

**PERSUASIVE STRATEGIES USED BY CHIMAMANDA
NGOZI ADICHIE'S ON TED TALKS SPEECH 2013**

THESIS



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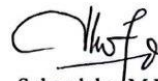
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ABSTRACT

Saputri, A.I. 2024. Persuasive Strategies Used by Chimamanda Ngozi Adichie's on TED Talks Speech 2013. English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya. Advisors: (I) Raudlotul Jannah, M. App. Ling., (II) Murni Fidiyanti, MA.

The study aims to examine the use of persuasive strategies in Chimamanda Ngozi Adichie's speech at TED Talks. In her speech, she talks about a stereotyping and women stigma in society, this studies will answer to research problem types of persuasive strategy by Chimamanda Ngozi Adichie's on TED Talks Speech 2013 and the reason why Chimamanda Ngozi Adichie used persuasive strategy in her speech. Chimamanda Ngozi Adichie is a feminist who has concerned in stereotyping and women stigma in society.

This study used qualitative approach to obtain a clear and systematic description of the phenomenon being studied. Persuasive strategies played an important role in effectively delivering Chimamanda Ngozi Adichie's TED Talks speech. Chimamanda Ngozi Adichie used the ethos strategy to created credibility and created a 'trustworthy' impression to the audience. Chimamanda Ngozi Adichie's also used the pathos strategy in choosing emotional words to provoke sympathy and empathy from the audience. This holistic approached, the audience could trusted and accepted the speech delivered by Chimamanda Ngozi Adichie's as a speaker, so that the communication objectives were achieved and could be effectively received by the listener.

Chimamanda Ngozi Adichie used strategies that contain elements of ethos by revealing her personal experiences as a woman from Nigeria who had experienced a lot of gender discrimination. Chimamanda Ngozi Adichie used pathos strategies to attract sympathy from her audience with emotional word choices. Apart from ethos and pathos, logos strategies were also found when Chimamanda Ngozi Adichie provides factual information to strengthen her argument.

In addition, there were three strategies that Chimamanda Ngozi Adichie used to achieve success in her speech, until her speech on gender equality reached 8.5 million views on the TED YouTube channel, this achievement made her speech considered to had a major contribution to the world of literature and feminist thought.

Keywords: Persuasive Strategies, Gender Inequality, TED Talks, and Speech

ABSTRAK

Saputri, A.I. 2024. Strategi Persuasif yang Digunakan di Pidato Chimamanda Ngozi Adichie di TED Talks 2013. Program Studi Sastra Inggris, Fakultas Adab dan Humaniora, UIN Sunan Ampel Surabaya. Pembimbing: (I) Raudlotul Jannah, M. App. Ling., (II) Murni Fidiyanti, MA.

Penelitian ini bertujuan untuk meneliti penggunaan strategi persuasif dalam pidato Chimamanda Ngozi Adichie di TED Talks. Dalam pidatonya, ia berbicara tentang stereotip dan stigma perempuan di masyarakat, penelitian ini akan menjawab masalah penelitian jenis strategi persuasif yang digunakan oleh Chimamanda Ngozi Adichie dalam Pidato TED Talks 2013 dan alasan mengapa Chimamanda Ngozi Adichie menggunakan strategi persuasif dalam pidatonya. Chimamanda Ngozi Adichie adalah seorang feminis yang memiliki kepedulian terhadap stereotip dan stigma perempuan di masyarakat.

Penelitian ini menggunakan pendekatan kualitatif untuk mendapatkan gambaran yang jelas dan sistematis mengenai fenomena yang diteliti. Strategi persuasif memainkan peran penting dalam menyampaikan pidato TED Talks Chimamanda Ngozi Adichie secara efektif. Chimamanda Ngozi Adichie menggunakan strategi etos untuk menciptakan kredibilitas dan menciptakan kesan 'dapat dipercaya' kepada audiens. Chimamanda Ngozi Adichie juga menggunakan strategi pathos dalam memilih kata-kata yang emosional untuk memancing simpati dan empati audiens. Dengan pendekatan holistik ini, audiens dapat mempercayai dan menerima pidato yang disampaikan oleh Chimamanda Ngozi Adichie sebagai pembicara, sehingga tujuan komunikasi tercapai dan dapat diterima secara efektif oleh pendengar.

Chimamanda Ngozi Adichie menggunakan strategi yang mengandung unsur etos dengan mengungkapkan pengalaman pribadinya sebagai seorang perempuan asal Nigeria yang banyak mengalami diskriminasi gender. Chimamanda Ngozi Adichie menggunakan strategi pathos untuk menarik simpati pendengarnya dengan pilihan kata yang emosional. Selain etos dan pathos, strategi logos juga ditemukan ketika Chimamanda Ngozi Adichie memberikan informasi yang faktual untuk memperkuat argumentasinya.

Selain itu, terdapat tiga strategi yang digunakan Chimamanda Ngozi Adichie untuk mencapai kesuksesan dalam pidatonya, hingga pidatonya mengenai kesetaraan gender ini mencapai 8,5 juta penonton di kanal YouTube TED, pencapaian tersebut membuat pidatonya dianggap memiliki kontribusi besar dalam dunia literatur dan pemikiran feminis.

Kata Kunci: Strategi Persuasif, Ketidasetaraan Gender, TED Talks, dan Pidato

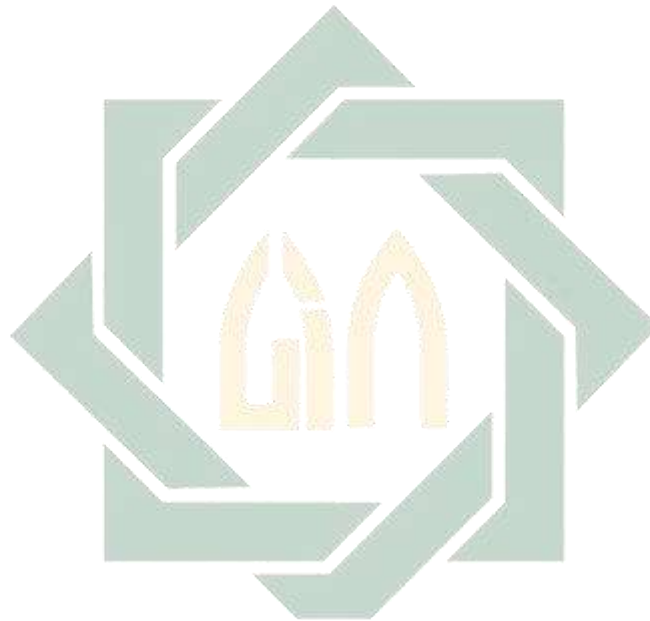
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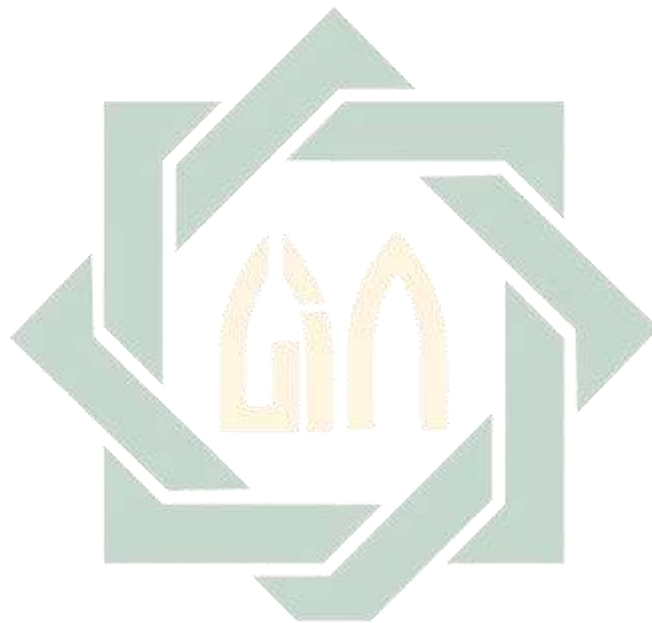
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