

ABSTRAK

Studi ini dirancang untuk mengkaji penerapan retorika *stand up comedy* dan keterampilan *public speaking* yang ditampilkan Praz Teguh dalam segmen “Somasi” di kanal YouTube Deddy Corbuzier. Melalui pendekatan kualitatif deskriptif berlandaskan analisis retorika, penelitian ini menelaah data berupa tuturan lisan, alur materi, gaya penyampaian, serta unsur paralinguistik dan kinestetik yang tercermin dalam rekaman video program tersebut. Pengumpulan data dilaksanakan menggunakan metode dokumentasi, yang kemudian dianalisis dengan menyinergikan prinsip retorika klasik (*ethos, pathos, logos*), konstruksi komedi tunggal (*setup-punchline, tagging, act out, callback*), serta komponen teknik berpidato (artikulasi, dinamika intonasi, ekspresi tubuh, kontak pandang, dan pengelolaan panggung). Hasil analisis mengungkap bahwa Praz Teguh mampu mengintegrasikan struktur komedi yang terstruktur dengan kemampuan orasi publik secara efektif guna menyampaikan isi materi,. Pesan yang disampaikan tersebut dikemas melalui pengaturan vokal dan gestur yang terukur, pemilihan diksi yang persuasif, serta strategi membangun kedekatan emosional dengan penonton. Keberadaan kanal YouTube Deddy Corbuzier turut berfungsi sebagai platform strategis yang memperluas jangkauan diseminasi pesan sekaligus menyediakan ruang terkurasi bagi komedian untuk mengemukakan pandangan kritis secara meyakinkan. Penelitian ini menyimpulkan bahwa sinergi antara retorika *stand up comedy* dan *public speaking* tidak sekadar berperan sebagai media hiburan, melainkan juga bertransformasi menjadi instrumen mendalami pola retorika dan *publik speaking* yang sistematis, berdampak, dan mudah dipahami oleh publik di era digital.

Kata Kunci: *Stand Up Comedy, Public Speaking, Analisis Retorika, Praz Teguh, Program Somasi, Kritik Sosial.*

ABSTRACT

This study was designed to examine the application of stand-up comedy rhetoric and public speaking skills displayed by Praz Teguh in the "Somasi" segment on Deddy Corbuzier's YouTube channel. Using a descriptive qualitative approach based on rhetorical analysis, this study examines data in the form of oral speech, material flow, delivery style, and paralinguistic and kinesthetic elements reflected in the video recording of the program. Data collection was carried out using a documentation method, which was then analyzed by synergizing the principles of classical rhetoric (ethos, pathos, logos), stand-up comedy construction (setup-punchline, tagging, act out, callback), and components of speech techniques (articulation, intonation dynamics, body expression, eye contact, and stage management). The results of the analysis revealed that Praz Teguh was able to integrate a structured comedy structure with public speaking skills effectively to convey the content of the material. The message conveyed was packaged through measured vocal and gesture arrangements, persuasive diction choices, and strategies to build emotional closeness with the audience. Deddy Corbuzier's YouTube channel serves as a strategic platform that expands the reach of his message and provides a curated space for comedians to confidently express critical views. This study concludes that the synergy between stand-up comedy and public speaking rhetoric serves not only as a medium for entertainment but also as a tool for exploring rhetorical and public speaking patterns in a systematic, impactful, and easily understood manner in the digital age.

Keywords: *Stand Up Comedy, Public Speaking, Rhetorical Analysis, Praz Teguh, Somasi Program, Social Criticism.*