ABSTRACT

Foucault (1970) rigorously discusses the representation of productive power as consisting of internal rules. Their elements are commentary, the author, and disciplines. These elements make up the essence of power and showed how a person, especially politicians in their campaign used the representations to control over people's mind. The representation of power is also supported with the persuasion through reasoning of Cockcroft and Cockcroft (1992). By using persuasion through reasoning (list of three, contrastive pairs, and use of pronoun), it would be easier for politicians to control people's mind to give vote for them and makes them seemed understand the problems of the country. The writer used these to find the representation of power of Obama and how he operated it to gain vote from American. The writer found that in the three speeches, Obama showed the "silent" problems through his own stories, the greatness of America or the place where he has visited which gives understanding that how he operates power through relation, especially at micro level of social interaction. He made himself as a character which is very humane, democratic, and social, yet not fully responsible figure. Obama shaped these in very restricted rules in his speeches with a kind of romanticism and fulfill the democratic characteristics: of the people, by the people, and for the people. To sum up, productive power of course is exercised differently by every person. Power is not only owned by several groups of people. Yet, people can function it as long as there is an order and an understanding (knowledge).
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