tuan hamba yang keempat?"

Raja Phra Ong Mahawanga said to the Fourth Minister, "My dear fourth brother, I called you early in the morning, even though no one wakes up from their sleep, Syeikh Abdullah from Yamani brought by the evils to my room. He liked all the evil works. When the master saw it, he terrified. Then this man left my room, and it asked us, Kedah folks to apply Islam ways that have been given by Allah SWT to the Prophet Nabi Muhammad SAW his servant his deliver, who is the last prophet. What is your thought?"

Persuasive rhetorical use in the fourth finding has been found in the use of fine language to persuade someone to do something or to attract someone attention towards the intended issue. Based on the fourth finding, the writer inculcated persuasive rhetorical element in the Raja Phra Ong Mahawangsa commands to the Fourth Minister. The command contains persuasive elements because Raja Phra Ong Mahawangsa used the words *'Hai saudaraku keempat'* at the beginning of his command as a pronoun for the Fourth Minister. The word *'saudara'* means someone that have family or blood relation. Even though the king does not have any blood relation with the Fourth Minister, he still used the word *'saudara'* to persuade and affect the Fourth Minister thoughts so he will be interested towards the intended issue. In this context, Raja Phra Ong Mahawangsa has dropped his level to influence the Minister emotions so he will listen to what will be told by Syeikh Abdullah. At the same time, the writer tried to inculcate moral values among the readers through the use of the word *saudara* so the reader can understand that every human is the same even with different degrees and ranks.

The fourth finding also shows that the writer instilled persuasive rhetorical technique to persuade the readers so they will understand and believe that Islam is Allah SWT religion that has been passed down to the Prophet Muhammad SAW. In addition, the writer stated that the Prophet Nabi Muhammad SAW is the last prophet. Thus, the writer indirectly able to persuade the readers to agree that Islam is the right religion and the Prophet Muhammad is His Messenger. The writer used first point of view with Raja Phra Ong Mahawangsa character to deliver the ideas. This situation indirectly has produced a connection between the writer and the readers where the writer succeed to deliver some knowledge about Islam and the readers will try to understand the intended meaning. It is clear that the writer tried to affect readers' emotion and thoughts so they can appreciate the ideas and at the same time the gap between writer and readers can be reduced. The use of first point view also meant for forming a close connection between the readers and the writer so knowledge and message extension can be delivered effectively (Siti Nor Atikah Salleh, Nurfarhana Shahira Rosly, Nabillah Bolhassan & Asrul Azuan Mat Dehan, 2016). As a result, this finding also can fulfill the rhetoric principle because the writer has applied the rhetorical elements brilliantly to leave deep effects among the readers.

Finding 5

Maka titah raja, “Hendaklah saudaraku keempat turutkan seperti kehendak tuan Syeikh Abdullah ini. Barang katanya itu dengan hukum Allah dan sabda Nabi Muhammad Rasulullah lagi yang di dalam kitab Qur’an itu jua yang diturut oleh tuan ini.”

The king said, “My brother fourth minister, follow Syeikh Abdullah will. Everything he said is from the laws of Allah and he is following what being said by the Prophet Muhammad Rasulullah in Qur’an.

Persuasive rhetoric in the fifth finding could be identified in the language use by Raja Phra Ong Mahawangsa when he called the Fourth Minister by *saudaraku* and the language style used was very concerned. In addition, the writer illustrated the king as someone who really obedient to his religion. The king obedience towards Islam can be seen when Raja Phra Ong Mahawangsa said; *Maka titah raja, “Hendaklah saudaraku keempat turutkan seperti kehendak tuan Syeikh Abdullah ini. Barang katanya itu dengan hukum Allah dan sabda Nabi Muhammad Rasulullah lagi yang di dalam kitab Qur’an itu jua yang diturut oleh tuan ini”*. This text showed how a king persuade his men to obey Syeikh Abdullah instruction that related to Islam. The situation showed the Raja Phra Ong Mahawangsa personalities who is really obedient to Islam to the extend he also tried to convince the Fourth Minister to obey anything for the sake of Islam. According to I Made Purwa (2015), persuasive is a communication way that can be used to influence human by change their belief, value and behaviour. Other than that, Raja Phra Ong Mahawangsa actions have showed his low profile behaviour and personalities that never too proud with his position and rank as a kingdom leader. Indirectly, the writer attempted to advise the readers that they must be low profile even though they have high ranks or positions. This advice is correlated to the third rhetorical principle which meant to leave a deeper meaning among readers as people nowadays tend to choose glorious and power.

In the fifth finding, the writer tried to persuade the readers to understand that loyalty is a great value especially among society. In this context, loyalty from the writer’s point of view has been shown through the absolute loyalty of people towards their king. This can be seen in the text of the fifth finding where the loyal people must abide the king as long as the rules bring benefits. The loyalty value towards the king has become one of the custom among Malays. According to Ayu Nor Azilah Mohamad, Mohamed Ali Haniffa & Wayu Nor Asikin Mohamad (2017), Malays hold to the principle “never against the King” which can be referred to the Malays loyalty towards their king as they depend their life to the king. Furthermore, feudal Malays believed that a king is a god representative in this world and it made them abide the king and took care of their king. The writer also tried to convey the implicit idea through the text in the fifth finding. People and the king have important connection to ensure the kingdom will excel in the aspects of religion, politics and economic.

CONCLUSION

In conclusion, the researchers agreed that rhetoric is the art of a magnificent language use since it has implicit meaning, attractive language and clear effectiveness when the writer’s ideas and thoughts could be accepted by the

readers. Besides, the researchers also concluded that persuasive rhetorical technique application in writing especially creative writing plays an important role in producing a beautiful and high-quality work. This statement has been supported by Asrulazuan Mat Dehan & Nor Azuwan Yaakob (2017), where rhetoric is the art of magnificent language use in writing to produce a high-quality work and attract readers' interest. The research explained about the inculcation of persuasive rhetorical technique from the Modern Rhetorical Theory by Enos & Brown (1993). This is because rhetoric is one of the ways to produce great ideas and various writings so it influences readers' thought and attract their interest. Besides that, rhetoric can be used to produce colourful writing and it could leave deep effect towards readers' thought and point of view. Based on researcher's observation, a study on rhetoric in *Hikayat Merong Mahawangsa* can be proceed by focusing on other rhetorical techniques or language style because there are the use of interesting and beautiful rhetorical language style. Therefore, the researchers suggested that the next research will emphasise on the rhetorical aspects in the writing of *Hikayat Merong Mahawangsa*.

This study implies that the creative work of writers or authors such as poetry, script and song. can assist the writers to produce fine, high quality and attractive creative writing. For example, song lyrics writing can be included with rhetorical elements to harmonise the lyrics so it can affect listeners' thoughts. Other than that, this research also will benefit the readers and listeners. This is because readers will be easier to understand a storyline or scripts of drama or theatre. For instance, novel uses different types of language styles. So, by these meaning comprehensions by the authors, the readers will be able to understand the storyline better. This situation shows that rhetoric research could help the readers to comprehend the creative works better.

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