

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*