

**PERSUASIVE STRATEGIES USED BY DALIA MOGAHED
IN TED TALK**

THESIS



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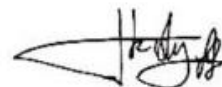
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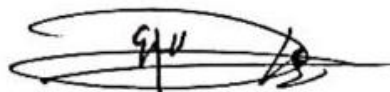


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ABSTRACT

Nisfiyah, N.L (2024) Persuasive strategies used by Dalia Mogahed in TED TALK. English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya. Advisors: (I) Prof. Dr. A. Dzoul Milal, M.Pd., (II) Tristy Kartika Fi'aunillah, M.A.

This research examines the persuasive strategies used by Dalia Mogahed in her speech in TED TALK. This study aims to discuss the persuasive strategies used by Dalia Mogahed in her speech at TED TALK. This study has two problem formulations (1) the types of persuasive strategies used by Dalia Mogahed (2) the reasons why Dalia Mogahed uses persuasive strategies in her speech at TED TALK. In analyzing the data, this study uses Aristotle's persuasive theory, namely ethos, logos, and pathos.

This analysis uses a qualitative descriptive method. The results of the study reveal that Ethos, Pathos, and Logos are applied by Dalia Mogahed in her speech. This study found a total of 27 data, 4 data including ethos, 14 data including pathos, and 9 data including Logos. Based on these data, Dalia Mogahed uses pathos the most. Pathos is the most effective strategy for building empathy and touching the audience's emotions. In addition, persuasive strategies also help to convey information effectively, overcome stereotypes, build empathy, and encourage the audience to think critically

Keywords: *Persuasive Strategies, Islamophobia, TED TALK, and Speech.*



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ABSTRAK

Nisfiah, N.L (2024). *Persuasif strategi yang digunakan oleh Dalia Mogahed dalam pidatonya di TED TALK*. Program Studi Sastra Inggris, Fakultas Adab dan Humaniora, UIN Sunan Ampel Surabaya. Pembimbing: (I) Prof. Dr. A. Dzoul Milal, M.Pd., (II) Tristy Kartika Fi'aunillah, M.A.

Penelitian ini mengkaji strategi persuasif yang digunakan oleh Dalia Mogahed dalam pidatonya di TED TALK. Penelitian ini bertujuan untuk membahas strategi persuasive oleh Dalia Mogahed dalam pidatonya di TED TALK. Penelitian ini memiliki dua rumusan masalah (1) Tipe-tipe strategi persuasive yang digunakan oleh Dalia Mogahed (2) Alasan mengapa Dalia Mogahed menggunakan Persuasive strategi dalam pidatonya di TED TALK.

Dalam menganalisis data, penelitian ini menggunakan teori persuasive dari Aristotles yaitu ethos, logos, dan pathos. Analisis ini menggunakan metode deskriptif kualitatif. Hasil penelitian mengungkapkan bahwa Ethos, Pathos, dan Logos diterapkan oleh Dalia Mogahed dalam pidatonya. Penelitian ini menemukan 27 data, 4 data termasuk ethos, 14 data termasuk pathos, dan 9 data termasuk Logos. Berdasarkan data tersebut, Dalia Mogahed menunjukkan bahwa Dalia Mogahed paling banyak menggunakan pathos. Pathos merupakan strategi yang paling efektif untuk membangun empati dan menyentuh emosi audiens. Selain itu, strategi persuasif juga membantu menyampaikan informasi secara efektif, mengatasi stereotip, membangun empati, dan mendorong audiens untuk berpikir kritis.

Kata Kunci: *Strategi Persuasif, Islamofobia, TED TALK, dan Pidato.*

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