

FINAL REPORT

THE USE OF PERSUASIVE LANGUAGE IN STEVE JOBS' BUSINESS SPEECHES: A RHETORICAL ANALYSIS



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

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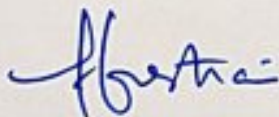
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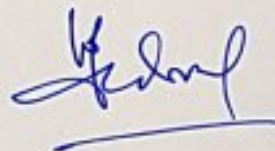
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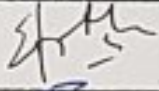
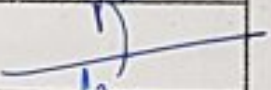
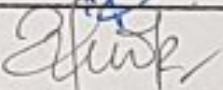


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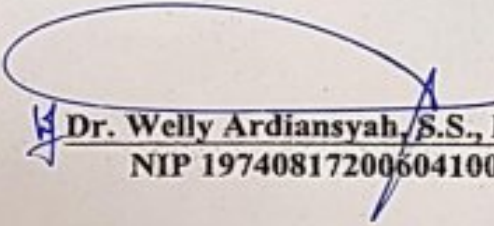
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PLAGIARISM-FREE DECLARATION

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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



Jesse Hykel Zachary

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PREFACE

All praise is due to Allah SWT for His endless blessings, mercy, and guidance, which have enabled the writer to complete this final report titled “*The Use of Persuasive Language in Steve Jobs’ Business Speeches: A Rhetorical Analysis.*” This report is submitted as a partial fulfillment of the requirements for obtaining the Diploma III (D-III) degree in the English Study Program, Politeknik Negeri Sriwijaya.

This research is conducted to explore how persuasive language is employed in business speeches, particularly through the rhetorical strategies of ethos, pathos, and logos as proposed by Aristotle. By analyzing selected speeches of Steve Jobs, this research is expected to provide a clearer understanding of how persuasive communication functions in real-world business contexts and to contribute to the development of rhetorical studies, especially within vocational education.

The writer realizes that this report is still not perfect and may contain limitations in both content and presentation. Therefore, constructive criticism and suggestions are highly appreciated in order to improve the quality of this work.

Finally, the writer hopes that this report will be useful for readers, especially students and researchers who are interested in the field of communication, rhetoric, and business discourse.

Palembang, 2026

Jesse Hykel Zachary

ABSTRACT

This study analyzed the use of persuasive language in Steve Jobs' business speeches by applying Aristotle's rhetorical appeals: ethos, pathos, and logos. The purpose of this study was to identify how persuasive techniques were used in Steve Jobs' speeches and to determine which rhetorical appeal was used most frequently. The study used a qualitative descriptive method. The data were taken from two speeches: the 2005 Stanford Commencement Speech and the 2007 iPhone Product Launch Presentation. The researcher collected the data from speech videos and transcripts available on YouTube. The analysis was conducted by identifying, classifying, and interpreting utterances that contained persuasive elements based on ethos, pathos, and logos. The findings showed that Steve Jobs adjusted his persuasive strategies depending on the purpose and audience of the speech. In the Stanford speech, pathos was the dominant appeal because Jobs used emotional storytelling and personal experiences to inspire the audience. Meanwhile, in the iPhone presentation, logos and ethos were used more frequently through logical explanations, product comparisons, and demonstrations of expertise. In conclusion, effective persuasive communication required a balance between emotional connection, credibility, and logical reasoning to achieve different communication goals.

Keywords: *business speech, ethos, logos, pathos, steve jobs.*

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