

ABSTRAK

Revy Alyamanda. **RETORIKA BERBAHASA RYU KINTARO SEBASTIAN DALAM PODCAST DI YOUTUBE (ALTERNATIF PENGAYAAN BAHAN AJAR PIDATO)**. Skripsi, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Galuh. Juni 2026.

Praktik berbicara di ruang publik digital memunculkan fenomena penutur anak yang mampu berkomunikasi secara lancar dan meyakinkan dalam podcast, meskipun secara teoretis belum mencapai kematangan komunikasi publik menurut Jean Piaget. Fenomena tersebut tampak pada Ryu Kintaro Sebastian yang kerap tampil dalam berbagai podcast YouTube. Penelitian ini bertujuan mendeskripsikan retorika berbahasa Ryu berdasarkan teori retorika modern Rintoh yang mencakup ethos, pathos, dan logos, serta menghasilkan bahan ajar pidato untuk siswa SMP kelas VIII Fase D. Penelitian menggunakan metode deskriptif kualitatif dengan sumber data lima tayangan podcast YouTube periode Maret–September 2025. Data dikumpulkan melalui teknik simak catat dan dokumentasi, kemudian dianalisis menggunakan model Miles dan Huberman. Pengembangan bahan ajar mengacu pada prinsip Depdiknas dalam Kosasih. Hasil penelitian menemukan 161 kemunculan retorika berbahasa. Aspek ethos menjadi yang paling dominan (52,17%), diikuti pathos (29,81%) dan logos (18,01%). Ketiga aspek tersebut menunjukkan bahwa Ryu mampu menerapkan strategi retorika secara utuh dalam komunikasi digital. Berdasarkan hasil kajian, dikembangkan bahan ajar digital interaktif berbasis flipbook menggunakan Canva.com. Hasil validasi oleh dua guru Bahasa Indonesia menunjukkan rata-rata kelayakan sebesar 96,43% dengan kategori sangat layak sehingga bahan ajar dinyatakan layak digunakan sebagai alternatif pengayaan pembelajaran pidato di SMP kelas VIII Fase D.

Kata kunci: retorika modern; ethos; pathos; logos; podcast YouTube

ABSTRACT

Revy Alyamanda. **RHETORICAL LANGUAGE OF RYU KINTARO SEBASTIAN IN YOUTUBE PODCASTS (AN ALTERNATIVE ENRICHMENT FOR SPEECH TEACHING MATERIALS)**. Thesis, Faculty of Teacher Training and Education, Galuh University. June 2026.

The practice of speaking in digital public spaces has given rise to the phenomenon of child speakers who are able to communicate fluently and convincingly in podcasts, even though theoretically they have not yet reached the maturity of public communication according to Jean Piaget. This phenomenon is seen in Ryu Kintaro Sebastian who frequently appears in various YouTube podcasts. This study aims to describe Ryu's language rhetoric based on Rintoh's modern rhetorical theory which includes ethos, pathos, and logos, and to produce speech teaching materials for eighth-grade junior high school students in Phase D. The study used a qualitative descriptive method with data sources of five YouTube podcast broadcasts from March–September 2025. Data were collected through listening, note-taking and documentation techniques, then analyzed using the Miles and Huberman model. The development of teaching materials refers to the principles of the Ministry of National Education in Kosasih. The results of the study found 161 occurrences of language rhetoric. The ethos aspect was the most dominant (52.17%), followed by pathos (29.81%) and logos (18.01%). These three aspects indicate that Ryu is able to apply rhetorical strategies comprehensively in digital communication. Based on the results of the study, interactive digital teaching materials based on flipbooks were developed using Canva.com. The validation results by two Indonesian language teachers showed an average feasibility of 96.43% with a very feasible category so that the teaching material was declared suitable for use as an alternative enrichment for speech learning in grade VIII SMP Phase D.

Keywords: modern rhetoric; ethos; pathos; logos; YouTube podcast