

**KOMUNIKASI PERSUASIF KARAKTER DALAM FILM 12 ANGRY
MEN: ANALISIS NARATIF TZVETAN TODOROV**

MUHAMMAD RIZKIANSYAH AKBAR

ABSTRAK

Sebagai media komunikasi, film tidak hanya berfungsi sebagai hiburan, tetapi juga menjadi sarana untuk memahami dinamika strategi komunikasi. Film *12 Angry Men* menggambarkan penolakan terhadap dominasi pendapat mayoritas melalui proses diskusi dan pengambilan keputusan para juror. Penelitian ini bertujuan menganalisis komunikasi persuasif para tokoh berdasarkan teori William S. Howell melalui analisis naratif Tzvetan Todorov dengan pendekatan kualitatif dan studi dokumentasi. Hasil penelitian menunjukkan bahwa seluruh struktur naratif Todorov (*Equilibrium*, *Disruption*, *Recognition*, *Attempt to Repair the Disruption*, dan *New Equilibrium*) tergambar dalam film. Ditemukan pula teknik persuasif dominan, yaitu *Bandwagon Technique*, *The Yes Response Technique*, *Technique of Irritation*, dan *Stimulated Disinterest*, yang berperan dalam membangun konflik, membentuk interaksi antarkarakter, serta mendorong perubahan sikap hingga keputusan akhir bahwa terdakwa tidak bersalah. Selain itu, sejumlah adegan merepresentasikan unsur retorika *ethos*, *pathos*, dan *logos* melalui kredibilitas tokoh, pendekatan emosional, dan argumentasi logis. Penelitian ini berkontribusi pada kajian komunikasi persuasif serta menunjukkan peran film sebagai media edukasi.

Kata kunci: Film sebagai media komunikasi, Komunikasi persuasif, Analisis Naratif, *12 Angry Men*

***PERSUASIVE COMMUNICATION OF CHARACTERS IN 12 ANGRY MEN:
A TZVETAN TODOROV NARRATIVE ANALYSIS***

MUHAMMAD RIZKIANSYAH AKBAR

ABSTRACT

As a medium of communication, film serves not only as entertainment but also as a means of understanding communication strategies. 12 Angry Men illustrates this through its narrative, which portrays resistance to majority dominance in the process of group decision-making. This study aims to analyze the characters' persuasive communication based on William S. Howell's theory through Tzvetan Todorov's narrative analysis, using a qualitative approach and document analysis. The findings show that all elements of Todorov's narrative structure (Equilibrium, Disruption, Recognition, Attempt to Repair the Disruption, and New Equilibrium) are represented throughout the film. In addition, dominant persuasive techniques include the Bandwagon Technique, The Yes-Response Technique, Technique of Irritation, and Stimulated Disinterest, which contribute to building conflict, shaping interactions among the jurors, and driving attitude changes toward the final decision that the defendant is not guilty. The study also identifies several scenes representing the rhetorical elements of ethos, pathos, and logos through character credibility, emotional appeals, and logical arguments. This study contributes to persuasive communication scholarship and highlights film's role as an educational medium.

Keywords: Film as a medium of communication, Persuasive communication, Narrative analysis, 12 Angry Men