

ABSTRACT

Stand Up Comedy became an entertainment caught the attention of Indonesia society. This single comedy trend initially arises from an event stand up comedy talent search in one of the private tv stations. Stand Up Comedy characteristics as a single comedy has elements of rhetoric that is inherent in it. As a form of rhetoric, rhetoric becomes an important aspect in the preparation of stand up comedy. This research examines how the implementation techniques of rhetoric in stand up comedy using the theory of the five canons of rhetoric which is done by the community members comics of stand up Unitel in activity of openmic. The method used is descriptive qualitative supported by constructivist paradigm. The data in this study compiled the results of direct interviews, participatory observation, and study of the literature. The results obtained from this research is the comics of stand up Unitel community unconsciously always do the stages in the theory of the five canons of rhetoric as the process of creating their stand up comedy material. They implement the technique of rhetoric not because they knew or understand the theory of the five canons of rhetoric before, but more because the stages were indeed they should do as the process of creation of stand up comedy. Implementation technique of rhetoric also became the key to the success of the stand up comedy appearances by teh comics of stand up Unitel community.

Keywords :

The Technique Of Rhetoric, The Five Canons Of Rhetoric, Implementation, Stand Up Comedy