

**UNVEILING PERSUASION AND IDENTITY: A  
CRITICAL DISCOURSE ANALYSIS OF ELON MUSK'S  
SPEECH AT TED YOUTUBE CHANNEL**

**THESIS**



UIN SUNAN AMPEL  
SURABAYA

**BY:**

**FADILA FATIKHAWATI**

**REG. NUMBER 03010320015**

**ENGLISH LITERATURE DEPARTMENT  
FACULTY OF ADAB AND HUMANITIES  
UNIVERSITAS ISLAM NEGERI SUNAN AMPEL  
SURABAYA**

**2024**

## DECLARATION

I am the undersigned below:

Name : Fadila Fatikhawati  
NIM : 03010320015  
Department : English Literature  
Faculty : Adab and Humanities  
University : UIN Sunan Ampel

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Fadila Fatikhawati

Reg. Number. 03010320015

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UNVEILING PERSUASION AND IDENTITY: A CRITICAL DISCOURSE  
ANALYSIS OF ELON MUSK'S SPEECH AT TED YOUTUBE CHANNEL

by  
Fadila Fatikhawati  
Reg. Number 03010320015

approved to be examined by the board of examiners of English Literature  
Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya

Surabaya, February 20<sup>th</sup> 2024

Advisor 1



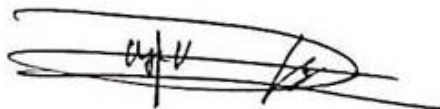
Prof. Dr. A. Dzod'ul Milal, M.Pd.  
NIP. 196005152000031002

Advisor 2



Tristy Kartika Fi'aunillah, M.A.  
NIP. 199303182020122018

Acknowledged by  
The Head of the English Literature Department



Endratno Pilih Swasono, M.Pd.  
NIP. 197106072003121001

## EXAMINER SHEET

This is to certify that the *Sarjana* thesis of Fadila Fatikhawati (Reg. Number 03010320015) entitled **Unveiling Persuasion and Identity: A Critical Discourse Analysis of Elon Musk's Speech at Ted YouTube Channel** has been approved and accepted by the board of examiners for the degree of *Sarjana Sastra (S.S.)*, English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya.

Surabaya, February 27<sup>th</sup> 2024

Board of Examiners:

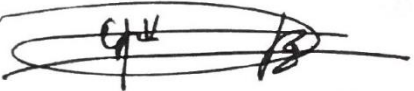
Examiner 1

  
Prof. Dr. A. Dzo'ul Milal, M.Pd.  
NIP. 196005152000031002

Examiner 2

  
Tristy Kartika Fi'aunillah, M.A.  
NIP. 199303182020122018

Examiner 3

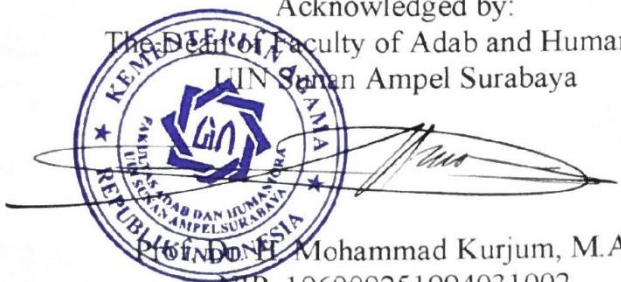
  
Endratno Pilih Swasono, M.Pd.  
NIP. 197106072003121001

Examiner 4

  
Novia Adibatus Shofa, S.S., M.Hum.  
NUP. 202111012

Acknowledged by:

The Dean of Faculty of Adab and Humanities  
UIN Sunan Ampel Surabaya

  
Mohammad Kurjum, M.Ag.  
NIP. 196909251994031002

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Nama : Fadila Fatikhawati  
NIM : 03010320015  
Fakultas/Jurusan : Adab dan Humaniora / Sastra Inggris  
E-mail address : fadilafatikha199@gmail.com

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## ABSTRACT

Fatikhawati. F. (2024). *Unveiling Persuasion and Identity: A Critical Discourse Analysis of Elon Musk's Speech at Ted YouTube Channel*. English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya. Advisors: (I) Prof. Dr. A. Dzo'ul Milal, M.Pd., (II) Tristy Kartika Fi'aunillah, M.A.

This research aims to critically analyze persuasive strategies and identity construction in Elon Musk's speech in Elon Musk Talks Twitter, Tesla, and How His Brain Works. There are three problems to be solved in this study, namely: (1) the persuasive strategies used by Elon Musk; (2) the identity constructed by Elon Musk; and (3) the relationship between Elon Musk's persuasive strategies and his identity construction.

Applying a descriptive qualitative approach, the researcher collected data by transcribing Elon Musk's speeches. The researcher identified the types of persuasive strategies and identity construction by Elon Musk. The identified data were classified to determine the types of persuasive strategies and identities constructed by Elon Musk. The researcher then analyzed the relationship between persuasive strategies and Elon Musk's identity construction by looking at the context of his speech.

This research reveals that all persuasive strategies including ethos, pathos, and logos are applied by Elon Musk in his speech. In his speech, Musk expresses persuasive strategies that cover 76 speeches, which include 21 examples of ethos, 16 examples of pathos, and 39 examples of logos. From the appearance of all persuasive strategies, Musk tends to use persuasive strategies included in the logos category. Furthermore, the researcher also found four identities that Elon Musk tried to construct through his speech, namely the innovator, the entrepreneur, the futurist, and the philosopher. In addition, through this analysis, it is indicated that Musk's use of persuasive strategies is directly related to his identity construction. Based on contextual analysis and interpretation, the researcher concludes that Musk constructs his identity as the innovator, the entrepreneur, the futurist, and the philosopher through his discourse that uses persuasive strategies of ethos and logos. The findings provide deep insights into Elon Musk's persuasive strategies in his identity construction process.

**Keywords:** critical discourse analysis, persuasive strategy, identity construction, Elon Musk, social media discourse

## ABSTRAK

Fatikhawati. F. (2024). Mengungkap Persuasi dan Identitas: Analisis Wacana Kritis Tuturan Elon Musk di Kanal YouTube Ted. Program Studi Sastra Inggris, Fakultas Adab dan Humaniora, UIN Sunan Ampel Surabaya. Pembimbing: (I) Prof. Dr. A. Dzo'ul Milal, M.Pd., (II) Tristy Kartika Fi'aunillah, M.A.

Penelitian ini bertujuan untuk menganalisis secara kritis strategi persuasif dan konstruksi identitas pada pidato Elon Musk dalam *Elon Musk Talks Twitter, Tesla and How His Brain Works*. Ada tiga masalah yang ingin dipecahkan dalam penelitian ini, yaitu: (1) strategi persuasif yang digunakan Elon Musk; (2) identitas yang dikonstruksikan Elon Musk; (3) hubungan antara strategi persuasif Elon Musk dan konstruksi identitasnya.

Dengan menggunakan pendekatan kualitatif deskriptif, peneliti mengumpulkan data dengan cara mentranskrip pidato-pidato Elon Musk. Peneliti mengidentifikasi jenis-jenis strategi persuasif dan konstruksi identitas yang dilakukan oleh Elon Musk. Data yang telah diidentifikasi diklasifikasikan untuk mengetahui jenis-jenis strategi persuasif dan konstruksi identitas yang dilakukan oleh Elon Musk. Peneliti kemudian menganalisis hubungan antara strategi persuasif dan konstruksi identitas Elon Musk dengan melihat konteks pidatonya.

Penelitian ini mengungkapkan bahwa semua strategi persuasif yang meliputi *ethos*, *pathos*, dan *logos* diterapkan oleh Elon Musk dalam pidatonya. Dalam pidatonya, Musk mengungkapkan strategi persuasif yang mencakup 76 pidato, yang meliputi 21 contoh *ethos*, 16 contoh *pathos*, dan 39 contoh *logos*. Dari kemunculan seluruh strategi persuasif tersebut, Musk cenderung menggunakan strategi persuasif yang termasuk dalam kategori *logos*. Lebih lanjut, peneliti juga menemukan empat identitas yang coba dibangun oleh Elon Musk melalui pidatonya, yaitu inovator, entrepreneur, futuris, dan filsuf. Selain itu, melalui analisis ini, terindikasi bahwa penggunaan strategi persuasif oleh Musk berkaitan langsung dengan konstruksi identitasnya. Berdasarkan analisis dan interpretasi kontekstual, peneliti menyimpulkan bahwa Musk mengkonstruksi identitasnya sebagai inovator, pengusaha, futuris, dan filsuf melalui wacananya yang menggunakan strategi persuasif *ethos* dan *logos*. Temuan ini memberikan wawasan yang mendalam mengenai strategi persuasif Elon Musk dalam proses konstruksi identitasnya.

**Kata Kunci:** critical discourse analysis, persuasive strategy, identity construction, Elon Musk, social media discourse

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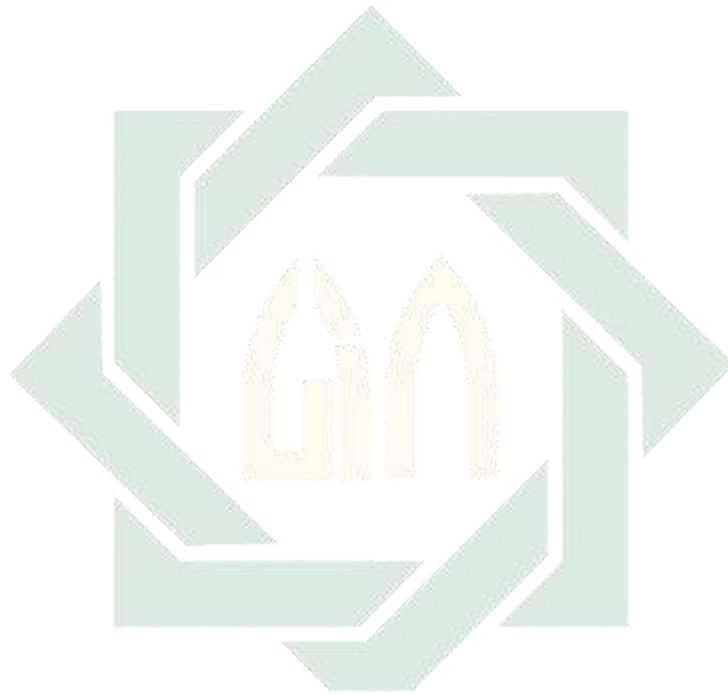
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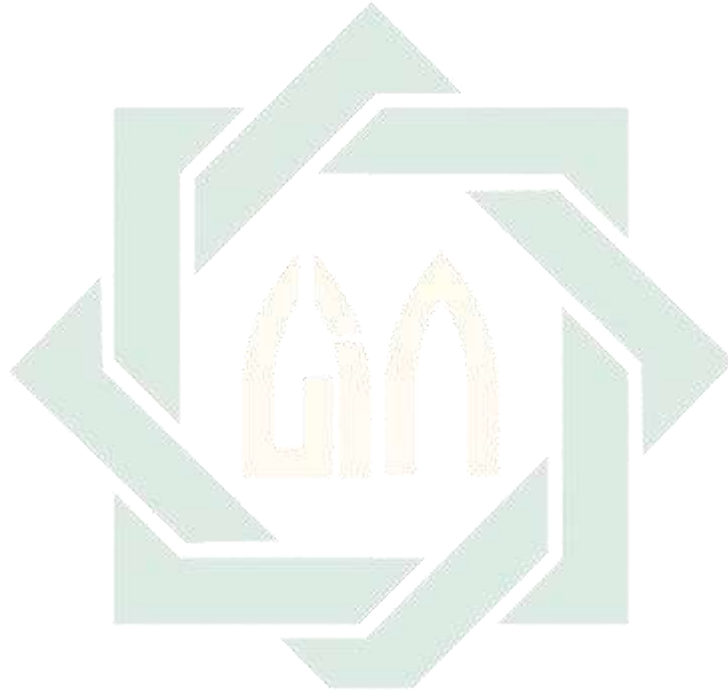
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