

**PERSUASIVE STRATEGIES BY KAMALA HARRIS
POLITICAL CAMPAIGN SPEECH IN OAKLAND 2019**

THESIS



**UIN SUNAN AMPEL
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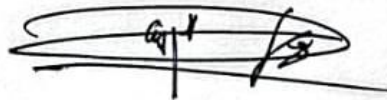
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ABSTRACT

Putri, E. N. (2024) *Persuasive Strategies by Kamala Harris Political Campaign Speech in Oakland (2019)*. 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 discuss the persuasive strategy by Kamala Harris in her political campaign speech in Oakland (2019). This research has two problem formulations (1) the types of persuasive strategies used by Kamala Harris (2) How Kamala Harris applies persuasive strategies in her speeches.

In analyzing data, researcher used qualitative descriptive methods. To collect data, researcher downloaded video transcriptions of Kamala Harris campaign speeches and matched them with dialogue, then classified them using Aristotle's theory. The video transcript was then analyzed to identify types of persuasive strategies. The analysis continued by identifying how persuasive strategies were applied by Kamala Harris in her political campaign speech in Oakland (2019).

The research results revealed that Kamala Harris applied Ethos, Pathos, and Logos in her speech. Researcher found that there were 40 data consisting of 15 ethos data, 16 pathos data, and 9 logos data. Researcher found that Pathos was used more often by Kamala Harris in delivering her political campaign speeches. Apart from that, through this analysis, it is indicated that the implementation of the persuasive strategy used by Kamala Harris in her speech was considered successful and inspired the audience to support her struggle to become the vice-presidential candidate of the United States.

Keywords: persuasive strategy, political campaign, speech

UIN SUNAN AMPEL
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ABSTRAK

Putri, E. N. (2024) *Strategi Persuasif yang digunakan Kamala Harris dalam Pidato Kampanye Politik di Oakland (2019)*. 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 membahas strategi persuasive oleh Kamala Harris dalam pidato kampanye politiknya di Oakland (2019). Penelitian ini memiliki dua rumusan masalah (1) tipe strategi persuasive yang digunakan oleh Kamala Harris (2) Bagaimana Kamala Harris menerapkan strategi persuasive dalam pidatonya.

Dalam menganalisis data, peneliti menggunakan metode deskriptif kualitatif. Untuk mengumpulkan data, peneliti mengunduh transkripsi video pidato kampanye Kamala Harris dan menyocokkan dengan dialog, kemudian diklasifikasikan dengan menggunakan teori Aristoteles. Transkrip video tersebut kemudian dianalisis dengan mengidentifikasi tipe-tipe strategi persuasif. Analisis dilanjutkan dengan mengidentifikasi bagaimana strategi persuasif diterapkan oleh Kamala Harris dalam pidato kampanye politiknya di Oakland (2019) tersebut.

Hasil penelitian mengungkapkan bahwa Ethos, Pathos, dan Logos diterapkan oleh Kamala Harris dalam pidatonya. Peneliti menemukan terdapat 40 data yang terdiri dari 15 data *ethos*, 16 data *pathos*, dan 9 data *logos*. Peneliti menemukan bahwa Pathos lebih sering digunakan oleh Kamala Harris dalam menyampaikan pidato kampanye politiknya. Selain itu, melalui analisis tersebut diindikasikan bahwa penerapan strategi persuasif yang dilakukan oleh Kamala Harris dalam pidatonya dianggap berhasil dan menginspirasi audiens untuk mendukung perjuangannya menjadi calon wakil presiden Amerika Serikat.

Kata Kunci: strategi persuasif, kampanye politik, pidato

UIN SUNAN AMPEL
S U R A B A Y A

TABLE OF CONTENTS

Inside Cover Page	i
Declaration	ii
Approval Sheet.....	iii
Examiner Sheet	iv
Abstract	vi
Abstrak	vii
Table Of Contents	viii
List of Tables	xi
List of Appendices	xii
CHAPTER I INTRODUCTION	1
1.1 Background of the Study	1
1.2 Problems of the Study	7
1.3 Objectives of the Study	7
1.4 Significances of the Study	8
1.5 Scope and Delimitations.....	8
1.6 Definition of Key Terms	8
CHAPTER II REVIEW OF RELATED LITERATURE	9
2.1 Discourse Analysis	9
2.2 Persuasive Strategy.....	9
2.2.1 Ethos.....	12
2.2.2 Pathos	14
2.2.3 Logos	15
2.2 Kamala Harris.....	15

2.3	Speech.....	15
CHAPTER III RESEARCH METHOD		17
3.1	Research Design	17
3.2	Data Collection.....	17
3.2.1	Research Data.....	17
3.2.2	Data Source	18
3.2.3	Instruments	18
3.2.4	Data Collection Technique	18
3.3	Data Analysis Technique.....	19
3.3.1	Identifying the data.....	19
3.3.2	Classifying the data	20
3.3.3	Analyzing and describing the data	20
3.3.4	Discussing the data.....	20
3.3.5	Drawing the conclusion.....	20
CHAPTER IV FINDINGS AND DISCUSSION		22
4.1	Findings	22
4.1.1	Types of Persuasive Strategies used by Kamala Harris political campaign in Oakland 2019.....	23
4.1.1.1	Ethos.....	23
4.1.1.2	Pathos	30
4.1.1.3	Logos.....	38
4.1.2	Persuasive Strategies Applied in Political Campaign by Kamala Harris in Oakland 2019	43
4.2	Discussion.....	46

CHAPTER V CONCLUSIONS AND SUGGESTIONS.....	52
5.1 Conclusions	52
5.2 Suggestions.....	53
REFERENCES	54
APPENDICES	57



UIN SUNAN AMPEL
S U R A B A Y A

LIST OF TABLES

Table 3.1 Classification of Types of Persuasive Strategies	20
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UIN SUNAN AMPEL
S U R A B A Y A

LIST OF APPENDICES

Appendix 1 Types of Persuasive Strategies by Kamala Harris 57



UIN SUNAN AMPEL
S U R A B A Y A

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