

FINAL REPORT

AN ANALYSIS OF ARISTOTELIAN RHETORICAL APPEALS IN BARACK OBAMA'S FAREWELL ADDRESS SPEECH



**To fulfill one of the graduation requirements for the D-III English Study Program
Politeknik Negeri Sriwijaya**

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APPROVAL PAGE

The Final Report titled:

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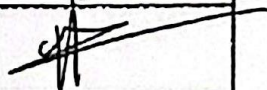
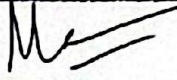


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VALIDATION PAGE

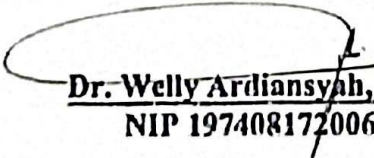
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PLAGIARISM-FREE DECLARATION

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Declare that this scientific document Final Report does not contain any parts of other scientific works that have been submitted to obtain an academic degree at any Higher Education Institution. Additionally, there are no works or opinions written or published by others/institutions, except those properly cited and listed in the references.

I hereby declare that this scientific document is free from any elements of plagiarism. Should this Final Report later be proven to be plagiarism of another author's work and/or deliberately submit others' work or opinions as my own, I am willing to accept academic and/or legal sanctions in accordance with applicable regulations.

Palembang, 24th June 2026



Tashya Chairunnisyah
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PREFACE

First of all, the writer would like to express the greatest thanks to Allah SWT. For giving the health, strength, and opportunity to finish this final report with the title “An Analysis of Aristotelian Rhetorical Appeals in Barack Obama’s Farewell Address Speech”. This final report is submitted to fulfill the final project requirement in the Language and Tourism Department of Politeknik Negeri Sriwijaya.

This research analyzes the rhetorical appeals used in Barack Obama’s Farewell Address Speech based on Aristotle’s rhetorical theory, namely ethos, pathos, and logos. The research aims to identify the rhetorical appeals employed in the speech and determine the dominant rhetorical appeal. Through this research, the writer hopes to provide a better understanding of rhetorical appeals and their role in political communication.

The writer realizes that this report is still far from perfect. Therefore, constructive criticism and suggestions are highly appreciated for the improvement of this research. Finally, the writer hopes that this research will be useful for students of Politeknik Negeri Sriwijaya, future researchers, and anyone interested in rhetorical analysis.

Tashya Chairunnisyah

ABSTRACT

This study aimed to analyze the Aristotelian rhetorical appeals employed in Barack Obama's Farewell Address Speech and determine the dominant rhetorical appeal used throughout the speech. This research employed a descriptive qualitative method with discourse analysis. The data were collected from the official transcript of Barack Obama's Farewell Address Speech through documentation. The rhetorical appeals were identified, classified, and analyzed based on Aristotle's rhetorical theory, consisting of logos, ethos, and pathos. The findings revealed a total of 86 rhetorical appeals, comprising 36 logos, 34 pathos, and 16 ethos. Logos emerged as the dominant rhetorical appeal, indicating that Obama primarily relied on logical reasoning, factual evidence, and objective explanations to strengthen his arguments and communicate persuasive political messages. Meanwhile, ethos was employed to establish credibility and trustworthiness, while pathos was used to build emotional engagement with the audience. In conclusion, the speech demonstrated a balanced use of the three rhetorical appeals, with logos serving as the primary rhetorical appeal.

Keywords: *Aristotelian rhetorical appeals, Barack Obama, political speech, rhetorical analysis, rhetorical appeals*

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