

FINAL REPORT

AN ANALYSIS OF PERSUASIVE STRATEGIES IN DONALD TRUMP'S ACCEPTANCE SPEECH AT THE 2024 REPUBLICAN NATIONAL CONVENTION



**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:

**AN ANALYSIS OF PERSUASIVE STRATEGIES IN DONALD TRUMP'S
ACCEPTANCE SPEECH AT THE 2024 REPUBLICAN NATIONAL
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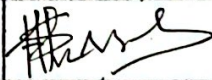


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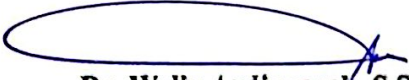
VALIDATION PAGE

The Final Report titled:

AN ANALYSIS OF PERSUASIVE STRATEGIES IN DONALD TRUMP'S ACCEPTANCE SPEECH AT THE 2024 REPUBLICAN NATIONAL CONVENTION prepared by Anugerah Syawalla (NIM 062330901802) has been defended in the Final Report Examination before the Examination Committee on Tuesday, 30th June 2026.

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PLAGIARISM-FREE DECLARATION

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Declare that this scientific document Final Report Proposal 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.

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PREFACE

First of all, the writer would like to express sincere gratitude to Allah SWT for His blessings, guidance, and strength that have enabled the writer to complete this final report entitled “An Analysis of Persuasive Strategies in Donald Trump's Acceptance Speech at the 2024 Republican National Convention.” This final report is submitted as one of the requirements for completing the study in the Language and Tourism Department of State Polytechnic of Sriwijaya.

The writer would also like to express sincere appreciation to all parties who have provided support, encouragement, and assistance throughout the process of completing this final report. The writer fully realizes that this report is still far from perfect; therefore, constructive criticism and suggestions from readers are highly appreciated for the improvement of this work. It is hoped that this final report will be beneficial and contribute to the development of knowledge, particularly for students of the Language and Tourism Department of State Polytechnic of Sriwijaya.

Anugerah Syawalia

ABSTRACT

This study aims to analyze persuasive strategies in Donald Trump's Acceptance Speech at the 2024 Republican National Convention using Aristotle's rhetorical theory. This research employed a qualitative descriptive method. The data were taken from the speech transcript in the form of words, phrases, and sentences and were collected through documentation technique. The data were analyzed by identifying, classifying, and interpreting rhetorical appeals based on Aristotle's theory. The findings revealed that all three rhetorical appeals were employed in the speech. Pathos was the most dominant appeal with 37 occurrences (46.25%), followed by logos with 25 occurrences (31.25%) and ethos with 18 occurrences (22.5%). These findings indicate that Trump primarily relied on emotional appeals while also strengthening his message through credibility and logical reasoning. Therefore, Aristotle's rhetorical theory is effective for analyzing persuasive strategies in political speeches.

Keywords: *persuasive strategies, political speech, rhetorical appeals*

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