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rawijaya	Universitas Br. This study revealed the speech stategies of Mario Tegun in motivating t	ersitas Brawijay
rawijaya	Universit viewers in Mario Teguh Golden Ways Show. The writer used qualitative approa	ensitas Brawijay
rawijaya	Universita	ersitas Brawijay
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rawijaya	"qualitative researcher deals with the data that are in the form of words, rath	ersitas Brawijay er
rawijaya	University	ersitas Brawijay
rawijaya	Universi than number and statistics". The objective of this study is to gain holistic picture.	
rawijaya	universit and deep understanding rather than a numeric analysis of data. This stu	ersitas Brawijay
rawijaya	Universition and deep understanding rather than a numeric analysis of data. This students	
rawijaya	Universitattempted to describe the speech strategies of Mario Teguh in Mario Teguh	
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rawijaya	Universitas Braccontent or document analysis is a research method applied to	
rawijaya	Written or visual materials for the purpose of identifying specified	ersitas Brawijay
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rawijaya	newspaper, speeches, television programs,	ersitas Brawijay
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rawijaya	Universitas Br. Here, the writer investigated the transcribed utterances produced by Mario	s Brawijay
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rawijaya	The data of this study were taken from Mario Teguh's utterances when	as Brawijay
rawijaya	Universit giving motivation to the audience at Mario Teguh Golden Ways TV program.	as Brawijay
rawijaya	Universita	as Brawijaya
rawijaya	Universi Mario Teguh Golden Ways is weekly aired containing certain topic to discuss in site	
rawijaya	Universi every episode. The writer used one video downloaded from www.youtube.com	as Brawijay
rawijaya	Universit	as Brawijaya
rawijaya	University and the topic of Ujian, Siapa Takut airing at Metro TV on April 17, 2011 was site	
rawijaya	calacted as the data of this study	as Brawijaya
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rawijaya	Universitas The reason of selecting this video was that the topic of the video talked its	s Brawijay
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Irawijaya	University about life-obstacles faced by common people. One of the models was taken from sites about life-obstacles faced by common people.	
rawijaya	Universitas B national examination phenomenon which is annually faced by all Indonesian Universitas B national examination phenomenon which is annually faced by all Indonesian	is Brawijay
rawijaya rawijaya		
rawijaya Irawijaya	Universit students. Since it became the trending topic, the writer believed that Mario Teguhsita Universitas Brawii.	as Brawijaya as Brawijaya
rawijaya	Universitried to give beneficial motivation for the audience and could change the mindset	as Brawijay
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rawijaya	in facing an examination in life. The purpose of this topic suited for all-age Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	as Brawijay
rawijaya	Universit audience. Therefore, the writer was interested in taking this video as the source of site	
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rawijaya		d Beebe and the previous stu	dies presented in	Chapter II.	Universitas	Brawijay
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