

Rhetoric in The Sinar Harian's Newspaper

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Abstract

Rhetoric is an art of persuasion, which is attractive, beautiful, and esthetic to persuade or move its audience. Apart from that, rhetoric also involves languages focusing on aspects in term of skills, politeness, and the application of languages which are effective in communicating either through speaking or writing. Research done by researcher in this study is about usage of rhetoric in Sinar Harian newspaper along Malacca state election. The objective of the study is to discuss five rhetoric technique in Sinar Harian newspaper. This research was conducted based on Modern Rhetoric Theory (1993) by Enos & Brown. This research also used newspaper headlines at front page of Sinar Harian throughout the Malacca state election campaign as reference and research materials. Data collection for this research was done through text analysis method. The findings explain that there is the application of five rhetorical techniques, namely the rhetorical techniques of narrative, descriptive, persuasion, argumentation and exposition. The application of this rhetorical technique is to ensure that the reader can easily understand the ideas and storylines to be conveyed clearly. In addition, can provide a new knowledge about the field of rhetoric so that the community is more clear in understanding the science of rhetoric.

Keywords: Rhetoric, Rhetoric Technique, Sinar Harian Newspaper, State Election

Introduction

Sinar Harian is a community newspaper, which is neutral, transparent and always pays attention to any problems, issues related to society and covers all aspects of reporting. Elections are the process of choosing people's representatives to govern either at the state or federal level. This selection is done in a difficult manner using a transparent and orderly procedure. The counting of votes is done publicly and the results are recorded. The candidate with the most votes is considered the winner. This system is known as the simple majority system. Elections are an important feature of the parliamentary democratic system in Malaysia. Next, the origin of rhetoric is from the Greek word *tenhne rhetorike* which means the art of speech in English, while in Malay it means the art of speaking. Rhetoric is an art of using attractive and aesthetic language to persuade, influence and attract the attention of

readers or listeners. In the field of writing, rhetoric is used as one of the effective writing techniques to produce creative and quality writing. In addition, rhetoric is also used to add beauty to the storyline and ideas that are to be highlighted in a piece of writing, whether it is a short story, poem, novel, story and so on. Therefore, it is not surprising if the writer includes elements of rhetoric in his writing because this provides many benefits that can be applied in the production of works that are not bland, fresh and high quality.

Every study that is conducted necessarily starts from the problems that occur in the social environment and the language used. Therefore, this study was also conducted based on the problems that arose from previous studies. Research related to rhetoric has been done a lot either in the country or abroad. For example, since 1997 until 2011, studies on rhetoric have been frequently conducted by domestic researchers such as (Abdullah, 1997; Yahya, 2000; Omar, 2007; Abu Bakar, 2009; Abd. Razak, 2011). The majority of these studies are related to advertisements, talks and songs. Nevertheless, there are also new studies on rhetoric such as the study conducted by Abu Bakar (2016) related to the field of rhetoric in media reports. Although the study is no longer related to rhetoric in advertisements, the medium used is still the same, which is content analysis. In addition, research in the field of rhetoric has also been done on novels such as the research done by Abdul Razak & Salleh (2016) which focuses more on the narrative in the novel. In relation to that, Muhammad Mazlan Abu Bakar explained that rhetoric in media reports plays an important role and influences consumers about changes in a form or thing done by the government. Effective use of rhetoric can change a user's perception of an issue discussed in the media. Meanwhile, Abd. Razak (2011) focused on the rhetorical aspects of advertisements in a study entitled, 'Rhetoric in Health Product Advertisements', while Abu Bakar (2009) focused on the discourse of advertisements in her study entitled, 'Rhetoric in Radio Advertisements'.

From several past studies, it has been found that rhetorical studies that focus on the political field in newspapers have not been done much. This opens up space for researchers to study the type of rhetoric related to political aspects in newspaper reports. Based on several previous studies, it was found that the material involved various types of genres such as business brochures, advertisements, speech texts and others, but studies using newspapers related to politics, especially during elections, are still lacking and may not even have been carried out in this country. This is so because the studies carried out by previous researchers mostly focus on rhetorical aspects in general in various fields. Comprehensive and detailed research on rhetoric in the political field during elections has not been done until now.

Therefore, the researcher conducts a study that focuses on the political aspect during this election in addition to further expanding the scope of rhetorical studies in various fields in this country and increasing the contribution of new knowledge in Malay language research. Based on research on past studies, there are also gaps that can be filled with studies that will be carried out, namely by emphasizing political elements, especially during elections.

Literature Review

Studies on Modern Rhetorical Theory are quite popular among scholars in the country. For example, a study conducted by Mat Dehan (2016) involving rhetoric in novels. This study uses the novel *Salina dan Hujan Pagi* by A. Samad Said as research material. In this regard, Mat Dehan's study (2016) uses four opinions, one of which is Modern Rhetoric Theory (1993) by Enos & Brown. This theory is used in this study to identify the type of rhetoric applied in the novel *Salina and Morning Rain*. Based on the research carried out on *Salina's* novel, the results of the data analysis show that five types of rhetoric, namely the rhetoric of narration,

portrayal, disclosure, persuasion and argumentation have been used in the writing of the novel. Therefore, the use of these five types of rhetoric is one of the aspects that can attract the reader's attention to read the novel *Salina dan Hujan Pagi*.

Next, the study of Modern Rhetoric Theory continues in the field of media. For example, a study conducted by Abu Bakar (2015) related to rhetoric in media reports in Malaysia in terms of the socioeconomics of society. Therefore, this study was conducted based on Modern Rhetoric Theory in the data analysis process. In the meantime, this study has also applied five techniques in Modern Rhetoric Theory, namely explanation techniques, argumentation techniques, demonstration techniques, persuasion techniques and disclosure techniques. These rhetorical techniques are detected in the form of words, phrases, clauses and sentences. Therefore, the results of this study found that there is the use of all five rhetorical techniques that have been stated in media reports in Malaysia. By doing so, the writing of media reports can be produced more dramatically and creatively so that readers are interested in buying and reading every news or report provided by the media.

According to the study of Dehan & Yaakob (2015) which is about the use of rhetorical techniques in the novel. This study was conducted by using the novel *Salina* by A. Samad Said as research material. Dehan & Yaakob (2015) have chosen Modern Rhetoric Theory by Enos & Brown (1993) as a guide to analyze the research data collected. In the meantime, a descriptive study is carried out using the content analysis method to describe the findings obtained contextually and textually. With that, the results of the study found that five rhetorical techniques contained in Modern Rhetoric Theory, which are narration techniques, explanation techniques, portrayal techniques, exposure techniques and persuasion techniques have been identified in the writing of the novel. Therefore, the application of rhetorical techniques in creative writing such as novels is a factor that should be emphasized by the author to clarify ideas and influence the reader's thinking.

The study conducted by Othman et al (2018) is related to the future of newspapers in Malaysia. The most things, the future seems to be directed towards digital form, news is read through smartphones, tabs or other forms of gadgets. The circulation of printed newspapers is expected to continue to plummet. This study examines two main questions, which are the steps taken by Malaysian newspapers to increase newspaper circulation and how to increase the popularity of online newspapers. In addition, gadgets are also studied whether they are tools that provide risks or opportunities for the future of newspapers. The four newspapers studied are *Sinar Harian*, *Berita Harian*, *Harian Metro* and *Sin Chew Daily* with 11 news editors and online editors interviewed. The categories proposed by Jorgensen et al (2016) is used as a basis for discussion which is Risks and Threats, Opportunities and Digital Journalism. The findings of the study found that the main steps to increase newspaper circulation include improving the quality of newspaper content and layout, in addition to increasing newspaper promotion. Online newspapers are seen as a survival tool for journalism, because it allows journalism to work for its audience. In terms of the opportunities provided by gadgets to the future of Malaysian newspapers, they are seen in several forms such as Threatened Opportunities and Opportunities and Risks. Digital journalism, especially data journalism, does not seem to be seen as the future of journalism in the context of editors in Malaysia.

According to the study of Abd Nasir (2017) in the study of the use of adjectives in online newspaper crime news. This study was conducted to see the use of important adjectives to give a clearer picture of the crime. The results of the study show that the use of time adjectives is widely used because of its role in answering when an event occurs. On the other hand, the use of sensory adjectives and colors are used the least because they are not too

important as information related to crime. Next was a study carried out by Yusuf et al (2021) who studied the framing of online newspapers on the issue of objections to learning Jawi in vernacular schools in Malaysia. Framing plays an important role in understanding the role of the media in the construction of a news story. Framing is a process that reflects decisions by media practitioners about what is considered important or worthy of being made into news that is capable of influencing thought. This study aims to look at the form of news framing of objections to the learning of Jawi writing in vernacular schools in Malaysia in online newspapers in Malaysia and to identify the differences in the news frames displayed in these newspapers. By using the content analysis method, this study analyzes the framing of the news against the learning of Jawi writing in vernacular schools in Malaysia in online newspapers in Malaysia, namely Berita Harian Online and Malaysiakini.com. The results of the study identified that all five generic frames are used by these newspapers. The study found that the responsibility frame is less used by the Online Daily News Newspaper. The determination of the frame is based on the issue that the journalist wants to report. Because the issue of protesting Jawi writing in vernacular schools is an important issue in education and unity, it requires high concern from all parties, especially the media as a socialization agent.

According to a study conducted by Ismail (2020) in the study of media freedom and control in Malaysia: a comparative study of new media and traditional media, are two concepts closely related to democracy where it involves struggle and cooperation between the media and the government. Although Freedom House, which is an international non-governmental organization, classifies several countries in Europe in particular, as countries that practice freedom of the press, the fact is, absolute freedom of the press does not exist. Those countries also actually have certain mechanisms to control their press. In Malaysia, the freedom and control of the press is often questioned because the government is said to use various reasons to restrict media freedom. The issue of freedom of the press is considered less important for a developing country like Malaysia because the government attaches importance to the harmony of the community to enable the focus to be given to developing the country. However, the advancement of today's communication technology has caused the government's control over media freedom to become increasingly loose and complex. This causes concern about how media freedom can be controlled in the new media era. Through the study of secondary source literature, this article will re-evaluate the control elements in the Agenda Setting Theory pioneered by McCombs & Shaw (1972) and how press freedom in Malaysia is affected by the advancement of communication technology. This article will also suggest appropriate measures to be implemented by the government in controlling media freedom in the new media era.

Methodology

The research design applied in this study is descriptive which will describe the information and data obtained by using the text analysis method. Descriptive research methods are suitable for obtaining information about something that is happening. The description of the data analysis of this study is qualitative in nature because qualitative data is very suitable for use when carrying out a study involving the observation of a group of people. According to Jasmi (2012), qualitative data includes data in the form of interviews, observations and document analysis. Therefore, this study uses the text analysis method as a research instrument to obtain information and data. All the data required in this study are taken based on the objectives of the study.

This study will be conducted using qualitative methods. The quantitative method is a natural method or approach to understand an event or phenomenon in a specific context. Qualitative methods are used to understand real events and the context of the study to be done without manipulating any real situation. According to Jasmi (2012), there are three types of qualitative research data that can be produced through observation, trial and written materials such as excerpts or entire documents, correspondence, recordings and historical cases. This is closely related to the research that will be done by the researcher because it involves written material.

The use of theory in a study can facilitate the understanding of a complex explanation, (Garrison, 2000). In addition, research theory is an important basic matter in a study in order to make a study be presented in an orderly manner as well as a solid and perfect explanation. Therefore, in this study, the researcher used the Modern Rhetoric theory of Enos and Brown (1993) as a basic theory. According to Enos and Brown (1993), the rhetoric of writing based on artistic principles aims to produce the best writing including the way the writer conveys thoughts or observations through the use of language that is clear, effective and liked by the reader. There are five intended delivery methods, namely the method of narration (narrative), illustration (descriptive), argumentative (argumentative), exposure (exposition) and persuasion (persuasive).

Findings

The research findings that can be obtained and identified is the use of rhetorical techniques in newspaper writing throughout the Melaka State Election period. Rhetoric is an aesthetic and attractive language art to emphasize the aspects of politeness, skill and application of language whether in oral or written communication (Mat Dehan et al., 2017). According to Wan Azura et al (2017) on the other hand, rhetoric is the uniqueness, art and beauty of language. The objective of the first study will focus on five rhetorical techniques used in writing the front page of Sinar Harian newspaper. The research data that has been collected will be displayed one by one in the form of a table to make it clearer and followed by an explanation of the data.

Demonstration Rhetoric

Demonstrative rhetoric is defined as rhetoric that shows the use of language to explain or describe something that happened. This rhetorical technique shows the use of descriptive and informative style. Among the characteristics of the rhetoric of performance is the use of language in an organized, precise and clear manner. The structure of rhetorical technique writing is introduction, description and conclusion. In addition, rhetorical techniques are used to give a more realistic picture. Illustration is more about presenting something that can be seen with the eyes, heard by the ears and felt through the mind and soul of the reader. In general, painting includes the involvement of human senses in painting something or an object. This is supported by Mat Dehan (2016) who states that the description involves human senses such as taste, smell, hear, touch and see. According to Mansor et al (2018), performance rhetoric involves the speaker trying to elaborate on something so that it is understood by the audience. Usually, descriptive rhetoric is used by the writer to describe an idea in order to provide complete facts and information to the reader. In the meantime, there are two types of visualization, namely scientific visualization and imaginative visualization. Scientific description is a real description or fact found in an object, while imaginative

description refers to the description of something abstract that requires the involvement of the reader's thought and imagination to understand it.

Table 1

Imaging Techniques

Calon tertua berusia 68 tahun daripada BN yang bertanding di DUN Pengkalan Batu Datuk Hajah Kalsom Nordin.

Calon termuda berusia 21 tahun mewakili PH yang bertanding di Sungai Rambai, Farzana Hayani Mohd Nasir.

Farzana Hayani yang merupakan mahasiswa bidang Penyiaran, Universiti Teknologi Mara (UiTM) ialah Ketua Srikandi Keadilan Melaka

The oldest candidate is 68 years old from BN who contested in Pengkalan Batu state assembly Datuk Hajah Kalsom Nordin.

The youngest candidate aged 21 representing PH who contested in Sungai Rambai, Farzana Hayani Mohd Nasir.

Farzana Hayani who is a student of Broadcasting, Universiti Teknologi Mara (UiTM) is the Head of Melaka's Heroine of Justice.

Based on Table 1, the author has applied the elements of illustration clearly when providing information to the reader about candidates competing in an area. For example above, the writer has stated the clash between the oldest candidate and the youngest candidate. This gives the impression that the information obtained by the reader is necessarily two candidates who have a significant age gap. This is explained in the sentences "The oldest candidate is 68 years old" and "The youngest candidate is 21 years old." This is supported by Abu Bakar & Hamzah (2016) who stated that the rhetoric of presentation involves the processing of clear, accurate and detailed facts so that the reader can easily understand and feel for themselves what is to be conveyed. This clearly shows that the use of rhetoric can help the author to convey information or ideas effectively and make it easier for the reader to understand the information he wants to convey. Next, the author also explained a little bit about the information of the youngest candidate who is a student of Broadcasting, Universiti Teknologi Mara (UiTM) and is also the leader of Melaka's justice heroine.

Table 2

Screening Techniques

Ini adalah saya kira pertama kali dalam sejarah negara, seorang wanita yang berkelayakan tinggi, profesional, muda dan mempunyai banyak pengalaman ditawarkan sebagai calon Ketua Menteri.

This is I think the first time in the country's history, a woman who is highly qualified, professional, young and has a lot of experience has been offered as a candidate for Chief Minister.

Based on Table 2, the description element is further explained with an explanation of scientific description which is a true description or fact found on an object. In the data above, the speaker explains the real aspect of "a highly qualified, professional, young woman with a lot of experience" which will be interpreted by the reader as the candidate being a person of

caliber and able to be the best representative for the local people. The performance value given will give influence to voters to choose a candidate as their representative. In addition, even though the candidate is highlighted as such, the speaker is confident that this candidate is able to give something to the people based on what was discussed.

Rhetoric of Persuasion

Persuasive rhetoric aims to gain sympathy and attention from the reader to act according to something suggested by the author (Sabran, 2002b). Persuasive rhetoric is based on several specific features of writing. The selection of accurate diction and neatly interwoven sentences can create energy for the work and aim to attract the attention of the reader.

Authors should have confidence in the strength and accuracy of what they are stating. In addition, the rhetoric of persuasion is an interesting use of language and is concerned with the subtlety of language. The rhetoric of this technique is divided into two parts, namely rational persuasion and irrational persuasion. Rational persuasion is persuasion that involves making arguments to influence a target audience. Whereas irrational persuasion is persuasion that involves emotions to influence the target audience. According to Mansor, Mamat, Rozita Che Omar & Ahmad Ghazali (2014), good language and persuasive strategies contribute to the effectiveness of an advertisement. Furthermore, advertisements that do not apply elements of creative language style are not attractive compared to advertisements that use rhetorical elements (Haroon, 2015).

Table 3

Techniques of Persuasion

Pakatan Harapan (PH) pula melancarkan manifesto Pelan Tindakan Maju Bersama Harapan yang mempunyai tiga teras utama iaitu Melaka Sejahtera, Melaka Makmur dan Melaka Stabil yang menggariskan 32 inisiatif.

<i>Pakatan Harapan (PH) on the other hand launched the Manifesto of the Action Plan Moving Forward Together with Hope which has three main cores namely Melaka Sejahtera, Melaka Prosperity and Melaka Stabil which outlines 32 initiatives.</i>
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Based on Table 3, the author shows the use of persuasive rhetoric in his writing. First, the use of the "manifesto" sentence that explains the promises that the Pakatan Harapan party will bring to the Melaka PRN. According to the Fourth Edition Hall Dictionary (2010), the word According to Kamus Dewan Edisi Keempat, "manifesto" means a declaration to the public about the policies, objectives and other things of a political party before an election. This term will indirectly attract readers or voters to read more about the manifesto. Next is the sentence "Melaka Prosperous, Melaka Prosperous and Melaka Stable" which shows the desire of the Pakatan Harapan party to develop the state of Melaka. The word peace means peace and prosperity, peace and tranquility, protected from disaster. While the word stable means not changing or fluctuating and so on frequently. This can symbolize the party's desire to be committed to leading the Melaka state government.

Table 4

Techniques of Persuasion

MASA UNTUK TOLAK: Inilah saatnya para pengundi Melaka memberi petunjuk jelas kepada seluruh rakyat Malaysia siapa yang perlu ditolak
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<i>TIME TO REJECT: This is the time for Melaka voters to give a clear indication to all Malaysians who should be rejected</i>

In Table 4, the writer applies persuasion techniques through the use of words that have politeness in terms of language. This can be seen the words "This is the time for the voters of Melaka to give clear instructions" that is, the words "this is the time" give a clear picture to call on all voters in Melaka to make a wise choice in choosing the future leaders who will lead their state government. The writer also hopes that voters will be more mature in making decisions when voting in their areas because they will be an example to the people in Malaysia. This is proven in the sentence "clear instructions to all Malaysians". Therefore, the writer hopes that the voters will judge wisely for the future of the state of Melaka.

Rhetoric of Disclosure

Expository rhetoric is used to convey ideas, opinions, views and information in detail and effectively. In addition, this rhetorical technique is used to display and show activities or processes that were previously foreign to him. The main characteristic of expository rhetoric is to explain the definition of an object or event clearly and accompanied by a comparison. Expository rhetoric is a method used to describe information or messages objectively through definition and analysis techniques. According to Mat Dehan & Yaakob (2015), disclosure rhetoric is used to convey views, ideas, opinions and information in detail and effectively. In relation to that, the rhetoric of disclosure also plays a role as a medium used by the speaker or writer to transfer an idea or information to the reader. In addition, this rhetoric also functions in explaining something that involves experience, facts, definitions, processes, ideas, events, history or problems to be explained. The rhetoric of exposure has the main characteristic of explaining the interpretation of an event clearly along with comparison through the technique of definition or analysis (Mat Dehan & Yaakob, 2015).

Table 5

Exposure Techniques

Mas Ermieyati yang bertanding di Kerusi Dewan Undangan Negeri (DUN) Tanjung Bidara akan ditentang calon Barisan Nasional (BN), Datuk Seri Ab Rauf Yusoh dan calon Pakatan Harapan (PH), Zainal Hassan

<i>Mas Ermieyati, who is contesting for the Tanjung Bidara State Assembly seat, will be opposed by the Barisan Nasional (BN) candidate, Datuk Seri Ab Rauf Yusoh and the Pakatan Harapan (PH) candidate, Zainal Hassan.</i>

Table 5, the author has disclosed about the rivalry that happened in Tanjung Bidara. This can be proven in the sentence "Mas Ermieyati who is running for the Tanjung Bidara State Assembly seat will be opposed by the Barisan Nasional (BN) candidate, Datuk Seri Ab Rauf Yusoh and the Pakatan Harapan (PH) candidate, Zainal Hassan." A three-cornered clash took place in the Tanjung Bidara state assembly which saw only one woman contesting. This

disclosure provides information to the reader about who the challengers are who are contesting in the state assembly. In conclusion, it is clear that the rhetoric of disclosure can describe information more clearly and deeply so that the community or readers can dive into and understand the ideas presented (Abu Bakar & Hamzah, 2016).

Table 6

Exposure Techniques

Siapa untung bila undi Melayu pecah tiga
<i>Who benefits when the Malay vote splits into three</i>

Based on Table 6, the author uses the disclosure technique when explaining the gains for the PH party when the Malay vote is split into three. A three-cornered clash will definitely split the Malay vote into three and when this happens then the ability of UMNO and Bersatu and Pas to win comfortably will be a little difficult. This is because if you look, the majority of these parties are Malay parties. Therefore, of course there will be competition between them to win the trust of voters in the polling areas. Through this finding, it shows that there is an application of the fourth rhetorical principle, which is rhetoric concerned with aesthetics in the selection of diction and the arrangement of sentences that show the writer's wisdom, clarity and confidence in the ideas to be conveyed.

Argumentative Rhetoric

Argumentative rhetoric or argumentation refers to the technique used in writing to show the truth of the opinions presented whether in support, opposition or neutrality. According to Abu Bakar & Hamzah (2016), the rhetoric of argumentation works to influence the opinion and attitude of the reader so that they believe the truth of a point of view that is argued. In simple language, the more facts that can be shown, the stronger the truth of something. Meanwhile, Dehan (2016) stated that argumentative rhetoric is used to influence the reader to believe and agree with the views given by the writer. Argumentative rhetoric involves the technique of presenting ideas by induction and deduction. The induction delivery technique requires the writer to present specific or accurate facts and evidence and then conclude the argument given. Deduction techniques are used to highlight a general statement, followed by specific information and facts. This rhetoric is displayed by using formal language, the selection of accurate diction and clear meaning so that the target audience can understand the information and message to be conveyed.

Table 7

Argumentation Techniques

Faktor Kemenangan BN: Dipengaruhi tiga faktor utama iaitu calon, jentera parti dan pengundi luar.
<i>BN Victory Factors: Influenced by three main factors which are candidates, party machinery and outside voters.</i>

The findings in Table 7 involve the argumentative rhetoric used by the writer to present arguments about the winning factors of the Barisan Nasional party. According to Political Analyst from Universiti Sains Malaysia (USM), Associate Professor Dr. Sivamurugan Pandian said, candidates who are adapted to demographics and geography succeed in winning the hearts of voters. He said, the factor of a new face candidate who is not involved in any

controversy also encouraged voters to choose a candidate from the party in question. According to Osman et al (2015), argumentative rhetoric focuses on how the writer proves something true to influence the reader's mind to agree with an opinion conveyed through the writer's point of view. This matter is explained by the second factor which is the key to Barisan Nasional's success, which is that the BN election machinery also moves in an integrated manner because if observed, BN completely does not want to form a coalition government but wants to form a solo government. This is so because according to Dehan (2016), deduction techniques are used to present a general statement then followed by specific information and facts. The researcher thinks that the writer wants to convey clearly so that the reader agrees with his argument through the facts and evidence given in the writing of the title. This is clearly in line with the third principle in modern rhetorical theory, which is that rhetoric gives a deep impact so that it can influence the reader's thinking by presenting strong evidence.

Table 8

Argumentation Techniques

Punca PH gagal ulangi kejayaan PRU 14 : Pengaruh faktor setempat mengakibatkan kegagalan kepada Pakatan Harapan (PH) dalam Pilihan Raya Negeri (PRN) Melaka untuk mengulangi kejayaan Pilihan Raya Umum ke-14 (PRU14) yang lalu.
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<i>The reason PH failed to repeat the success of GE 14: The influence of local factors resulted in the failure of Pakatan Harapan (PH) in the Melaka State Election (PRN) to repeat the success of the 14th General Election (GE14).</i>
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In Table 8, the author applies the rhetorical technique of argumentation to show the factors of Pakatan Harapan's defeat which suffered permanence in the Melaka PRN. One of the factors is the local factor as in the quote "The influence of local factors resulted in the failure of Pakatan Harapan (PH) in the Melaka State Elections (PRN)" which was said by the Chairman of Pakatan Harapan (PH), Datuk Seri Anwar Ibrahim who expected that PH would lose when The level of voter turnout in the Melaka State Election (PRN) is very low. PH only won six of the 28 State Legislative Assembly (DUN) seats contested in the Melaka PRN. At the same time, the author also provides a complete argument by citing several authentic sources.

Narrative Rhetoric

Narrative or narrative rhetoric is used in writing creative works such as novels, short stories and stories. The author's application of narrative rhetoric into his work is highlighted through an imaginative style. Narrative rhetoric is also associated with the presentation of stories about stories, events and main content. Storytelling techniques are used to ensure that the work produced is interesting, effective and able to influence and convince the reader. The strategy of dialogue, monologue and drama is a technique that is chosen by the author to convey his ideas to the reader (Ab. Kadir, 2007). According to Dehan & Yaakob (2015), storytelling rhetoric includes the presentation of stories about stories, events and main content through effective techniques to convey ideas to readers.

Table 9

Storytelling Techniques

Peralihan Undi Mungkin Berlaku : Peralihan undi (vote swing) mungkin berlaku kepada kerusi-kerusi di mana Barisan Nasional (BN) tewas tipis pada Pilihan Raya Umum Ke-14 (PRU14) yang lalu.

<i>Vote Swing May Occur : Vote swing may occur in the seats where Barisan Nasional (BN) narrowly lost in the last 14th General Election (GE14).</i>

In Table 9, the storytelling technique has been applied by the writer in writing the newspaper entitled "Peralihan Undi Mugging Berlaku" showing that the writer has used flashback techniques in his writing. As already known, the flashback technique is one of the writing techniques that can help explain an event or storyline that has passed. As in the research material above, the author has told about the situation that happened in the past when "Barisan Nasional (BN) narrowly lost in the last 14th General Election (GE14)." The sentence shows that Barisan Nasional was defeated during the 14th general election in 2018. Therefore, it clearly shows that the writer applies flashback techniques in his writing so that the reader can look back on previous events to understand an idea to be presented. This point is also supported by Shukri & Abdullah (2016) in a study of narrative elements in animated films. According to them, the flashback technique can help the audience clearly know the story line to be conveyed even if there is no text or dialogue that narrates an event.

In conclusion, the researcher found that the Sinar Harian newspaper writer is a wise person in writing in the medium of newspaper writing by applying the five rhetorical techniques to produce a valuable and quality piece of writing. Although the application of this rhetorical technique has a different frequency of use, but to some extent it can help in the process of great writing so that it looks beautiful, organized and interesting and easy to understand.

Conclusion

This study has proven that there is an application of rhetorical techniques applied by writers in Sinar Harian Newspapers, especially during the Melaka State Election. Based on the discussion that has been done, the researcher has identified the application of five rhetorical techniques stated in Modern Rhetoric Theory (1993) by Enos & Brown, namely narration, demonstration, persuasion, exposure and argumentation. The application of these five rhetorical techniques is to ensure that the reader can easily understand the ideas and storylines to be conveyed clearly. This study provides benefits to the community because it can provide a new knowledge about the field of rhetoric so that the community is more aware in understanding the science of rhetoric. In addition, this study was conducted on newspaper writing that focuses on writing throughout the election. This also has a positive impact on society in Malaysia, especially to understand the meaning implied in newspaper writing. Therefore, as a result of this study, the community can not only learn the science of rhetoric, but they can also learn the techniques of newspaper writing.

The results of this study also contribute to the importance of researchers in related fields if they want to conduct research on any newspaper. This is because this study can be used as a reference source for other researchers. For example, researchers studying speech texts can use this study as a source of inspiration to carry out a new study in more detail. The study of the field of rhetoric, especially in newspaper writing, needs to be carried out more thoroughly and in-depth. Therefore, the researcher put forward some suggestions that he thinks are appropriate to do if there are other researchers who want to do research in the field of

rhetoric. Among them is by increasing the number of research materials, using different methodologies and analyzing rhetoric from different aspects.

In the researcher's opinion, the field of rhetoric is a field of knowledge that has been integrated into human beings whether consciously or not. This is so because, in everyday life, society has been exposed to things that contain rhetorical elements, but society may not have deep knowledge in that field. For example, every day people will be exposed to various types of advertisements in the form of posters, television advertisements, radio advertisements and others. These advertisements clearly contain rhetorical elements to attract the public's attention to read, listen and buy. With this, the exploration of knowledge in the field of rhetoric needs to be expanded so that the public understands more deeply and comprehensively about the science of rhetoric.

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