

**PERSUASIVE STRATEGIES USED BY NICK VUJICIC  
IN HIS MOTIVATIONAL SPEECHES**

**THESIS**

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**DEPARTMENT OF ENGLISH LITERATURE  
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UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM  
MALANG  
2021**

# **PERSUASIVE STRATEGIES USED BY NICK VUJICIC IN HIS MOTIVATIONAL SPEECHES**

## **THESIS**

Presented to  
Universitas Islam Negeri Maulana Malik Ibrahim, Malang  
in Partial Fullfilment of the Requirements for the Degree of *Sarjana Sastra* (S. S)

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MALANG  
2021**

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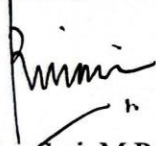
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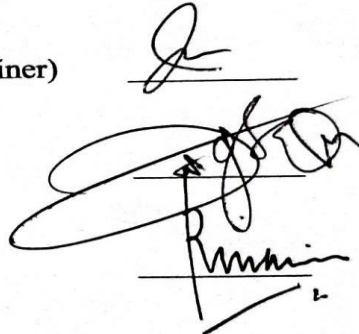
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Malang, 21 June 2021

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## **MOTTO**

*“You don’t know what can come from your broken pieces, until you give them a change.*

*Never give up!”*

-Nick Vujicic-

## **DEDICATION**

This thesis is specially dedicated to my beloved parents, Abdul Aziz and Fasuliyah,  
and my dearest husband, Irtaqo Rizqu Ulinnuha Muhammad.

## ACKNOWLEDGEMENT

*Alhamdulillahirabbil'alamin*, the researcher's deepest gratitude to Allah swt. for all His blessing and mercies, the researcher finally can accomplish this thesis. Sholawat and Salam are also delivered toward Rasulullah SAW, who has guided us from the darkness to the lightness.

This thesis entitled 'Persuasive Strategies Used by Nick Vujicic in His Motivational Speeches' is to fulfilled the requirement for achieving the degree of Sarjana Sastra (S.S) in Department of English Literature, Faculty of Humanities at Universitas Islam Negri Maulana Malik Ibrahim of Malang.

The researcher also presents great honor to some people who have given contribution and motivation in accomplishing her thesis and study at this university. She wants to express her deepest gratitude to the Dean of the Faculty of Humanities, Dr. Hj. Syafiyah, M.A. and her advisor, Rina Sari, M.Pd. who has guided and helped her to accomplish this thesis with constructive comments and critics which are very useful. She also expresses her gratitude to her parents, Drs. H. Abdul Aziz and Hj. Fasuliyah S.S, her younger brother Muhammad Aldinal Qoyyim who always give her support and prayer for her success, her best friends Mila, Rohma, and Durorin who always give her advice and support, her beloved family in Gema Gita Bahana Choir who always give her motivation and support, specially Gita, Ifa, and Mila, her friends in BSI Heroes 2014 who always help her, give support, and prayer, her internship friends in Malang Dorm Hostel (MADOR) Rohma, Hanum, and Sippit who always accompany her and share many things. For the sake of the researcher's progress, constructive criticism and suggestions are expected to be perfect for this thesis in the future.

Malang,

The Researcher



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## ABSTRACT

**Safirah, Rumaizah Dewi.** 2021. *Persuasive Strategies Used by Nick Vujicic in His Motivational Speeches*. Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor: Rina Sari, M.Pd.

Keywords: Persuasive Strategy, Motivational Speech, Nick Vujicic

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This research studies about the use of persuasive strategies used by Nick Vujicic in his motivational speeches. The researcher is interested in investigating persuasive strategy by Nick Vujicic because he is able to motivate and inspire other people through speeches about his life. In order to conduct this research, the researcher uses Aristotle's theory of persuasive strategy (Ethos, Pathos, and Logos) because this theory can adapt the persuasive phenomena and provides complete description that can be used to analyze the utterance in motivational speech.

The research design of this research is descriptive qualitative method. It uses qualitative method because the data of this research are in the form of utterances consisting of words, phrases, and sentences, which are not statically analyzed. The data sources of this research are video as primary data source and transcript as secondary data source of motivational speeches by Nick Vujicic. There are 15 short videos and transcript of motivational speeches by Nick Vujicic included to "Motivational minutes" series in his official YouTube channel, "Attitude is Altitude". Furthermore, it places the researcher as the main instrument of the research, she searched the data and the material related to persuasive strategy, analyzed the data and tried to find out the answer of the problems. Last, in order to analyze the persuasive strategies in motivational speeches, there are several steps were done by the researcher, which are downloading, watching, transcribing, rechecking the transcript, and identifying the data by using theory of Aristotle. After getting the data, the researcher analyzed the data by doing several steps: selecting, classifying, describing the data based on theory of Aristotle, discussing, and concluding.

The result of this research shows that Nick Vujicic applied all three strategies to persuade the viewers through some ways. Firstly, he used Ethos strategy by sharing his life experience and showing his good attitude and personality, such as awareness, loveliness, and friendliness. Secondly, he also applied Pathos strategy in encouraging the viewers through his language ability by stimulating emotional words in order to touch the viewers' emotions. Finally, he applied Logos strategy by giving some logical evidences, imagery, and argument related to the topic of each speech.

## ABSTRAK

**Safirah, Rumaizah Dewi.** 2021. *Strategi Persuasif Yang Digunakan Oleh Nick Vujicic Dalam Pidato Motivasinya*. Skripsi. Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing : Rina Sari, M.Pd.

Kata kunci: Strategi Persuasif, Pidato Motivasi, Nick Vujicic

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Penelitian ini mempelajari tentang penggunaan strategi persuasif yang digunakan oleh Nick Vujicic dalam pidato motivasinya. Peneliti tertarik untuk meneliti strategi persuasif Nick Vujicic karena mampu memotivasi dan menginspirasi orang lain melalui pidato tentang hidupnya. Untuk melakukan penelitian ini, peneliti menggunakan teori strategi persuasif Aristoteles (Ethos, Pathos, dan Logos) karena teori ini dapat mengadaptasi fenomena persuasif dan memberikan deskripsi lengkap yang dapat digunakan untuk menganalisis ucapan dalam pidato motivasi.

Desain penelitian dari penelitian ini adalah metode deskriptif kualitatif. Penelitian ini menggunakan metode kualitatif karena data penelitian ini berupa ujaran-ujaran yang terdiri dari kata, frasa, dan kalimat, yang tidak dianalisis secara statis. Sumber data penelitian ini adalah video sebagai sumber data primer dan transkrip sebagai sumber data sekunder dari pidato motivasi oleh Nick Vujicic. Ada 15 video pendek dan transkrip pidato motivasi oleh Nick Vujicic yang dimasukkan ke dalam seri “Motivational minutes” di saluran YouTube resminya, “Attitude is Altitude”. Selanjutnya, peneliti menempatkan dirinya sebagai instrumen utama penelitian, ia mencari data dan materi yang berkaitan dengan strategi persuasif, menganalisis data dan mencoba mencari jawaban dari permasalahan. Terakhir, untuk menganalisis strategi persuasif dalam pidato motivasi, ada beberapa langkah yang dilakukan oleh peneliti, yaitu mengunduh, menonton, menyalin, memeriksa kembali transkrip, dan mengidentifikasi data dengan menggunakan teori Aristoteles. Setelah mendapatkan data, peneliti menganalisis data dengan melakukan beberapa langkah: memilih, mengklasifikasikan, mendeskripsikan data berdasarkan teori Aristoteles, mendiskusikan, dan menyimpulkan.

Hasil penelitian menunjukkan bahwa Nick Vujicic menerapkan ketiga strategi tersebut untuk membujuk penonton melalui beberapa cara. Pertama, ia menggunakan strategi Ethos dengan berbagi pengalaman hidupnya dan menunjukkan sikap dan kepribadian yang baik, seperti kesadaran, cinta, dan keramahan. Kedua, ia juga menerapkan strategi Pathos untuk mendorong pemirsa melalui kemampuan bahasanya dengan merangkai kata-kata emosional untuk menyentuh emosi pemirsa. Terakhir, ia menerapkan strategi Logos dengan memberikan beberapa bukti logis, imaji, dan argumen terkait topik setiap pidato.

## مستخلص البحث

سفيرة، رميزة ديوي ٢٠٢١. إستراتيجية الإقناعية التي إستخدامها لنيك فوجيتشيك (Nick Vujicic) في خطبة الدافعية. البحث العلمي. قسم الأدب الإنجليزي، كلية العلوم الإنسانية، جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج. المشرف: رينا ساري، الماجستير

**الكلمات المفتاحية:** إستراتيجية الإقناعية، خطبة الدافعية، نيك فوجيتشيك (Nick Vujicic)

هذا البحث استخدام إستراتيجية الإقناعية التي إستخدامها لنيك فوجيتشيك (Nick Vujicic) في خطبة الدافعية. يهتم الباحثة ببحث إستراتيجية الإقناعية لنيك فوجيتشيك (Nick Vujicic) لأنها قادرة على يحفز وإلهام الآخرين من خلال خطبة حول حياته. لإجراء هذا البحث، استخدم الباحثة التي تستخدم نظرية أرسطو تيليس (Aristoteles) عن الإستراتيجية الإقناعية (Ethos)، Pathos، Logos لأن هذه النظرية يمكن أن تكييف مع الظواهر المقنعة وتوفر وصفًا كاملاً يمكن استخدامه لتحليل الأقوال في الخطبة الدافعية.

تصميم هذا البحث هو منهج وصفي نوعي. يستخدم هذه البحث المنهج النوعي لأن البيانات البحث تكون في شكل أقوال تتكون من كلمات وعبارات وجمل لم يتم تحليلها بشكل ثابت. مصادر البيانات هذا البحث هو الفيديو كمصدر البيانات الأساسي والنصوص كمصدر البيانات الثانوي من خطبة الدافعية لنيك فوجيتش (Nick Vujicic). يوجد 15 مقطع فيديو قصيرًا ونصًا لخطبة الدافعية لنيك فوجيتش (Nick Vujicic) في سلسلة "الدقائق الدافعية" في قناة الرسمية يوتيوب (YouTube)

"Attitude is Altitude". بعدها، يضع الباحثة نفسه كأداة رئيسية للبحث، فهي تبحث عن البيانات والمواد المتعلقة باستراتيجية الإقناعية، ويحلل البيانات ويحاول العثور على إجابات للمشكلات. أخيرًا، لتحليل إستراتيجية الإقناعية في الخطبة الدافعية، هناك عدة خطوات اتخذها الباحثة، وهي تنزيل النص ومشاهدته ونسخه وإعادة فحصه وتحديد البيانات باستخدام نظرية أرسطو تيليس. بعد الحصول على البيانات، قامت الباحثة بتحليل البيانات من خلال القيام بعدة خطوات: إختيار البيانات وتصنيفها ووصفها بناءً على نظرية أرسطو تيليس ومناقشتها وإستنتاجها.

نتائج البحث يدل على نيك فوجيتش (Nick Vujicic) يطبق ثلاثة إستراتيجيات الإقناعية ليصانع الجمهور من خلال الأسلوب. أولاً، يستخدم إستراتيجية Ethos من خلال مشاركة خبراته الحياتية وإظهار المواقف والشخصيات الجيدة، مثل الوعي والحب والود. ثانيًا، يطبق أيضًا إستراتيجية Pathos لتشجيع المشاهدين من خلال مهاراته اللغوية من خلال توتير الكلمات العاطفية للتأثير على مشاعر الجمهور. وأخيرًا، يطبق إستراتيجية Logos من خلال تقديم بعض الأدلة والصور والحجج المنطقية في موضوع كل خطابة.

## **CHAPTER I INTRODUCTION**

This chapter deals with background of the study, problems of the study, objectives of the study, significances of the study, scope and limitation, research method, and definition of key terms.

### **A. Background of the Study**

Persuasive strategy is defined as an art of communication with the intention to assure someone to do something appropriate with the speaker's purpose for this moment or present time (Kerraf, 2004). The speaker will try to persuade others to act something that the speaker thinks is the best decision for the listener's life. Thus, to make the listeners trust to the speaker's words, the speaker needs to choose the right words and stimulate the addressee. This strategy can be applied in many fields of communication.

Persuasive strategies are based upon theories of human psychology. They are used in business issues, political matters, and interpersonal relationships. Three common types of persuasive strategies are cognitive dissonance, negative and positive motivation, and appeals to needs (Dastpack & Taghinezhad, 2015). Cognitive dissonance is mental distress which arises when new information contradicts one existing beliefs, ideas, and values. The next type is negative and positive motivation, they are commonly used by public speakers, teachers, and parents. Speakers are able to inspire their audiences by linking their speech's content

to their personal lives. On the other hand, failure to obey the speaker's words would result in negative motivation. The last type is appeals to need, they are often combined with positive and negative motivation to improve the message's persuasiveness. Speakers are able to increase the safety and security of the listeners by combining safety appeals with positive motivation.

A number of researchers have conducted the researches on this topic in various fields, such as advertisement and political speeches. In advertisement field, Mukarromah (2016) and Nasruddin (2016) have researched persuasive strategies applied in commercial advertisements of cellphone brands. On the other hand, Abbas (2008), Shabrina (2016), and Nurrosyidah (2016) focused on persuasive strategies used in political speech and campaign. As the result, all of them found all types of persuasive strategies in their data resources whether using Aristotle's or Keraf's theory.

The first researcher is Nurrosyidah (2016) who studies about the persuasive strategies in Joko Widodo's political speeches. She found that Joko Widodo applied three appeals of persuasive strategies (pathos, logos, and ethos) in his political speech at Economic Cooperation 2014 and Economic Forum 2015. The speaker was able to persuade the audiences by showing good image or good character, draw the audience intention by offering and control the audience emotion, and appeals logic reason or proof to the audience.



The next researcher is Nasruddin (2016) who also investigated persuasive techniques, but in different area. He researched the applied of persuasive strategies in Apple Inc. advertisement. He found six elements of persuasive techniques used by the advertiser, there are rationalization, identification, suggestion, conformity, displacement, and projection. Moreover, the advertisers often used and emphasized a projection techniques. However, the study of persuasive strategies in motivational speech is rarely conducted, so the researcher focuses in investigating on this field.

Motivational speeches are speeches which the aim is to encourage personal or professional growth in the audience. Motivational speaker has to have a good skill in communication, especially in persuading other people to act something what he or she believes is the better way in life. Motivator also has to give a strong reason and argument to make people change their behavior to what he or she suggests. Thus, the speaker has to learn or have some strategies to encourage other people to change their morals, behavior, or way of thinking.

In order to conduct this research, the researcher uses Aristotle's theory because of some reasons. First, this theory can adapt the persuasive phenomena. Second, Aristotle's theory provides complete description that can be used to analyze the utterance in the motivational speech. Therefore, the theory proposed by Aristotle is important to be used in analyzing the data.

This research examines the use of persuasive strategy used by Nick Vujicic in his motivational speeches. Nick Vujicic is Evangelist, international motivational

speaker and New York Times best-selling author. He was born in 1982 in Melbourne, Australia, without arms and legs. Throughout his childhood, Nick dealt not only with the typical challenges of school and adolescence, such as bullying and self-esteem issues, he also struggled with depression and loneliness as he questioned why he was different from all the other kids. As Nick grew up, he learned to deal with his disability and gradually accomplished more on his own. A janitor at his high school inspired him to start speaking publicly about overcoming adversity, so Nick started speaking to small groups of students when he was 17. After high school, Nick went onto tertiary education and obtained a double Bachelor's degree, majoring in Accounting and Financial Planning, from Griffith University in Logan, Australia. By the age of 19, Nick started to fulfill his dream of encouraging other people by giving speeches revolving around his life story. He found the purpose of his existence, and circumstance.

The researcher focuses on the persuasive strategies used by Nick Vujicic in his motivational speeches, using the Aristotle's theory of persuasion. The researcher is interested in investigating persuasive strategy by Nick Vujicic because he is able to motivate and inspire other people through speeches about his life. In his official YouTube channel "Attitude is Altitude", he uploads many numbers of short videos containing his motivational speech about what he believed and experienced in life in order to suggest people around the world to make a good decision in life. In the

videos he uploaded, he attempted to persuade the viewer through his ability of language used.

## **B. Problems of the Study**

Based on the background of the study, the researcher wants to answer the following questions:

1. What are kinds of persuasive strategies which are used by Nick Vujicic in his motivational speech?
2. How does Nick Vujicic apply the persuasive strategies in his motivational speech?

## **C. Objectives of the Study**

According the problems of the study, this research is aimed to achieve the following objectives:

1. To identify the kinds of persuasive strategies used by Nick Vujicic in his motivational speeches.
2. To describe the persuasive strategies applied by Nick Vujicic in his motivational speeches.

## **D. Significances of the Study**

This research is supposed to give theoretical and practical contributions. Theoretically, the result of this researcher is expected to give contribution to the

theory of persuasive strategy, especially Aristotle's theory of persuasion, This research can be one of the examples of persuasive strategies used in speech.

Practically, this research is expected to give more understanding about persuasive strategies and their roles in linguistics, to the students and researchers. To the students of Department of English Literature in Linguistics class, it is expected that this research can give more knowledge about kinds of persuasive strategies. To the next researchers, it is also expected that this research can be a reference for them.

#### **E. Scope and Limitation**

This research discusses types of persuasive strategies and the use of persuasive strategies in Nick Vujicic's motivational speeches. In this research, the researcher analyzes the transcripts of 15 short videos by Nick Vujicic that contains of his motivational speeches using Aristotle's theory. The researcher only focused on the videos that contain general motivation without mentioning particular religious doctrines in, for avoiding misunderstanding in other religions.

#### **F. Definition of Key Terms**

To avoid misunderstanding about some basic concepts in this research, there are some explanations about the key terms used in this research that can help the readers in understanding this research.

1. Persuasive strategy: a process aims at changing a person's (or a group's) attitude or behavior toward some events, ideas, or other person(s), by using

written or spoken words to convey information, feeling or reasoning. In this research, the researcher investigates the persuasive strategies used by Nick Vujicic in his motivational speech.

2. Motivational speech: a speech aims to motivate or inspire audiences.
3. Nick Vujicic: an Australian motivational speaker, born with a rare disorder by the absence of arms and legs.

## **G. Research Method**

There are some points in terms of the research method in this research. There are research design, data sources, research instrument, data collection, and data analysis.

### **1. Research Design**

The research design of this research is descriptive qualitative method. According to Nurrosyidah (2018) descriptive qualitative research explains and analyzes all things happen in the process of research without any reduction. It uses qualitative method because the data of this research are in the form of utterances consisting of words, phrases, and sentences, which are not statically analyzed. Creswell (1994) stated “Qualitative research is an approach for exploring and understanding the meaning individuals or groups ascribe to a social or human problem”. The researcher analyzed the utterances in the video of YouTube and transcript of speeches. The researcher analyzed the data by describing and explaining the data based on Aristotle’s theory of persuasive strategy.

## **2. Data Sources**

The data sources of this research are video as primary data source and transcript as secondary data source of motivational speeches by Nick Vujicic. There are 15 short videos and transcript of motivational speeches by Nick Vujicic included to “Motivational minutes” series in his official YouTube channel “Attitude is Altitude”. The researcher chose the videos that do not mention particular religious doctrines in, for avoiding misunderstanding in other religions. These videos are chosen as the current videos available online of Nick Vujicic as an Australian motivator. Those are titled “Motivational Minute #1-Belive in Yourself”, “Motivational Minute #2-Integrity”, “Motivational Minute #4-Humility”, “Motivational Minute #5-Greed”, “Motivational Minute #7-If Today Was Your Last Day”, “Motivational Minute #8-Apologizing”, “Motivational Minute #10-Lies or Truth in Our Heart”, “Motivational Minute #12-The Vow”, “Motivational Minute #13-Fithfulness”, “Motivational Minute #16-Be a Miracle”, “Motivational Minute #19-Family”, “Motivational Minute #20-A Good Citizen”, “Motivational Minute #26-Never Give Up”, “Motivational Minute #28-Healing”, and “Motivational Minute #30-Broken Pieces”. Meanwhile, the data are the utterances of those 15 videos that contain persuasive strategies.

### **3. Research Instrument**

This research places the researcher as the main instrument of the research, she searched the data and the material related to persuasive strategy, analyzed the data and tried to find out the answer of the problems. Therefore, the researcher is the one who is responsible in collecting and analyzing the data, and concluding the result in order to answer the problems.

### **4. Data Collection**

In order to analyze the persuasive strategies in motivational speeches, there are several steps were done. The first step is downloading the videos of motivational speeches from Nick Vujicic from YouTube. Secondly, the researcher watched the videos. Thirdly, the researcher transcribed the videos. Then, the researcher rechecked the transcripts. Finally, the researcher identified the utterances that contain persuasive strategies based on Aristotle's theory.

### **5. Data Analysis**

After getting the data, the researcher analyzed the data as the following steps: firstly, the researcher selected the data to be analyzed. Secondly, the researcher classified the data in the form of utterances and explained each utterance containing persuasive strategies using Aristotle's theory (Ethos, Logos, and Pathos). The next step is discussing the kinds of persuasive strategies and how Nick Vujicic used persuasive strategies in his speeches. The last step is concluding the result of the analysis.

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

This chapter consists of two parts, theoretical framework and previous studies based on the problems of the study. The theoretical framework contains of discourse analysis, persuasive strategy, and motivational speech. The last part is previous studies, which provide some related studies done by other researchers and convey the difference of the study from previous studies.

#### **A. Discourse Analysis**

Discourse analysis is the study of how language is utilized and organized within the cultural and political context in which discourse takes place. It is concerned with how individuals utilize language in text and context; what people really say and the mechanisms that cause those statements to appear. Deal with it, a discourse analysis of written, verbal, or musical language use, or any significant semiotic event. According to Daymon and Halloway (2002:141) "discourse analysis appreciates the language or discourse. It is not simply a device for producing and transmitting meaning, it is a strategy which people use purposefully to try to create a particular effect"

Discourse analysis plays an important part in human communication since it focuses not only on language and meaning but also on various other aspects of communication, such as how, who, what, where, and when language is used. Brown



and Yule argued that discourse analysis is a study of what and how that language is used for. McCarthy (1991: 5) also stated that discourse analysis investigates all kinds of written texts and spoken data. In conclusion, that discourse analysis concern both written and spoken data from all sources.

Kinneavy (1971, cited from Abbas, 2008) classified discourse into four main types: Expressive discourse, referential discourse, literary discourse, and persuasive discourse. First type is expressive discourse, it is a type of discourse in which language is used by the encoder (people who encode the message) to express some personalities aspect. The second is referential discourse, it is a type of discourse in which language stresses the ability of language to designate or reproduce reality, in manner of speaking. Next is literary discourse, it is a type discourse which is in the form of written text, product, or work and it focuses of the process as worthy of being appreciated in its own right. The last is persuasive discourse, this type focuses on the receiver of the message. In this type, the encoder, reality, and language itself all become instrument to achieve some practical effects in the decoder.

In this research, persuasive discourse is the main focus of the researcher's discussion. Persuasive used in motivational speeches as an effective way to encourage the audience to change their behavior and follow some values in life. When preparing for their speech, the motivational speaker should use the right strategies to deliver their message to the audience, so that the speaker is able to captivate the audience with his or her speech.

## **B. Persuasive Strategy**

According to Keraf (2004), persuasion is a verbal way of communication that aims to encourage someone to act something what the speaker or writer wants in the present and future. Accordingly, persuasion is able to be included as the ways of making decision. The audience or reader who hears or reads is expected to accept the belief that he or she takes the right and wise decision and do it without compulsion.

Persuasion is not in a form of compulsion or violence. Thus, the speaker needs certain efforts to stimulate audience or reader to act what the speaker suggests. The efforts commonly used is handing a proof even though it is not as strong as an argument. Common forms of persuasion are propaganda that commonly done by groups or institutions, advertisements, leaflets, and campaign. All of them commonly use emotive paradigm that attempt to raise and stimulate audience's emotion. There are more efforts in propaganda to stimulate emotion, such as hatred for some ideologies or heroism to fight and support some groups.

To convince the audience, persuasive speaker or writer has to generate the belief to the hearer or reader. Belief is the most important element in persuasion. Even though belief is the main basic of persuasion, an action of persuasion is unnecessary to be directed to that belief, but it is also able to be directed to further range, for making hearer acts something. Thus, persuasion is based on point of view that human thought can be changed. Persuasion is purposed to change other people perspective, speaker or writer attempts to encourage others to accept and act

something that he or she believes. For persuading those actions, speaker/writer has to create a trust to his or her speech or writing. Persuasion itself is an effort to create conformity and deal by belief. The hearer or reader is going to be glad and happy because he/she does not feel that he or she accepts those decisions without any compulsion.

In his book “Rhetorics”, Aristotle classifies three strategies of persuasion (cited in Cockcroft, 2014, p. 5-6). These are: ethos (persuasion through personality and stance); pathos (persuasion through the arousal of emotion); and logos (persuasion through reasoning).

### **1. Ethos (Personality)**

The first component that must be present to persuade or motivate another person is ethos or speaker credibility. For a speaker to obtain credibility, the audience has to trust the speaker’s competence, personality, and character because the speaker is going to persuade other people to change a belief, behavior, or attitude. The speaker persuades other people by moral character when his or her speech in such a manner as to render him or her worthy of confidence (Aristotle, 1926: 17 cited in Cockcroft et al., 2014, p. 6).

Ethos is divided into two interdependent concepts, personality and stance (Cockcroft et al., 2014). Personality is recognizable in any spoken exchange that gives the speaker confidence in the hearer. Whatever the context, and whoever the persuader might be, he or she needs to impress the hearer with a range of qualities

which the hearer perceive to be genuine and which confer a sense of moral substance. Central to the communication of personality is the ability to identify with an audience, impress them with one's individuality, or equally to disturb and reorient their attitudes by apparent withdrawal of sympathy. In persuasive spoken discourse especially, this interactional skill is essential to the success of any exchange. It derives from whatever combination of vocabulary, intonation and structural organization match the requirement of the exchange, and give full expression to the speaker's feeling, understanding and responsiveness. However, ethos involves more than contact between speaker and audience or persuader and persuadee. There needs to be a wider framework of attitudes, and a sense of persuader position or view about what's being discussed and his or her predisposition towards the audience being addressed. To achieve this, the persuader must respond to the psychology and value of his or her audience in all their strengths and weakness, and must choose appropriate language.

Aristotle put three forms of ethos that persuader should have to be a good persuader: good sense, good character, and good will. The first is good sense, it means that the persuader should have a good understanding of the topic he or she is arguing about. The second classification is good character, it means that he or she should have a good moral character we he or she expect the listener to do the right thing. And the last is good will, it means that he or she has to be in the audience's side and has interests in the welfare of the audience.

For example:

- As a professor of economics at Princeton, I argue that we need tax reform.  
(good sense)
- We all want to be able to save money. My tax plan would help us do that.  
(good will)
- I give money to charity every year. With my tax plan, I could donate even more. (good character)

## **2. Pathos (emotional engagement)**

Pathos is the term of Aristotle used to describe the stirring of emotions (Honeycutt, 2004 cited in Livingston, 2015). Although an argument should be constructed with logical evidence, people will be moved to action when their emotions are stirred. It has been argued that this is unethical; however, emotional appeals that are honest and sincere are certainly ethical.

When writing a speech, the speaker has to imagine the emotions that he or she wants the audience to experience. Aristotle provides numerous examples of emotions that stir audience's action; anger and calmness, friendship and enmity, fear and confidence, shame and shamelessness, kindness and unkindness, pity, indignation, envy, and emulation or ambition.

For example:

- Without your donation, the people will continue to go hungry. (pity)
- We've had enough of this corrupt administration. We need change in this country! (anger)
- Danger lurks behind every corner. Don't you want your child to be safe? (fear)

He also suggested additional motivators such as wealth and power (Honeycutt, 2004 cited in Livingston 2015). It is wise that people are not stirred to have negative emotions aimed toward the speaker, but are moved to consider issues that cause them harm. Aristotle suggested using pathos within the conclusion. Emotion can be stirred throughout as long as the speaker has backed his or her claims with evidence, but the speaker has to bring an emotional close. The speaker considers the emotional tone that he or she would like to create and construct the speech accordingly. When giving a persuasion speech, the speaker should give a passionate challenge that yields results.

### **3. Logos (logical appeal)**

Aristotle also defines the role of actual argument: persuasion is produced by the speech itself, the speaker has to establish the true or apparently true from the means of persuasion applicable to each individual subject (Aristotle, 1926 cited in Cockcroft et al, 2014, p. 7). Logos or logical appeal is important when persuading, especially one that disagrees with the speaker. When using a logical appeal, the

speaker has to show credible evidence to support his or her claim so that audience is going to trust what the speaker said. A believable logical appeal will clearly state the speaker's case then back up his or her claim with appropriate reasoning. A logical claim that is backed up by evidence should lead to a natural conclusion.

As a structuring strategy of persuasion, logos includes: the process of identifying the issues at the heart of debate; the range of diverse arguments in the discourse; the structure of thought these argument compose; and the sequencing, coherence and logical value of these arguments (Cockcroft et al., 2014, p. 8). Moreover, discourse has to be logical in order to be comprehensible; logos structures emotion as well as reasoning.

Aristotle writes that logical appeals are built on enthymemes and examples. An enthymeme is an argument based on both arguable premises and factual premises. He considered the enthymeme as the strongest evidence, because it is considered as rhetorical demonstration and people are easily persuaded when they think that something has been demonstrated (Christof, 2010, cited in Widyawardani, 2016). Compare enthymemes with syllogisms, in which all the premises are factual, the syllogism leads from universally true premises to a necessary conclusion. However, the enthymeme leads from probable premises to a tentative conclusion. (Aristotle, 1954, cited in Widyawardani, 2016). To illustrate, the following is the example of differentiation between syllogism and enthymeme:

### Syllogism

Premise 1: All men are mortal. (factual)

Premise 2: Socrates is a man. (factual)

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Conclusion: Therefore, Socrates is mortal.

The conclusion is irrefutable since both premises are factual.

### Enthymeme

Premise 1: All men are evil. (arguable)

Premise 2: Socrates is a man. (factual)

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Conclusion: Therefore, Socrates is evil.

The conclusion is refutable since one of the premises is arguable.

More examples of enthymemes:

Premise 1: This man has given to charity all his life. (factual)

Premise 2: Giving to charity precludes someone from committing theft. (arguable)

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Conclusion: Therefore, this man would never commit theft.

The second appeal is example. According to Aristotle, example is the foundation of the argument. It is one of the effective and popular ways used by numerous speakers, teachers, and orators to deliver their messages so that the audiences are able to understand the purpose. According to Widyawardani (2016)



There are two forms of examples: the illustrative parallel and the fable. Illustrative parallel means the speaker or writer should develop and think over the analogy related to the message he or she wants to deliver. Whereas fables means that it is important for the speaker or writer to provide their speech or writing with by quoting what has actually happened to make the audience, listener, or reader easily visualize the message he or she delivers.

### **C. Motivational Speech**

According to Livingston (2015), motivational speech is similar to a persuasive policy speech. Persuasion speeches are designed to convince others to change a value, attitude, or behavior. A topic of a persuasion speech that is not motivational could include topics of fact or value. Motivational speech is more personal for the speaker and the audience. It should include or stir up emotion and inspire individuals to achieve something. In the end, a motivational speech will give the audience a strategy for success; however, the strategy or plan should be something simple. This emotional speech urges people to pursue a goal or correct a mistake while providing the formula for success. Thus, the motivational speech must also be well-structured, so the audience is able to follow along and do the meaningful action.

When choosing a topic, the speaker should include his or her own experiences. Sometimes the speaker might look back and discover some valuable changes that are resulted from personal failure and hardship. He or she can even consider people whom he or she admires and what he or she has learned from that

individual that has changed or molded his or her life. The audience also needs to relate to the speaker and be motivated by his or her life.

In the 1930s, Alan Monroe created an organization structure to assist in creating motivational speeches. This process has been used to motivate people to action in speech and commercials. Monroe's motivated sequence comprises five parts of a motivational speech: attention, need, satisfaction, visualization, and action. Firstly, the speaker needs to begin the speech with an attention grabber. He or she must capture his or her audience's attention if he or she is going to hold their attention throughout the presentation. Secondly, after getting the attention, he or she establishes a need or a problem that he or she is going to address. It is important that the individuals in the audience are convinced that it is a need that they have or that they care about. Thirdly, the satisfaction step is a detailed plan to satisfy the need or solve a problem. The plan should also be something that the audience members can do. The next step is visualization step. In this step, the speaker should give the audience a view of their world if they follow the speaker's plan. He or she also may explain to them how their lives will be if they do not do what speaker asks. Finally, the speaker should call the audience to take action. This action needs to be very specific to individuals and something that is basic.

In conclusion, motivational speeches are presentations that inspire an audience to change a belief, attitude, or behavior. The topic of the speech should be meaningful to the speaker. The speaker should also have personal experience with the

topic and a passion to encourage others. Moreover, one organizational style to develop a motivational speech is Monroe's motivated sequence. This structure breaks the motivational speech into five sections: attention, need, satisfaction, visualization, and action.

#### **D. Previous Study**

There are some researchers who have investigated the topic of persuasive strategies. Abbas (2008) analyzed persuasive techniques used by Barack Obama on his presidential primaries speech. In his analysis, he used Keraf's theory and he found some persuasive strategies, those are suggestion, rationalization, identification, and conformities. The different theory from this previous study will give deep understanding for the present research about persuasive strategies.

The second researcher is Mukarromah (2016), who also investigated the persuasive strategies in advertisement. She focused to find out the kind of persuasive strategies in slogan of iPhone advertisement and also the way the advertiser implemented persuasive strategies in those slogans. The researcher used the Keraf and Aristotle's theory of persuasion to analyze the data. Therefore, this research is different from this previous study because this previous study analyzed the advertisements and used both the Keraf and Aristotle's theory.

The next researcher is Shabrina (2016), who also investigated persuasive strategy in political speeches. She researched the persuasive strategies used by Hillary Clinton in her political campaign speech using Aristotle's theory. Those strategies

were obtained in her speech even though not all of them are revealed in every speech. They are ethos, pathos, and logos. However, in this research, the researcher focuses on the use of persuasive strategies in motivational speeches.

Analyzing the persuasive strategies used in Apple Inc. is studied by Nasruddin (2016) advertisement using the Keraf's theory of persuasion. He found that the advertiser used six strategies to persuade customers, those are rationalization, identification, suggestion, conformity, displacement, and projection. Meanwhile, he did not find compensation technique in the data. The differences between this previous study and the present study are on the object and theory. The present research examines the use of persuasive strategies used in motivational speeches based on Aristotle's theory.

Hence, from the explanation of those previous studies, the researcher considers that this research is different and has not been investigated yet. This study analyzes persuasion in the context of motivation. In addition, the data are some motivation words used by Nick Vujicic.

## **CHAPTER III**

### **FINDING AND DISCUSSION**

This chapter consists of two parts, those are finding and discussion. In this chapter, the researcher answers the problems of the study above as in Chapter I. The researcher presents the analysis and detail information about the persuasive strategies used by Nick Vujicic in his motivational speeches based on Aristotle's theory.

#### **A. Finding**

The data were taken from the selected utterances in 15 videos of Nick Vujicic's motivational speeches that contain persuasive strategies. The researcher found 50 data of persuasive strategies used by Nick Vujicic in his motivational speeches. She classified the data based on Aristotle's theory of persuasion, those are; 12 data of Ethos, 15 data of Pathos, and 23 data of Logos. The analysis of each strategy will be explained as follows:

##### **1. Ethos**

This strategy deals with the speaker's competence, personality and character. The speaker persuades other people by moral character when his or her speech in such a manner as to render his or her worthy of confidence (Aristotle, 1926, p. 17 cited in Cockcroft et al., 2014, p. 6). There are three forms of ethos that persuader must have to be a good persuader: good sense, good character, and good will.

### **Datum 1**

“But the key that success was I believe in myself. If someone could do something, then I could try and work out how. It starts with believing in yourself.”

The utterance in datum 1 is the closing statement of the video entitled “Belief in Yourself”. In this utterance, Nick Vujicic used Ethos strategy which shows his good character. The sentence *“But the key that success was I believe in myself”* represents that Nick has good attitude and confidence even though he has no arms and legs. On the other hand, in the sentence *“If someone could do something, then I could try and work how”* he shared his belief to the viewers that with his disability, he will still always make an effort to do something that normal people can do. Finally, he stated, *“It starts with believing in yourself.”* He showed his attention for the viewers and persuaded them to be confident. In general, this utterance aims to make the viewers trust that they should believe in themselves through the speaker’s word that represents his attitude.

### **Datum 2**

“I would rather be a poor honest man, than rich selfish and lying man.”

This sentence appeared in the beginning of the video entitled “Integrity”. In this sentence, Nick Vujicic used ethos strategy in the form of good character, he mentioned a good character *“poor honest man”* as the representation of his character

in real life. Meanwhile, he also mentioned bad character “*rich selfish and lying man*” to warn the viewers not to avoid lies and selfishness from themselves. In general, he stated his belief of being a honest person because he wished that the viewers would follow his belief to be honest people as an effort to decrease lies and selfishness from their heart.

### **Datum 3**

“For me, I want peace more than money. I want to be the person of integrity, and integrity breeds integrity.”

The utterance occurred in the “Integrity” video. In this utterance, the speaker used Ethos strategy in the form of good will, because he showed his wishes for himself and the viewers to be an honest man. For instance, he mentioned “..., *I want peace more than money*” that shows his integrity and sincerity that he is not too ambitious with money, and just wants a peaceful life. On the other hand, in the sentence “*I want to be the person of integrity, and integrity breeds integrity*”, he stated his dream to be a person who has sincere heart because he believes that if he does something with sincerity and integrity, something good will come to us in the future. Thus, in this utterance, he wished that the viewers would follow his attitude to be a person of integrity.

#### **Datum 4**

“I’ve learned that if I ever become person who feels like I’m better than someone else is when I stop putting barriers up, when I stop becoming a less transparent, when I’m earnest compassion it, when I’m earnest loving and giving”

Nick Vujicic stated this utterance in the video titled “Humility”. In this utterance, he used Good sense because he showed that he understand the topic well. He stated his belief that he feels better than others when he never gives up, be honest and love others. For example, in the sentence *“I’ve learned that if I ever become person who feels like I’m better than someone else is when I stop putting barriers up,.....”*, he showed his confidence by telling that he feels superior to the others because many people might give up if they are faced with many obstacles, he also told the viewers that he tried not to give up in any situation and faces all obstacles in life. Furthermore, the clause *“....., when I stop becoming a less transparent”* shows that he tried to speak honestly and clearly to other people and not to cover up the reality. He also stated *“....., when I’m earnest compassion it, when I’m earnest loving and giving”*, this clause shows that he tried to always spread the love, affection, and mercy for everyone, and share with them. In conclusion, by stating this sentence, he tried to persuade the viewers to always make and efforts, speak honestly, and love each other to be a better people.

#### **Datum 5**

“I don’t live that way. I don’t like to have at all that I decide to have.”



In this utterance, he showed his good character by showing his good attitude toward the topic of “Greed”. He told the viewers that he is not obsessed with money and wealth, he also told that he even does not have to have all he wants. The sentence “*I don’t live that way*” shows that he is not greedy in money like most people. They might never be satisfied and feel enough for what they have achieved in life, especially for money and wealth. Moreover, he also mentioned an example of his good attitude in his life as evidenced by the sentence “I don’t like to have at all that I decide to have”, he said that he does not always try to get anything he wanted to have. By stating this utterance, he wanted the viewers to omit greediness from their soul, especially for money and wealth.

#### **Datum 6**

“I wanna be a person generosity, especially with time. I wanna be generous in making short that my family is my first priority above anything that I do. So don’t get caught in a chance of greed.”

This utterance occurred in the end of “Greed” video. In this utterance, he showed his good will by telling his desire to be generous man. In the sentence “*I wanna be a person generosity, especially with time*”, Nick Vujicic told the viewers about his wish to be generous man, especially with time. He wished to be able to spend a lot of time for people around him. Moreover, the sentence “I wanna be generous in making short that my family is my first priority above anything that I do” shows that he really wished to be a generous man in his family by prioritizing his

family and always spend a lot of time with his family. Finally, in his last sentence he stated “So, don’t get caught in a chance of greed” he warned the viewers not to be greedy and too focused on wealth and world affairs. This sentence shows his worry about the greediness issue that can damage human’s souls mentally and life. In general, in this utterance Nick Vujicic wanted to tell the viewers about his desire to be a generous man and to prioritize his family above anything in order to convince the viewers not to be greedy in worldly business.

#### **Datum 7**

“I want you to be set free and do a better of weeding today. I want you to protect yourself from those people that every time you seeing them, they just put you down, you have a bad day you see them, they put you down even lower.”

In this utterance, Nick Vujicic used Good will and expected the viewers not to listen to other’s bad opinions about them that are able to drop them mentally, because other people might never know their feeling and the truth inside their heart. He also showed his attention and worries about those anxieties felt by many people, which are shown in the sentence “*I want you to be set free and do a better of weeding today*”. In this sentence, he told the viewers to be free of “weed” that means unwanted plant that can bother other plants’ life. In this context, he used this word to lies, as he stated in previous sentence “*Lies are like weeds, weeds that grow and choke the good things in life*”, because they are able to grow more inside human’s hearts and damage the good

things in life. Furthermore, he also explain about the characteristics of those people in the sentence “*I want you to protect yourself from those people that every time you seeing them, they just put you down, you have a bad day you see them, they put you down even lower.*” He explained that those people are the people who always bother other people with their bad words and opinions about them, even though they does not really know what is the truth about them, and he expected that the viewers will ignore those people’s bad opinion.

#### **Datum 8**

“I love being married, I love my wife, I love our family. But it’s always a daily thing to make sure that you have in your focus, to serve her, to love her, to make feel loved, to make her feel appreciated, and that takes on different, in different forms.”

This utterance occurred in the video “The Vow”. In this utterance, he showed his good character and manner toward his family and gave the examples of how the viewers should treat his family. For example, in the utterance “*I love being married, I love my wife, I love our family*”, Nick expressed his feeling about his family and marriage, that he loves being married and husband and loves his family. Furthermore, in the next utterance, “*But it’s always a daily thing to make sure that you have in your focus, to serve her, to love her, to make feel loved, to make her feel appreciated, and that takes on different, in different forms*”, Nick gave the examples of how the viewers should treat their couple in marriage life. He told the viewers to always focus

on their couple, serve, love, and respect them with various forms of appreciation, such as giving them a present or take them to some places. In general, by stating this utterance, he gave some advices to the viewers to build a good and strong relationship in marriage.

### **Datum 9**

“A .... you know I love quality time with my wife, we go watch movies together.”

This utterance was produced by Nick Vujicic in the video entitled “Faithfulness”. In this utterance, he showed a good character by telling the viewers that he likes spending time together with his wife. In the sentence “A.. *you know I love quality time with my wife, we go watch movies together*” he informed the viewers that he likes spending more time with and usually does it with his wife. He also gave an example of what he usually did with his wife in a free time that is shown in this sentence “.....*we go watch movies together*”. In general, he said this sentence is to make the viewers realize that they should show their love and attention to their wives.

### **Datum 10**

“I don’t want to ever stop learning about how my wife thinks, and how she feels, and what I can do to make her feel loved. She knows me, and she knows how I like to receive that affection, or quality time with each other, and you know watching movies together.”

This utterance occurred in the video of “Family”. In this utterance, Nick Vujicic showed his good will for his marriage relationship and told the example of his marriage life to the viewers. For example, in the sentence “*I don’t want to ever stop learning about how my wife thinks, and how she feels, and what I can do to make her feel loved*”, he told his wish to always understand and love his wife. On the other hand, he told that he and his wife love and treat each other, that is shown in this sentence “*She knows me, and she knows how I like to receive that affection*”. Finally, in the utterance “*.....or quality time with each other, and you know watching movies together*” he gave the example how they show their love and affection to each other. He told that they usually spend the time together, such as watching movies. Thus, in this utterance, he suggested the viewers to appreciate and understand their partners, and also have quality time together.

#### **Datum 11**

“But I’m a good citizen, I wanna do all that can be to make this world a better place, and to love my country, to see how I can, how my country be the best country. It can be, I wanna help the poor, I wanna help to give more opportunities to citizens of my country. I want you to see amazing gift of committing to being a good citizen.”

This utterance occurred in the end of the video “A Good Citizen”. In this video, Nick Vujicic showed his good will by telling his dreams and hopes to be a good citizen for his country and the world. Firstly, in the sentence “*But I’m a good citizen*” he showed his confidence and conviction that he is a good citizen. Furthermore, he talked about his dream to be a good citizen for his country and the

world shown in the sentence *“I wanna do all that can be to make this world a better place, and to love my country, to see how I can, how my country be the best country”*. He said that he wants to be useful person and does his best for the world and his country to be better than before. In addition, in the utterance *“It can be, I wanna help the poor, I wanna help to give more opportunities to citizens of my country”* he gave the example of what he wanted to do for his country, such as helping the poor and creating many opportunities for people in his country. In the end of his speech, he also stated *“I want you to see amazing gift of committing to being a good citizen”* that means that he wished the viewers to be a good citizen because some good things can happen if they become a good citizen for their country. In general, this utterance aims to make the viewers learn from Nick Vujicic’s attitude as a good citizen for his country.

## **Datum 12**

“I know I get that, but as I’ve travel around the world then sharing my story, what I’ve realize is many people get to relate to the emotions I had when I was giving through something difficult. When it was the feeling of being alone, the fear of what people thought of me, the fear of the future, you have a story. And maybe you’ve gone through a lot of dark, deep valleys, and you’ve been maybe wondering when am I ever gonna get out of this.”

In this utterance, Nick Vujicic showed his good will because it showed that he is in the audiences’ side and gave his attention to them. He told that he understands about what his audiences feel after listening to his inspirational words, that they get to relate their emotions through his story. For example, in the utterance *“I know I get*

*that, but as I've travel around the world then sharing my story, what I've realize is many people get to relate to the emotions I had when I was giving through something difficult*" he told the viewers that he could understand how his audiences feel and are inspired by his inspirational story, and he also realized that many people are able to feel his emotions he had when he went through the difficult situation. In addition, he also added the example of the emotions he felt in difficult situation, such as the feeling of being alone and fears, that is shown in this utterance "*When it was the feeling of being alone, the fear of what people thought of me, the fear of the future, you have a story*". In the next utterance, "And maybe you've gone through a lot of dark, deep valleys, and you've been maybe wondering when am I ever gonna get out of this" he told about what he understands about what his audiences might have gone through difficult situations in their life and their feeling when facing those situations. In general, he persuaded the viewers that as human, we all might ever feel the difficult situation in our life, but those difficulties will bring something good in the future (as he stated in the next utterance).

## **2. Pathos**

This strategy is described as the stirring of emotions (Honeycutt, 2004 cited in Livingston, 2015). People usually will be moved to action when their emotion are stirred, so when writing a speech, the speaker has to imagine the emotions that he or she wants to deliver to the audiences to experience.

## **Datum 13**

“When I was kid and comparing myself to everyone else, and saying “I can’t do it, I’m never be able to do that”. My parents always sat me down and said “Look Nick! Yes, there is a thing that you can’t do, but don’t say I can’t do it, ask yourself! How can I do it.”

This utterance occurred in the beginning of the video “Believe in Yourself”. In this utterance Nick Vujicic told his sad story in his life that can stir the audiences’ sympathy. He told about how his parents who advised him not to give up on his physical limitations. In the utterance *“When I was kid and comparing myself to everyone else, and saying “I can’t do it, I’m never be able to do that” ”*, he told that when he was kid he ever felt down that he would not able to do many things like other people because of his disability. However, in the next utterance *“My parents always sat me down and said Look Nick! Yes, there is a thing that you can’t do, but don’t say I can’t do it, ask yourself! How can I do it”* he stated that his parents tried to make him realize that disability is not obstacle to do everything he wants, and reaches his dreams. Thus, he tried to touch the viewers’ heart by telling his emotional childhood story and his parents’ advice that they should believe that they can do everything they want to do.

#### **Datum 14**

“What’s the point of gaining the whole world when you lose your soul? What’s the point of bringing your business next level? When you’ve neglected your family and you’ve now lose what was more important to you than money”

This utterance occurred in the video entitled “Greed”. In this utterance, Nick Vujicic stirred the emotion of fear that he warned the viewers not to be greedy in



material (money and wealth) and to prioritize family above everything. Firstly, he asked the viewers “*What’s the point of gaining the whole world when you lose your soul? What’s the point of bringing your business next level?*”, he questioned about the importance of gaining worldly things that attacked viewers’ emotion and made them realize that having something peaceful for their soul is more important than anything. Next, he stated “*When you’ve neglected your family and you’ve now lose what was more important to you than money*”, he told that if they ignored their family, they would lose what was important than money and tried to make them think more about their family. In general, in this utterance, the speaker tried to make the viewers aware that money is not everything and warned them not to be greedy by asking some emotional questions and telling the consequence of prioritizing money rather than their family that are able to attack the viewers’ feeling.

### **Datum 15**

“Money comes by your love, money come by your peace. It is not getting stuff, and you can be greedy in many things”

This utterance occurred in the video titled “Greed”. In this utterance, he stirred the viewers’ emotion of hatred to greediness, he tried to make them realize that money is not everything for their life, the most important thing for them is love and peace. Firstly, he stated “*Money comes by your love, money come by your peace*”, he tried to make them believe that money are able to come to them if they could love each other and live peacefully. Moreover, he also reminded them to be

aware about greediness, which is shown in the utterance “*It is not getting stuff, and you can be greedy in many things*”. Thus, by stating this utterance, he suggested them not to be greedy for money, because money are able to come to them by itself by love and peace.

#### **Datum 16**

“If today was your last day what would you do? What about if this was your last minute to live?”

This utterance occurred in the beginning of the video “If It is Your Last Day”. In this video, Nick Vujicic tried to put the emotion of fear that he tried to make the viewers imagine about the death. He used emotional language to persuade and think about his last day in life and suggested them to thank to, to hug, to apologize people around them (as stated in following statement). In this utterance, he asked some emotional questions “*If today was your last day what would you do? What about if this was your last minute to live?*” He asked the viewers how if that day is their last day and to imagine it. Those questions are expected to touch the hearts of the viewers, so they are able to appreciate each of their time by loving and respecting each other.

#### **Datum 17**

“I know that sound and look crazy. But let say you never had a chance to say goodbye, to your family, to your friends, you never was able to thank to the people you should’ve thank. Maybe you didn’t forgive, and you still have this burden on your heart. Maybe there is something that you’ve done wrong in your life, a.. you just

never got the chance to say “I’m sorry,” communicating those things, you know you gotta just live your life today, not knowing for sure if tomorrow is gonna come”

This utterance is continuation of datum 15. In this utterance, Nick Vujicic also put the emotion of fear, he brought the viewers to their imagination and thought about their last day in life. He suggested the viewers to express their feeling to people around them, whether it is the feeling of guilt, love, or forgiveness. In the utterance “*I know that sound and look crazy. But let say you never had a chance to say goodbye, to your family, to your friends, you never was able to thank to the people you should’ve thank*” he asked the viewers to imagine how if the death day came and they could never say ‘good bye’ and ‘thank you’ to people around them, that they should have said those words when they were alive, and they just lost their opportunity to express it. Moreover, he also added “*Maybe you didn’t forgive, and you still have this burden on your heart. Maybe there is something that you’ve done wrong in your life, a.. you just never got the chance to say “I’m sorry”*”. He reminded them to always ask and give forgiveness to people around them before that day come to their life. Lastly, in the utterance “*communicating those things, you know you gotta just live your life today, not knowing for sure if tomorrow is gonna come*”, he also reminded the viewers for always expressing those feeling to people around them because they would never know when their death day is going to come. Therefore, in this utterance he tried to persuade the viewers not to be shy for expressing their love, forgiveness, and guilt to people around them, such as their families, and friends.

### **Datum 18**

“I wanna ask you, if this was your last day, what would you do? Who would you hug? Who would you call? Who would you say thank you to? And who would you forgive?”

This utterance occurred in the end of the video “If It Was Your Last Day”. Nick Vujicic ended his speech with fear emotion by asking emotional questions again to the viewers to give more emphasis to the topic he delivered and make the viewers even more touched by his words. In the utterance *“I wanna ask you, if this was your last day, what would you do?”* he wanted to make them think what their plans would be if it was their last day in life, those plans might be some acts like he suggested in datum 16, such as expressing their love, and forgiveness to people around them. Moreover, he also added *“Who would you hug? Who would you call? Who would you say thank you to? And who would you forgive?”*, that he also suggested the viewers to think of the people who should be the target of those plans, and gave some additional examples of acts that could be chosen by the viewers to express their love to people around them such as hug, and call. Thus, in this utterance, Nick Vujicic encouraged the viewers to imagine that it was their last day in life, so that the viewers could always be thankful and appreciate each other especially to the people around them.

### **Datum 19**

“What about the people you’ve hurt? Have you hurt anyone? Have you maybe take the advantage of someone, or not really giving what they need to feel appreciated? May be you’ve done something so bad that you just, you never have the courage to

say sorry. Don't let what you've done change them forever. Just get the courage to say "hey! I'm sorry."

This utterance occurred in the video entitled "Apologizing". In this utterance, Nick Vujicic once again used the emotion of fear and made the viewers contemplate about their mistakes to others by asking an emotional questions and giving reflection. In the utterance "*What about the people you've hurt? Have you hurt anyone?*" shows that he wanted them to think about their mistakes to others. He also implicitly reminded them that everyone must have hurt another, whether it is intentionally or not. Next, in the utterance "*Have you maybe take the advantage of someone, or not really giving what they need to feel appreciated? May be you've done something so bad that you just, you never have the courage to say sorry*", he gave a numbers of examples of the mistakes they might do to others in their life such as, make use of someone, do not appreciate others, or be shy to apologize. Lastly, in the end of his speech, he gave wise advise to them not to be shy to say sorry to others before those people change and get further from them, it is shown from the utterance, "*Don't let what you've done change them forever. Just get the courage to say "hey! I'm sorry."*" In conclusion, by stating this utterance, he made them contemplate about their mistakes to others, and reminded them to apologize before those people get further from them.

## **Datum 20**

"Be careful about what you allow to grow into your mind and your heart. Especially people's opinion, especially those can damn both of saying "you're failure, you're

ugly, you're weed, you never gonna be anyone." No! totally not true, let the truth of who you are grow inside of you!"

This utterance occurred in the video entitled "Lies or Truth in Your Heart". In this utterance, Nick Vujicic used the emotion of calmness to advise the viewers to ignore people's bad words about them because they could break them. In the utterance, "*Be careful about what you allow to grow into your mind and your heart*" he advised them to think positively about themselves, he did not allow them to fulfill their mind with negativity. He also stated some examples of dangerous negativities that frequently come from some people's negative opinions, it is shown in "Especially people's opinion, especially those can damn both of saying "you're failure, you're ugly, you're weed, you never gonna be anyone". Lastly, he added "No! totally not true, let the truth of who you are grow inside of you!" that he attempted to encourage them that those bad words are not true, and the truth of themselves is only able to be known by them. Thus, he used an emotional language to warn them not to let people's opinion break themselves.

## **Datum 21**

"Knowing that you are beautiful just the way that you are, knowing that there is no another you, knowing that you are not failure, today, get through of those life, put that my site. Leave it behind and move forward with the truth in your heart."

This utterance is continuation of datum 19. In this utterance, Nick Vujicic touched the viewers' hearts and emotions by calming them and making them realize that everyone has their own beauty. In the utterance "*Knowing that you are beautiful just the way that you are, knowing that there is no another you, knowing that you are not failure, today, get through of those life, put that my site*", he wanted the viewers to trust him that they are beautiful just the way they are and persuaded them to take on everything in their life. Finally, he stated in the end of his speech "*Leave it behind and move forward with the truth in your heart*", that he wanted them to ignore people's bad opinions about them as he mentioned in datum 19 and become themselves. In conclusion, he encouraged them to forget what people said about them, get through their life, and be confident of themselves.

## **Datum 22**

"Make sure that every day even though in the matter how busy you get, sure there are seasons, but you let your wife know how much you love her, and that's a daily act of love, whether it's flowers, whe.. when is last time you sent your wife flowers?"

This utterance occurred in the middle of the video entitled "Faithfulness". By stating this utterance, Nick Vujicic put the emotion of kindness and tried to make the viewers, especially married men realize to show that they are faithful men by spending a lot of time for their wife and showing how much they love them. Firstly, he suggested them to make sure to always show their love to them no matter how busy they are. It is shown in the utterance "Make sure that every day even though in the matter how busy you get, sure there are seasons, but you let your wife know how

much you love her”. Secondly, he also suggested a simple act to show them, such as giving a flower, shown in the utterance “..... and that’s a daily act of love, whether it’s flowers”. Lastly, he asked a touching question “whe .... when is last time you sent your wife flowers?” This question is able to make them question themselves whether they had shown their love to their wife. Thus, this utterance was stated in order to encourage the husbands around the world to be faithful men in all situations. Even though they get busy with their works, they should always show their love to their wife.

### **Datum 23**

“When I was 23 years old, I was speaking in front of the small crowd and I saw a little boy raised up above by his father. And this kid had no arms and no legs. Little Daniel Martinez was nineteen months old. I was so in awe of what I saw, and I stop the presentation and ask his father to bring him up. I was looking down at little Daniel, he was looking up at me with the big smile. And I couldn’t give my high five so gave him a low too. He laughed and everyone else started tearing up. Why? Cause it was a miracle. I hugged his mom and I hugged his dad, and I’m witnessed how my parents hugged his parents and they cried, you know it just struck me so strongly.”

This utterance occurred in the video entitled “Be a Miracle”. In this utterance, Nick Vujicic tried to stir the viewers’ sympathy, he told an emotional story and experience of meeting no arms and legs child named Daniel Martinez. He told that it was miracle because he made all of the audiences cried because of his laugh and bright smile at that time, that he showed that he was still happy with his imperfect physical appearance. By telling this story, he tried to make them realize that even



though they are imperfect, they do not have to be sad or depressed because they are not incompetent people, and they are able to be a miracle for other people.

#### **Datum 24**

“And I wanna ask you, are you a good citizen?”

This utterance appeared in the beginning of the video “A Good Citizen”. In this utterance, Nick put the emotion of fear and asked to the viewers which aim to make viewers able to contemplate whether they have become a good citizen for their country. He put this question in the beginning of the video in order to make the viewers realize and would get interested the topic which is delivered.

#### **Datum 25**

“When I was 10 years old, I actually try to drown myself, I nearly gave up. Look, how much I would have miss out on. I had no idea that I would travel all around the world, and giving something that I didn’t even have.”

In this utterance, Nick Vujicic tried to stir viewers’ sympathy by telling an emotional story of his childhood that he almost gave up with his condition. He also made the viewers imagine about what happened if he really gave up at that time, he would not be a person like now and able to travel around the world to encourage many people. In the sentence “*When I was 10 years old, I actually try to drown myself, I nearly gave up*” he told that when he was 10 years old, he tried to suicide with drowning himself. Furthermore, the sentence “*Look, how much I would have*

*miss out on*” shows that he made the viewers to imagine what he would miss if he really drowned himself, he would miss many things, such as becoming inspiration for many people around the world. He also informed the viewers that he never know that he is able to be a great person like now at that time shown in this sentence “*I had no idea that I would travel all around the world, and giving something that I didn’t even have.*” He tried to make the viewers realize that people will never know what will happen and who they will be in the future. In general, he persuaded the viewers to never give up on everything in life because they will never know their destiny in the future.

#### **Datum 26**

“Take right now initiative! Not just accepted things, but get someone along by your side! Tell someone what you going through! Don’t be scared! They know brokenness is true. You know how it is to have a friend. Well, sometimes you just have to reach out, and that person who helps you one day at that time.”

This utterance occurred in the video entitled “Healing”. In this utterance, Nick Vujicic tried to raise the viewers’ emotion of confidence and warned them not to think about their problems too much, but they should rise up and solve their problems. In the utterance “*Take right now initiative*”, he reminded them not to only contemplate their problems, but also take an action to solve those problems. Moreover, he also suggested them to share the stories with people around them so that they might get some suggestions to solve their problem, it is shown in the utterance “*Not just accepted things, but get someone along by your side! Tell*

*someone what you going through! Don't be scared! They know brokenness is true".*

Lastly, he stated *"You know how it is to have a friend. Well, sometimes you just have to reach out, and that person who helps you one day at that time"*. He also suggested them to discuss their problem to their friends so that their friends are able to help them to go through those problem. Thus, in this utterance, he reminded them not to be only silent and think about the problems too much to heal themselves, but take an initiative to solve their problems, such as sharing the stories and discussing their problems with people around them.

#### **Datum 27**

*"Well, as each day passes, know that it's a day adding onto your story. That's I believe something good will come from. Yes, even a broken pieces in your life is a part of your story, and is made you, who you are today, don't shun away from it, embrace it!"*

This utterance occurred in the end of the video "Broken Pieces". In this utterance, Nick Vujcic put the emotion confidence and tried to encourage the viewers run away from their problems, but they should overcome them. For example, in the utterance *"Well, as each day passes, know that it's a day adding onto your story. That's I believe something good will come from"* he tried to make the viewers trust that something good will come up after their hard times, and those hard times determine what they are in the future. Moreover, in his final statement he stated *" Yes, even a broken pieces in your life is a part of your story, and is made you, who you are today, don't shun away from it, embrace it!"*, he tried to encourage them not to run

away from those problems in their life, but they should go through them because those problems and hard times determine who they are today. Thus, by stating this utterance, he persuaded the viewers to get through their problems sincerely and take lessons from every problem.

### **3. Logos**

This strategy deals with an actual arguments and credible evidences. Logos or logical appeal is important when persuading, especially one that disagrees with the speaker. When using a logical appeal, the speaker has to show credible evidence to support his or her claim so that audiences are going to trust what the speaker said. A believable logical appeal will clearly state the speaker's case then back up his or her claim with appropriate reasoning. A logical claim that is backed up by evidence should lead to a natural conclusion.

#### **Datum 28**

"You know there is way around that you can get from one site of the mountain to another, but you don't just have to walk over it, maybe you can go underneath it or around that"

This utterance occurred in the middle of the video entitled "Believe in Yourself". In this utterance, Nick Vujicic mentioned a logical argument in the form of the enthymeme to make the viewers understand that they do not need to be another person to be successful in their life. The following are the premises used in this utterance:

Premise 1: *you can get from one site of the mountain to another*

Premise 2: you don't just have to walk over it

Conclusion: you can go underneath it or around that

In the utterance "*You know there is way around that you can get from one site of the mountain to another*", that means there are many ways in life to be successful for the viewers. However, he argued that they do not have to follow one way or another person's way, they are able to take another way or their own way, which is stated in the utterance "*but you don't just have to walk over it, maybe you can go underneath it or around that*". Thus, this utterance serves to convince the audiences to be confident and believe with their own choices.

## **Datum 29**

"Well, you always with you. And you can never forget what you wish you could sometimes forget."

This utterance occurred in the video entitled "Integrity". In this utterance, Nick Vujicic stated his argument in the form of example of reality in life, people will never be able to forget bad things they want to forget. In the sentence, "*Well, you always with you*", he told that those bad things they did and happened in their life is always with them. Moreover, the previous sentence is the cause why they are never be able to forget what they want to forget as stated in the sentence "*And you can never forget what you wish you could sometimes forget*". Therefore, he attempted to

persuade them not to ever lie or make a fraud in their life because it will never be forgotten.

### **Datum 30**

“ Well, if we don’t stop with us, then when is change gonna happen? When you are setting example, and the standard of that excellent, that’s when things a changing to be better.”

This utterance also occurred in the video “Integrity”. In this utterance, Nick Vujicic provided a strong argument in form of the enthymeme that people should do self-introspection and start to change their habit of lying. The following are the premises used in this utterance:

Premise 1: *When you as second example*

Premise 2: *and the standard of that excellent*

Conclusion: *that’s when things a changing to be better.*

Firstly, he asked, “*Well, if we don’t stop with us, then when is change gonna happen?*” He tried to make them introspect themselves by arguing that the world would never be better if they do not stop lying and become the people of integrity. In the next utterance, “*When you are setting example, and the standard of that excellent, that’s when things a changing to be better*”, he told that they should be the example of other people to be honest people so that they are able to be a hero to change the

world. Thus, in this utterance, he purposed them to start becoming the people of integrity for the world.

### **Datum 31**

“We all are in the same boat, everyone has challenges, everyone has different gift and we’re earnest together.”

This utterance occurred in the beginning of the video entitled “Humility”. In this utterance, Nick Vujicic put the enthymeme to tell the reality in life that everyone has their own troubles and gifts in their life, and those might have different ways to go through their life. The following are the premises used in this utterance:

Premise 1: *We all are in the same boat*

Premise 2: *everyone has challenges and different gift.*

Conclusion: *we’re earnest together.*

In the sentence “*We all are in the same boat*”, he tried to make the viewers believe that everyone is the same because they all have joys and sorrows, which will be mentioned in the next utterance. Next, he stated “..... *everyone has challenges, everyone has different gift*”, he told them that other people also have their problems and happiness even though the conditions might be different for each person. Lastly, he purposed them to fight and struggle in life together in their own ways, as stated in

the utterance ”..... *and we’re earnest together*”. Therefore, by stating this utterance, he wanted them to struggle their life, and live in their own path.

### **Datum 32**

“To care for someone means you not thinking about yourself, you thinking about them, the greatest thing to start with, when you’re planning to success is to be humble.”

Nick Vujicic stated this utterance in the end of the video entitled “Humility”. In this utterance, he gave his opinion in the form of the enthymeme about being humble to others. The following are the premises used in this utterance:

Premise 1: *To care for someone means you not thinking about yourself*

Premise 2: *you thinking about them*

Conclusion: *the greatest thing to start with, when you’re planning to success is to be humble*

Firstly, he stated “*To care for someone means you not thinking about yourself, you thinking about them*” that he put word ”means” to describe caring attitude as thinking about other people in the viewers’ life. Secondly, he gave an advise to them to start being humble to others, as shown in the utterance ”..... *the greatest thing to start with, when you’re planning to success is to be humble*”. He argued that if they want to be successful in life, they have to start with humility. Thus, by stating that



utterance, he tried to care for people around them, not to be selfish people, and being humble to others.

### **Datum 33**

“Money, money, money makes the world go round, you’ve heard that before, and you just feel like you can never have enough. That’s how a lot of people live.”

This utterance occurred in the beginning of the video entitled “Greed”. In this utterance, he gave an example of the reality in life that people want money in life and some of them become greedy of it. In the utterance “*Money, money, money makes the world go round*”, he told the reality that money means everything to life in this world. Moreover, he added “..... *you’ve heard that before, and you just feel like you can never have enough. That’s how a lot of people live*”, he stated the fact that a lot of people never feel enough for it. Therefore, he persuaded them not to be greedy for money.

### **Datum 34**

“We all make mistakes, but some of us never sorry. And look .... I don’t wanna be too harsh, but when someone hurts you, it hurts you, but it hurts even more when they never say so sorry.”

This utterance occurred in the beginning of the video entitled “Apologizing”. In this utterance, Nick Vujicic stated his argument in the form of the example of reality in life about apologizing. He argued that everyone has done wrong in their life, however, many people never recognize their mistakes and say sorry when they made

mistakes to the others, that was expressed from the utterance, “We all make mistakes, but some of us never sorry”. Moreover, he added “*And look ... I don’t wanna be too harsh, but when someone hurts you, it hurts you, but it hurts even more when they never say so sorry*”, he believed that the people would feel more pains if they never apologize for their mistakes. Thus, this utterance functions to persuade them to always apologize when they made mistake to other people.

### **Datum 35**

“Look! In my life, I know that someone saying sorry to me, it’s the beginning of the healing, it’s the beginning of trying to leave behind impressing forward, it’s so hard to leave what’s behind and when never say that word.”

This utterance is the continuation of datum 33. In this utterance, Nick Vujicic told more opinion in the form of example about the correlation between apology and healing process. Firstly, he stated “*Look! In my life, I know that someone saying sorry to me, it’s the beginning of the healing, it’s the beginning of trying to leave behind impressing forward*”, he argued that apologizing is the first step of the healing process. It means when they say sorry to the people they hurt, they will slowly start to forget their problems. Moreover, he added “*it’s so hard to leave what’s behind and when never say that word*”, that he also realized that apology and overlooking their mistakes might be something hard for some people. Therefore, he encouraged them to have the courage to apologize whenever they make mistakes to others, even the word ‘sorry’ sometime is hard to say.

### **Datum 36**

“Lies are like weeds, weeds that grow and choke the good things in life.”

This utterance occurred in the beginning of the video entitled “Lies or Truth in Your Heart”. In this utterance, he put the enthymeme by stating a logical imagery of lies. The following is the premise used in the utterance:

Premise: *Lies are like weeds*

Conclusion: *weeds that grow and choke the good things in life*

He compared lies with weeds because they are able to grow wildly, bother, and bring badness for another plants. Weeds, lies are also able to grow wildly inside the people’s heart and cause a lot of negativities in their life. This utterance functions to warn them not to grow lies inside their hearts.

### **Datum 37**

“One of the biggest decisions you can ever make it in your life is saying “I do.” At the wedding vows “I’m gonna be with you for the rest of our life, rich or poor, sickness or in health”, that promise is secret, it is holy, and marriage takes a lot work.”

This utterance occurred in beginning of the video entitled “The Vow”. He began his speech with a powerful argument in the form of example about the vow. Firstly, he argued that the wedding vow is something wider than just a word, it needs readiness and confidence before saying it, which is shown in the utterance, “*One of*

*the biggest decisions you can ever make it in your life is saying "I do."* Moreover, he also added the text of the promise they have to pronounce (in Christian way), that is *"I'm gonna be with you for the rest of our life, rich or poor, sickness or in health"*. Lastly, he added *"..... that promise is secret, it is holy, and marriage takes a lot work"*, he argued that the vow is secret and holy, and marriage is not something easy to do for everyone, Thus, he persuaded them to think first before they decided to get married.

### **Datum 38**

"Many people think of marriage as well, "What I might gonna get? And what we now share?". Marriage is all about giving. How can I make you feel happy today? Remember that, in your relationship with your spells, let her know that you still remember about the vow."

This utterance also occurred in "The Vow" video. Nick stated it in the end of his speech, and told the factual statement in the form of example about marriage life. In the utterance, *"Many people think of marriage as well, "What I might gonna get? And what we now share?"* he told them the reality that many people hesitate for marriage, they asked about what they are going to get and share in their marriage life. Moreover, he also stated his argument about marriage, that is *"Marriage is all about giving. How can I make you feel happy today?"* He argued that marriage is not about getting benefit from their partners, but how they could make their partners happy in their life. Lastly, he gave advice to them to solve the problem and maintain their marriage. He advised them to always love their spells and remember their wedding

vow on their wedding day, which is stated in the utterance “*Remember that, in your relationship with your spells, let her know that you still remember about the vow*”. Thus, by stating this utterance, he persuaded them to keep and remember the vow and treat their partners well.

### **Datum 39**

“Being married is such an awesome lifelong commitment, it’s an awesome sacrifice, it’s the selfless act of saying “I love you and I’m gonna leave you.” Yeah.. it’s something that on a daily basis when you got emotional, you lay those emotions down and make sure that you remain self-controlled.”

This utterance occurred in the beginning of the video entitled “Faithfulness”. In this utterance, he stated his opinion and reality in the form of example about being married. Firstly, he began his speech with his argument about the definition of being married. He stated “*Being married is such an awesome lifelong commitment, it’s an awesome sacrifice, it’s the selfless act of saying “I love you and I’m gonna leave you.”*” He argued that being married is something that people have to do with sincerity. Moreover, he added “*Yeah .... it’s something that on a daily basis when you got emotional, you lay those emotions down and make sure that you remain self-controlled*”, he warned them to keep controlling their emotions when there are some misunderstandings or disagreements between them and their partners. Thus, by stating this utterance, he encouraged them to always be sincere and control their emotions during their marriage life.

#### **Datum 40**

“And being faithful is a commitment, a decision, it doesn’t always feel good, it’s not always easy. But when you put the wedding ring on, it is forever, that is the vow I will keep.”

This utterance is also from the “Faithfulness” video that he stated in the end of the video. In this utterance, he stated his argument in the form of example about faithfulness in marriage. He argued that being faithful is commitment, decision and not an easy thing to do, as shown in “*And being faithful is a commitment, a decision, it doesn’t always feel good, it’s not always easy*”. Next, he added “*But when you put the wedding ring on, it is forever, that is the vow I will keep*”, that he reminded them to always remember their promise on their wedding to keep being faithful to their partners. Therefore, he persuaded them to keep the vow no matter how hard their marriage lives are.

#### **Datum 41**

“That when you don’t get a miracle, you still can be a miracle. I went to his school and he was getting bullied. And after my speech about love and acceptance he is now the coolest kid in his school. You can be a miracle.”

This utterance occurred in the end of the video entitled “Be a Miracle”. This utterance is the continuation of datum 22. He told the emotional story that stirred the viewers’ emotions, than in the end of his speech he told the additional argument in the form of example about miracle and story about Daniel Martinez (no arms and legs child). Firstly, he stated “*That when you don’t get a miracle, you still can be a*

*miracle*". He encouraged them that they are able to be a miracle for their life and even other people's life. Next, he told an additional story about Daniel Martinez who finally was able to get accepted by his environment and became coolest kid in his school that is "*I went to his school and he was getting bullied. And after my speech about love and acceptance he is now the coolest kid in his school*". Lastly, he gave corroborating opinion, "*You can be a miracle*", that is able to make them be confident of themselves and sure that they are be able to be miracle. Thus, he encouraged them to always be confident and work hard because they can be a miracle for people around them, even they do not get the miracle.

#### **Datum 42**

"The more time you spent with someone, the better you get to know them."

This utterance occurred in the video entitled "Family". In this utterance, he put the enthymeme to tell his opinion that people are going to be able to understand others better when they spent more time together. The following are the premise and conclusion used in the utterance:

Premise: *The more time you spent with someone*

Conclusion: *the better you get to know them*

He persuaded them to have more quality time with people around them, especially their family for understanding each other.

### **Datum 43**

“But in family, you gonna love your family in a selfless way, not just what you can give me, what can I get? how I feel? It is understanding that we are one unit. We’re gonna love each other, we’re gonna spent time with each other, and we need to form more more in love, especially with our spouse.”

This utterance is also from the “Family” video, it is stated in the middle of the video. In this utterance, he told his argument by providing an example that people should sincerely love their family. Firstly, he stated “*But in family, you gonna love your family in a selfless way, not just what you can give me, what can I get? how I feel?*” He suggested them to love their families just the way they are, without thinking they are going to get from each other. Moreover, he added, “*It is understanding that we are one unit. We’re gonna love each other, we’re gonna spent time with each other, and we need to form more more in love, especially with our spouse*”. He told them that they and their families are one unit and could not be separated from each other, so they should love each other and spend more time together. Thus, he encouraged them to sincerely treat, love, and understand each other in family life.

### **Datum 44**

“You know that spark sometime goes away in the business routine and the problem that I shouldn’t have sometime, and even just distraction from the normal things of life. Don’t lose that spark, love your family!”



This utterance is continuation of the datum 42. In this utterance, he stated his argument in the form of example of reality in life that sometimes they might forget their family in some cases. He stated, “*You know that spark sometime goes away in the business routine and the problem that I shouldn’t have sometime, and even just distraction from the normal things of life.*” He understood that sometimes they were able to forget to treat and spent time together with their families because of their business or some troubles in their life. Moreover, in the end of his speech he advised “*Don’t lose that spark, love your family!*” He reminded them not to forget their family and always love them. Thus, this utterance has function to persuade them to love their family in any situation and condition.

#### **Datum 45**

“The citizen of the world is someone who understands that this world needs more love. There is so much negativity out there. There is corruption, there are wars, there is violence, there is a lot of stuff out there that gets me scared sometimes.”

This utterance occurred in the video entitled “A Good Citizen”. In this utterance, he put an example and described the definition of a good citizen and stated the facts about negativities in the world. Firstly, he argued that the good citizen should love and understand his or her country and world more than anyone else, which is stated in “*The citizen of the world is someone who understands that this world needs more love*”. Moreover, he added “*There is so much negativity out there. There is corruption, there are wars, there is violence, there is a lot of stuff out there*

*that gets me scared sometimes.*” He provided some facts and example about negativities and problem that exist in the world, such as war, corruption, and violence. Thus, he persuaded them to love their country and world, and not to do bad things that are able to be detrimental for the world.

#### **Datum 46**

“Hope, how I get here? The first and the greatest decision you can make in your hardship is to never give up. There are people who feel like giving up is an option. I’m gonna tell you right not, that’s the worst thing to do.”

This utterance occurred in the “Never Give up” video. In this utterance, he stated his opinion by stating the enthymeme that giving up is the wrong option for everyone. The following are the premises and the conclusion used in the utterance:

Premise 1: *The first and the greatest decision you can make in your hardship is to never give up*

Premise 2: *There are people who feel like giving up is an option*

Conclusion: *I’m gonna tell you right not, that’s the worst thing to do*

He argued that deciding not to give up and to keep struggling in their hard times is the right choice for their life, which is shown in the utterance “*Hope, how I get here? The first and the greatest decision you can make in your hardship is to never give up*”. Moreover, he added “*There are people who feel like giving up is an option. I’m gonna tell you right not, that’s the worst thing to do.*” He gave more

arguments that giving up is the worst thing to do and does not have any advantages for them. Thus, by stating this utterance, he persuaded them not to give up even they have hard situation.

#### **Datum 47**

“I’m not talking about dreams and goals. Some dreams and goals never come true, but my joy and happiness isn’t dependent on how hopes and dreams come true. It’s knowing that happiness comes from the greatest things in your life. Knowing your value, your purpose,, and your destiny, and you don’t know what can come from your broken pieces, until you give them a change. Never give up!!”

This utterance is the continuation of datum 45. In this utterance, he gave an opinion in the form of example, he talked about the reality in life and argued about the real happiness in life. Firstly, he stated, “*I’m not talking about dreams and goals. Some dreams and goals never come true*”. He argued that sometimes life does not go well like what they dream and wish. However, their real happiness comes from the great thing they do in their life, as he stated the utterance “*It’s knowing that happiness comes from the greatest things in your life*”. Moreover, he added “*Knowing your value, your purpose,, and your destiny, and you don’t know what can come from your broken pieces, until you give them a change. Never give up!!*” He encouraged that everyone has their own value, purpose, and destiny in life, and they would never know what miracle would come after their hard time if they decided not to give up. Thus, he convinced to viewers to always struggle under any circumstances and never give up.

#### **Datum 48**

“No one likes being broken, no one likes to feel pain, we’ve all been there. Haven’t we? I want to know that right now, if you’re in a day, or week, even a year of struggle right now. Hold on! Don’t give up! You can know only get through it, but your heart can experience healing.”

This utterance occurred in the beginning of the video entitled “Healing”. In this utterance, he used the example by telling the fact and reality in life about struggling and healing. Firstly, he argued that everyone feels pain and does not like being broken, which is stated in “*No one likes being broken, no one likes to feel pain, we’ve all been there. Haven’t we?*” Moreover, he added, “*I want to know that right now, if you’re in a day, or week, even a year of struggle right now. Hold on! Don’t give up!*” He asked them not to give up, however, how hard they have to struggle. Lastly, he argued that they could experience healing only if they could go through the hard times they had, which is shown in the utterance “*You can know only get through it, but your heart can experience healing*”. Thus, he convinced them to always struggle in their life and not to give up.

#### **Datum 49**

“How can you start the healing process? You accepted things that you cannot change, you understand way you are and who you are. It is not only defined by circumstances and people around you”

This utterance is continuation of datum 47. In this utterance, he provided the enthymeme to give more explanation about healing process. The following are the premises and the conclusion used in the utterance:

Premise 1: *You accepted things that you cannot change*

Premise 2: *you understand way you are and who you are*

Conclusion: *It is not only defined by circumstances and people around you*

According to him, there are two factors that could influence the healing process; those are internal and external factors. The internal factor consists of accepting the situation and understanding themselves, which is stated in the utterance “*How can you start the healing process? You accepted things that you cannot change, you understand way you are and who you are*”. Meanwhile, the external factor could be from circumstances and people around them, that is shown in “*It is not only defined by circumstances and people around you*”. Therefore, he persuaded them to accept and understand the situation, and also shared their stories to the people around them to start the heal themselves.

### **Datum 50**

“When we go through something difficult, as soon as we get through something we’ve overcome, we never wanna remember it.”

This utterance occurred in the video entitled “Broken Pieces”. In this utterance, Nick stated his argument that people are going to forget about their problems as soon as they have went through them. By stating this utterance, he suggested them not to get too caught up in their problems and immediately solve and forget them.

## **B. Discussion**

In this part, the researcher provides the discussion of the finding based on the problems the study. They are the kinds of persuasive strategies used by Nick Vujicic In his motivational speeches and the way Nick Vujicic applies persuasive strategies in his motivational speeches.

### **1. The kinds of persuasive strategies in the motivational speeches**

After presenting and analyzing the 50 data of persuasive strategies found in Nick Vujicic’s motivational speeches, the researcher finds all types of persuasive strategies based on the Aristotle’s theory. These types of persuasive strategies are classified into three: Ethos, Pathos, and Logos.

Ethos can be defined as the speaker credibility. This strategy is used to make the audience or viewers believe by showing good image or good personality to the audience or viewer. Ethos consists of three qualities: good character, good will, and good sense. In the data, the researcher found 5 data of good character, 6 data of good will, and 1 datum of good sense. Nick Vujicic commonly used ethos strategy to

persuade and motivate the viewers through his good personality and attention to the viewers. For example, in datum 3 he stated “*For me, I want peace more than money. I want to be the person of integrity, and integrity breeds integrity*”, he used good will to give a good example from his principle to the viewers that he wanted to be an honest person. This strategy is used because he needed to give some examples of some good attitudes to motivate the viewers to change their behavior.

The second strategy is Pathos. Pathos is the strategy to appeal or to generate emotions in the viewers. This strategy is used by Nick Vujicic to touch and stirred viewers’ emotion to make them realize about some values he delivered in his speeches and motivate them to be better people in their life. There some kind of emotion found in the data such as: sympathy, fear, hatred, calmness, kindness, and confidence. She found 3 data of sympathy, 6 data of fear, 1 datum of hatred, 2 data of calmness, 1 datum of kindness, and 2 data of confidence. He mostly used the emotion of fear to warn the viewers not to do the bad things in their life and make them imagine about the consequence of doing those bad things. For example, in datum 16 he stated “*If today was your last day what would you do? What about if this was your last minute to live?*”, he asked an emotional question that could make them imagine and think about the last day in their life.

The last strategy is Logos. Logos is persuasive strategy that uses logical reason and evidence. This strategy is most frequently used by Nick Vujicic to encourage the viewers. According to Aristotle, there are two forms of logos, those are

Enthymeme and Example. In this research, she found 7 data of Enthymeme and 16 data of Example. Commonly, he used this strategy to strengthen his speech with a strong argument and example related to the topic he delivered. For example, in datum 36 he said *“Lies are like weeds, weeds that grow and choke the good things in life”*. This sentence contains the enthymeme to explain the disadvantage of growing lies in heart. It can be known from the premise *“Lies are like weed”* and the hidden premise that weed are able to grow wildly and choke the good things from other plants, so that can be concluded that lies are able to grow and choke the good things in life.

In conclusion, Nick Vujicic used all kinds of persuasive strategies composed by Aristotle, those are Ethos, Pathos, and Logos. And he mostly used Logos strategy to encourage the viewers and strengthened his speech with a strong argument and example related to the topic he delivered.

## **2. The ways for applying persuasive strategy in motivational speeches**

The second problem of the study is how Nick Vujicic applies persuasive strategy in his motivational speeches. Accordingly, it is very important to discuss the use of each persuasive strategy in Nick Vujicic’s motivational speeches. Ethos, Pathos, and Logos are persuasive strategies in his speeches.

### **a. Ethos**

Ethos is attempting to show the speaker’s ability, attitude, and personality. In this research, the researcher found 12 data of ethos in the 15 data sources, those are 5 data



of good character, 6 data of good will, and 1 datum of good sense. He used ethos strategy by showing his good attitude through life story and sharing his experience related to the topic of each video. For example, in datum 11 he mentioned *“But I’m a good citizen, I wanna do all that can be to make this world a better place, and to love my country, to see how I can, how my country be the best country. It can be, I wanna help the poor, I wanna help to give more opportunities to citizens of my country. I want you to see amazing gift of committing to being a good citizen”*. He persuaded the viewers by giving the example of himself and explaining his way of becoming a good citizen.

#### **b. Pathos**

In this research, the researcher found 15 data of Pathos from the 15 data sources, those are 3 data of sympathy, 6 data of fear, 1 datum of hatred, 2 data of calmness, 1 datum of kindness, and 2 data of confidence. He used Pathos strategy by using emotional language and asking some emotional questions for delivering the topics his speeches. He frequently made the viewers rethink and imagine to what he said or advice. For example, in the datum 24 he stated And *“I wanna ask you, are you a good citizen?”* he used Pathos strategy by asking emotional question to the viewers to made the viewers able to contemplate whether they have become good educators.

#### **c. Logos**

Logos is the most frequently used strategy by Nick Vujicic in his motivational speeches, the researcher found 23 data from the 15 data sources, those are 7 data of

the Enthymeme and 16 data of the Example. He used this strategy by stating logical imagery, argument and factual evidence that is related to the topic of each motivational speech. In his utterance, *“Many people think of marriage as well, “What I might gonna get? And what we now share?”. Marriage is all about giving. How can I make you feel happy today? Remember that, in your relationship with your spells, let her know that you still remember about the vow”*, Nick Vujicic tried to persuade them by giving factual statement about marriage reality and he also provided a solution to solve the problem in relationship about what people need to do for maintaining their marriages.

From the discussion above, the researcher can identify that many persuasive strategies can be applied in motivational speeches. It is proven that Nick Vujicic is able to encourage and inspire the viewers by sharing his experience in life and his attitude (Ethos), touching the viewers' emotions by using emotional language, and providing a logical argument or giving evidence. And it shows that this theory of persuasive strategy is important and ideal to be used in the motivational speeches.

This present research has different finding with the previous studies. One of them is Shabrina (2016), who also investigated persuasive strategy in political speeches. She researched the persuasive strategies used by Hillary Clinton in her political campaign speech using Aristotle's theory. Those strategies were obtained by Hillary Clinton in her speech even though not all of them are revealed in every speech. They are Ethos, Pathos, and Logos and the strategies that were mostly used are Ethos and

Pathos. However, this present research finds three types of persuasive strategies used in motivational speeches based on Aristotle's theory. The most frequently persuasive strategy used by Nick Vujicic is Logos strategies. It shows from the precentage that 24% he used Pathos, 30% used Ethos, and 46% used Logos.

## **CHAPTER IV**

### **CONCLUSION AND SUGGESTION**

This chapter provides conclusion of the study and suggestion. Conclusion is to answer the problems of the study, while suggestions are given to the next researcher, and the readers, especially to the Department of English Literature students.

#### **A. Conclusion**

Based on the result of the findings, the researcher concludes that Nick Vujicic used persuasive strategy in his motivational speeches. He used all persuasive strategies as proposed by Aristotle to motivate and inspire the viewers. Those are Ethos (personality), Pathos (emotional engagement), and Logos (logical appeal), and the strategy that mostly used is Pathos strategy. He used all forms of Ethos and Logos. For Ethos, he used Good Character, Good Will, and Good Sense, and for Logos he used both Enthymeme and Example. Meanwhile, in Pathos he only used several emotions, such as sympathy, fear, hatred, calmness, kindness, and confidence. Those three strategies were used by Nick Vujicic because those strategies are important to be used in motivational speeches.

Nick Vujicic applied the three strategies to persuade the viewers through some ways. Firstly, he used Ethos strategy to share his life experience and showing his good attitude and personality, such as awareness, loveliness, and friendliness. Secondly, he also applied Pathos strategy to encourage the viewers through his

language ability by stimulating emotional words in order to touch the viewers' emotions. Finally, he applied Logos strategy to give some logical evidences, imagery, and argument related to the topic of each speech.

## **B. Suggestion**

After doing this research, the researcher realizes that there are some weakness and limitation in this research that should be recovered by the next researcher. Furthermore, this research is based the researcher own interpretation and description that is still far from the perfection.

Firstly, the researcher provides suggestion for the next researcher and the readers. Many researchers did analysis of persuasive strategies used in advertisement and political speeches. If the next researcher wants to analyze persuasive strategies, they can analyze the use of persuasive area in different field, such as in business area, in social media, or critical writing. However, the research of persuasive strategies in motivational speeches area is still rarely conducted, so the next researcher is also be able to analyze this area with different speaker, because different speaker can give impact of the result of the research.

Secondly, the next researcher can use other theories because many researchers have used Aristotle's theory to analyze their research. The next researcher is expected to explore more theories especially the latest theory to give them more understanding about persuasive strategies and to be able doing analysis. Therefore, the next researcher will do different analysis with the previous researcher.

For the readers, studying persuasive strategy is important for our daily life. Especially for the student of Department of English Letters, the researcher suggests to concern studying persuasive strategy as a part of discourse subject. It is because persuasion takes important part in communication and relates to the using of language to convince the viewers or audience.

Lastly, the readers who want to become a motivator can use more Logos strategy to persuade the audience like how Nick Vujicic did, because a numerous Indonesian motivators have used more Pathos strategies in their speeches to encourage the audience. Hopefully, by stating more logical statements might impact to the audience more than using many emotional words.

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## APPENDIX 1

### Data Classification of Persuasive Strategy

**Table 1: Data of Ethos**

No	Utterance	Category	Strategies
1	But the key that success was I believe in myself. If someone could do something, then I could try and work out how. It start with believing in yourself.	Good character	By telling his motto of life that represents his attitude. He showed that he is confident by telling his belief/ perspective about confidence.
2	I would rather be a poor honest man, than rich selfish and lying man	Good character	By telling his belief that represents his attitude. He tried to persuade the viewers to follow his belief as an effort to decrease lies and selfishness from their heart.
3	For me, I want peace more than money. I want to be the person of integrity, and integrity breeds integrity	Good will	By showing his attitude toward the topic, and he wishes that people will follow him to be a person of integrity.
4	I've learn that if I ever become person who feels like I'm better than someone else is when I stop putting barriers off, when I stop becoming a less transparent, when I'm earnest compassion it, when I'm earnest loving and giving	Good sense	By showing his good character. He gave example of his life, that he always shares his affection to other people in order to motivate the viewers to love each other.

5	That's how a lot of people live, I don't live that way. I don't like to have at all that I decide to have.	Good character	By showing his good attitude, that he dislikes greediness. And he does not want people have that kind of character. He persuaded the viewers to omit greediness from their soul.
6	I wanna be a person generosity, especially with time. I wanna be generous making short that my family is my first priority above anything that I do. So don't get caught in a chance of greed.	Good will	By telling his desire to be generous man and to prioritize his family above anything in order to convince the viewers not to be greedy in worldly business.
7	I want you to be set free and do a better of weeding today. I want you to protect yourself from those people that every time you seeing them, they just put you down. You have a bad day you see them, they put you down even lower.	Good will	By showing his attention and worries to the viewers. He expected them not to listen to other people's bad treatments to them and bad opinions about themselves, because others may not know the truth inside of their heart.
8	I love being married, I love my wife, I love our family. But it's always a daily thing to make sure that you have in your focus, to serve her, to love her, to make feel loved, to make her feel appreciated, and that takes on different, in	Good character	By showing his attitude toward his family and giving example. He explained how he treats his wife; server, love, and appreciate. He persuaded the viewers to treat their family well, like what he explained.

	different forms.		
9	A.. you know I love quality time with my wife, we go watch movies together.	Good character	By giving an example of his live, how he becomes a faithful husband for his wife and how he treats his wife. He also suggested the husbands to spend a lot of time with family and they should always show their love and attention to their wives.
10	I don't want to ever stop learning about how my wife thinks, and how she feels, and what I can do to make her feel loved. She knows me, and she knows how I like to receive that affection, or quality time with each other, and you know watching movies together.	Good will	By giving examples of his marriage life, how he treats his wife and shows his affection. He suggested the viewers to appreciate and understand their partners, and also have quality time together.
11	But I'm a good citizen, I wanna do all that can be to make this world a better place, and to love my country, to see how I can, how my country be the best country. It can be, I wanna help the poor, I wanna help to give more opportunities to citizens of my country. I want you to see amazing gift of committing to being a	Good will	By telling his hope and dream. He wants be a good citizen that can make the world better than before, for example he wants to help the poor and give more opportunities to citizens. He also encourage the viewers all around the world to be a good citizens for their countries.

	good citizen.		
12	I know I get that, but as I've travel around the world then sharing my story, what I've realize is many people get to relate to the emotions I had when I was giving through something difficult. When it was the feeling of being alone, the fear of what people thought of me, the fear of the future, you have a story. And maybe you've gone through a lot of dark, deep valleys, and you've been maybe wondering when am I ever gonna get out of this.	Good will	By showing his attention to his audiences. He told that he understand about what his audiences' feeling after they listen to his words, they get to relate their emotions through the inspirational stories he delivered. He also explained what he understood about people's feeling after hearing his inspirational words. He explained that his audiences might feel alone, scared, and think of their dark memories.

**Table 2: Data of Pathos**

No	Utterance	Category	Strategies
1	When I was kid and comparing myself to everyone else, and saying "I can't do it, I'm never be able to do that". My parents always sat me down and said "Look Nick! Yes, there is a thing that you can't do, but don't say I can't do it, ask yourself! How can I do it"	Sympathy	By stirring the viewers' emotions of pity. He told his story in his childhood to stir people's empathy, and stir people to make efforts in their lives and overcome their disabilities by using emotional language.

2	What's the point of gaining the whole world when you lose your soul? What's the point of bringing your business next level? When you've neglected your family and you've now lose what was more important to you than money	Fear	By stirring the emotion of fear. He reminded the viewers not to be greedy by telling the consequence of prioritizing worldly business rather than family.
3	Money comes by your love, money come by your peace. It is not getting stuff, and you can be greedy in many things	Hatred	By using emotional language. He stirred the viewers' sense of awareness, that he made them realize that money is not everything. Many can come from love and peace, so he suggested them not be greedy for money.
4	If today was your last day what would you do? What about if this was your last minute to live?	Fear	By asking a question that will stir the viewers' emotion. He made the viewers imagine about the last day in their life. By asking this question, he suggested the viewers to think about death, he also suggested them to thank to, to hug, to apologize, and to forgive people around them (as stated in following statement)
5	I know that sound and look crazy. But let say you never had a chance to say goodbye, to your family, to your friends,	Fear	By using emotional language. He brought the viewers to their imagination, he made the viewers think of their last

	<p>you never was able to thank to the people you should've thank. Maybe you didn't forgive, and you still have this burden on your heart. Maybe there is something that you've done wrong in your life, a.. you just never got the chance to say "I'm sorry," communicating those things, you know you gotta just live your life today, not knowing for sure if tomorrow is gonna come.</p>		<p>day in life. By telling those statement, he suggested the viewers not to be shy for communicating what is in their heart, whether it is feeling of guilt, love, or forgiveness to the people around them. Because if the death comes, they will never have an opportunity to tell those feeling.</p>
6	<p>I wanna ask you, if this was your last day, what would you do? Who would you hug? Who would you call? Who would you say thank you to? And who would you forgive?</p>	Fear	<p>By asking emotional question. He asked about the viewers' plans in their last day of life. In those questions, he implicitly persuaded the viewers to always care and communicate what they feel to other people.</p>
7	<p>What about the people you've hurt? Have you hurt anyone? Have you maybe take the advantage of someone, or not really giving what they need to feel appreciated? May be you've done something so bad that you just, you never have the courage to say sorry. Don't let what</p>	Fear	<p>By asking emotional question and giving reflection. He made the viewers contemplate about their mistake to other people. In this statement, he reminded them to say sorry to people they have hurt before those people change and get further from them.</p>

	you've done change them forever. Just get the courage to say "hey! I'm sorry"		
8	Be careful about what you allow to grow into your mind and your heart. Especially people's opinion, especially those can damning both of saying "you're failure, you're ugly, you're weed, you never gonna be anyone." No! totally not true, let the truth of who you are grow inside of you!.	Calmness	By using emotional language that can stir the viewers' emotions to make them realize that people's opinion is sometime not true, and the real truth of themselves only can be known by them. He warned them not to let people's opinion break themselves.
9	Knowing that you are beautiful just the way that you are, knowing that there is no another you, knowing that you are not failure, today, get through of those life, put that my site. Leave it behind and move forward with the truth in your heart.	Calmness	By using emotional language that can stir viewers' emotions. He make them realize that everyone has own beauty, and they are beautiful just the way they are. He also persuaded them to ignore people's bad opinion and be themselves.
10	Make sure that every day even though in the matter how busy you get, sure there are seasons, but you let your wife know how much you love her, and that's a daily act of love, whether it's flowers, whe.. when is last time you sent your wife	Kindness	By using emotional language and asking emotional question to make the viewers realize to spend a lot of time with their wife and show how much they love them, such as giving the flower.



	flowers?		
11	When I was 23 years old, I was speaking in front of the small crowd and I saw a little boy raised up above by his father. And this kid had no arms and no legs. Little Daniel Martinez was nineteen month old. I was so in awe of what I saw, and I stop the presentation and ask his father to bring him up. I was looking down at little Daniel, he was looking up at me with the big smile. And I couldn't give my high five so gave him a low too. He laughed and everyone else started tearing up. Why? Cause it was a miracle. I hugged his mom and I hugged his dad, and I'm witnessed how my parents hugged his parents and they cried, you know it just struck me so strongly.	Pity	By telling an emotional story. He told about his experience of meeting no arms and no legs child named Daniel Martinez. In this statement, he tried to make the viewers realized that, even though they are imperfect, they don't have to be sad or depressed, because they are not incompetent people, and they might be a miracle for other people.
12	And I wanna ask you, are you a good citizen?	Fear	By asking emotional question to the viewers. This question aims to make viewers able to contemplate whether they have become good educators
13	When I was 10 years old, I actually try to drown	Pity	By telling emotional story in his life. He told that when

	<p>myself, I nearly gave up. Look, how much I would have miss out on. I had no idea that I would travel all around the world, and giving something that I didn't even have.</p>		<p>he was child, he ever tried to suicide, and he tried to make the viewers imagine about how if the incident really happened, he would not be the person just like now, and travel around the world to speak in front of many people encourage them.</p>
14	<p>Take right now initiative! Not just accepted things, but get someone along by your side! Tell someone what you going through! Don't be scared! They know brokenness is true. You know how it is to have a friend. Well, sometimes you just have to reach out, and that person who helps you one day at that time.</p>	Confidence	<p>By using emotional language to make viewers take an action to solve the problem. He suggested the viewers to share their problem with people around them.</p>
15	<p>Well, as each day passes, know that it's a day adding onto your story. That's I believe something good will come from. Yes, even a broken pieces in your life is a part of your story, and is made you, who you are today, don't shun away from it, embrace it!</p>	Confidence	<p>By using emotional language. He tried to make the viewers trust that something good will come up after their hard times, and those hard times determine what they are in the future. He persuaded the viewers to get through their problems sincerely and take lessons from every problems.</p>

**Table 3: Data of Logos**

No	Utterance	Category	Strategies
1	You know there is way around that you can get from one site of the mountain to another, but you don't just have to walk over it, maybe you can go underneath it or around that	Enthymeme	By giving logical argument and imagery. By providing that imagery, Nick tried to make people understand that someone can be successful in life by only following their path, they do not need to be another person. He convinced them to be confident.
2	Well, you always with you. And you can never forget what you wish you could sometimes forget	Example	By providing an argument of the reality in life, that people will never be able to forget a bad thing they want to forget. Therefore, he tried to persuade the viewers not to ever lie or make a fraud in their life, because it will never be forgotten.
3	Well, if we don't stop with us, then when is change gonna happen? When you as second example, and the standard of that excellent, that's when things a changing to be better	Enthymeme	By providing strong argument that change is never going to happen if the people never do self-introspections and start to change themselves.
4	we all are in the same boat, everyone has challenges, everyone has different gift and we're earnest together	Enthymeme	By giving an argument. He told the reality in life in order to make the viewers realize that everyone has to struggle in life whatever their situation and condition, even though each

			person might have their own way of reaching something.
5	To care for someone means you not thinking about yourself, you thinking about them, the greatest thing to start with, when you're planning to success is to be humble.	Enthymeme	By giving his opinion about being humble. In this statement he tried to persuade the viewers to care for other people around them, and not to be selfish people.
6	Money, money, money makes the world go round, you've heard that before, and you just feel like you can never have enough. That's how a lot of people live.	Example	By telling logical statement and reality in life, that people always want money in life. Many people feel that they will never have enough and be greedy for it.
7	We all make mistakes, but some of us never sorry. And look.. I don't wanna be too harsh, but when someone hurts you, it hurts you, but it hurts even more when they never say so sorry.	Example	By telling his argument about the reality in life. He argued that many people never apologize when they hurt others, he also told what people will feel if they do not say sorry. In this statement, he persuaded them to always apologize whenever they made mistake to other people.
8	Look! In my life, I know that someone saying sorry to me, it's the beginning of the healing, it's the beginning of trying to leave behind impressing forward, it's so hard to leave what's behind and when never	Example	By telling his opinion to the viewers about apology and the healing process. He argued that apologizing is the first step of healing process, when they say sorry to other people they will slowly forget the problem. He also

	say that word.		encouraged the viewers to have the courage to apologize whenever they make mistake to other people, even the word ‘sorry’ sometime is hard to say.
9	Lies are like weeds, weeds that grow and choke the good things in life.	Enthymeme	By giving logical imagery of lies, he compared lies with weeds because weeds can grow wildly and bring badness for other plants. Like weeds, lies can also grow in people’s heart and cause the badness in life.
10	One of the biggest decisions you can ever make it in your life is saying “I do.” At the wedding vows “I’m gonna be with you for the rest of our life, rich or poor, sickness or in health”, that promise is secret, it is holy, and marriage takes a lot work.	Example	By telling his argument about the vow. He argued that the wedding vow is something wider than just a word, it needs more readiness and confidence before they say it, and something holy and secret.
11	Many people think of marriage as well, “What I might gonna get? And what we now share?”. Marriage is all about giving. How can I make you feel happy today? Remember that, in your relationship with your spells, let her know that	Example	By telling factual statement about the reality of marriage. He also provided a solution to solve the problem in relationship, about what people need to do for maintaining their marriage. He persuaded the viewers to keep and remember their vow and

	you still remember about the vow.		treat their partner well.
12	Being married is such an awesome lifelong commitment, it's an awesome sacrifice, it's the selfless act of saying "I love you and I'm gonna leave you." Yeah.. it's something that on a daily basis when you got emotional, you lay those emotions down and make sure that you remain self-controlled.	Example	By stating the fact and his opinion about being married, he stated that being married is something that people should do with sincerity. He encouraged the viewers to always be sincere and control their emotions during marriage life.
13	And being faithful is a commitment, a decision, it doesn't always feel good, it's not always easy. But when you put the wedding ring on, it is forever, that is the vow I will keep.	Example	By stating his argument about faithfulness, he argued that it is commitment, decision and not an easy thing. He persuaded the viewers to keep the vow no matter how hard their life is.
14	That when you don't get a miracle, you still can be a miracle. I went to his school and he was getting bullied. And after my speech about love and acceptance he is now the coolest kid in his school. You can be a miracle.	Example	By stating his argument about miracle. In this statement he also told the fact and story about Daniel Martinez (no arms and no legs child) who can be accepted by his environment and became coolest kid in his school. He encourage the viewers to always be confident and work hard, because they can be a miracle for people around them, even they do

			not get a miracle.
15	The more time you spent with someone, the better you get to know them.	Enthymeme	By stating his opinion that people are able to know others better when they spent more time together. He persuaded the viewers to have quality time with people around them especially with their family for more understanding each other.
16	But in family, you gonna love your family in a selfless way, not just what you can give me, what can I get? how I feel? It is understanding that we are one unit. We're gonna love each other, we're gonna spent time with each other, and we need to form more more in love, especially with our spouse.	Example	By arguing that people should sincerely love and understand their family without thinking what they are going to get from each other. In this statement, he encouraged the viewers to sincerely treat, love and understand each other in family life.
17	You know that spark sometime goes away in the business routine and the problem that I shouldn't have sometime, and even just distraction from the normal things of life. Don't lose that spark, love your family!	Example	By stating his argument. He argued that sometime people forget their family because of their business or problem they got. Then he persuaded the viewers to love their family in any situation and condition.
18	The citizen of the world is someone who understands that this	Example	By providing an argument and facts. In this statement, he argued that the good

	<p>world needs more love. There is so much negativity out there. There is corruption, there are wars, there is violence, there is a lot of stuff out there that gets me scared sometimes.</p>		<p>citizen should love and understand his or her country and world. He also provided some facts about the negativities and problems that exist in this world such as war and violence. He persuaded the viewers not to do bad things that can be detrimental to the world.</p>
19	<p>Hope, how I get here? The first and the greatest decision you can make in your hardship is to never give up. There are people who feel like giving up is an option. I'm gonna tell you right not, that's the worst thing to do.</p>	Enthymeme	<p>By stating his opinion. He stated that not giving up when people in hard situation is the right choice, because giving up is the worst thing to do and does not have any advantages for them. He persuade the viewers not giving even they have hard situation.</p>
20	<p>I'm not talking about dreams and goals. Some dreams and goals never come true, but my joy and happiness isn't dependent on how hopes and dreams come true. It's knowing that happiness comes from the greatest things in your life. Knowing your value, your purpose,, and your destiny, and you don't know what can come from your broken pieces, until you give</p>	Example	<p>By talking about the reality in life that some dreams and goals never come true. He also arguedd that the real happiness comes from the great things they do in their life, and everyone has their own value, purpose, and destiny. He convinced the viewers to always struggle under any circumstances and never give up.</p>



	them a change. Never give up!!		
21	No one likes being broken, no one likes to feel pain, we've all been there. Haven't we? I want to know that right now, if you're in a day, or week, even a year of struggle right now. Hold on! Don't give up! You can know only get through it, but your heart can experience healing.	Example	By telling the fact and reality in life. He told that all people will have been experiencing problem and feeling pain. Then, he convinced the viewers not to give up and to always struggle in their life.
22	How can you start the healing process? You accepted things that you cannot change, you understand way you are and who you are. It is not only defined by circumstances and people around you	Enthymeme	By giving understanding about the process in people's heart. He explained that wound not only can be healed with an internal factor in their heart, those are accepting and understanding, but also can be healed by the existence of external factors such as circumstance and people around them. He persuaded the viewers to accept and understand what have been happening gracefully.
23	When we go through something difficult, as soon as we get through something we've overcome, we never wanna remember it.	Example	By stating his argument and the reality in life. He argued that people will forget about their problems as soon as they solve them. He suggested the viewers not to run into their problems and immediately forget them.

## **APPENDIX 2**

### **Transcripts of the Video**

#### **1. Believe in Yourself**

I had some tantrums of saying “I can’t do this, this is too hard”. When I was kid and comparing myself to everyone else, and saying “I can’t do it, I’m never be able to do that”. My parents always sat me down and said “Look Nick! Yes, there is a thing that you can’t do, but don’t say I can’t do it, ask yourself! How can I do it”. You know there is way around that you can get from one site of the mountain to another, but you don’t just have to walk over it, maybe you can go underneath it or around that, or.. or this always was in achieving the same goal, the way that I’ve achieved in my life, doesn’t always look the same for everyone else. But the key that success was I believe in myself,. If someone could do something, then I could try and work out how. It starts with believing in yourself.

#### **2. Integrity**

I would rather be a poor honest man, than rich selfish and lying man. You know some people think “but it’s okay to say a little lie, it’s okay to cut this corner, to cut that corner?” What if I just take that to anyone really good and honest? Well, you always with you. And you can never forget what you wish you could sometimes forget. For me, I want peace more than money. I want to be the person of integrity, and integrity breeds integrity. You know a lot of businesses that I come across in people, they said “what is so much corruption in my country!”

You know it's so hard to be the person of integrity, in the company of integrity these days. Well, if we don't stop with us, then when is change is change gonna happen? When you are setting example, and the standard of that excellent, that's when things a changing to be better. That peace is what I want, that change is what I want, and that is integrity.

### 3. Humility

Many people ask me who my mentors are. One thing that they all have is humility. They knowing that we all are in the same boat, everyone has challenges, everyone has different gift and we're earnest together. I've learn that if I ever become person who feels like I'm better than someone else is when I stop putting barriers off, when I stop becoming a less transparent, when I'm earnest compassion it, when I'm earnest loving and giving. You know more that the good that I achieve for, or the success that I have is I affect along the way, and to love any part of encouragement to people around me. That always begins with humility. To care for someone means you not thinking about yourself, you thinking about them, the greatest thing to start with, when you're planning to success is to be humble.

### 4. Greed

Money, money, money makes the world go round, you've heard that before, and you just feel like you can never have enough. That's how a lot of people live, I

don't live that way. I don't like to have at all that I decide to have. More stuff that cut this that, all things they never satisfied their soul. What's the point of gaining the whole world when you lose your soul? What's the point of bringing your business next level? When you've neglected your family and you've now lose what was more important to you than money. Money comes by your love, money come by your peace. It is not getting stuff, and you can be greedy in many things. I wanna be a person generosity, especially with time. I wanna be generous making short that my family is my first priority above anything that I do. So don't get caught in a chance of greed.

5. If it was your last day

I wanna ask you a pretty heavy question. If today was your last day what would you do? What about if this was your last minute to live? I know that sound and look crazy. But let say you never had a chance to say goodbye, to your family, to your friends, you never was able to thank to the people you should've thank. Maybe you didn't forgive, and you still have this burden on your heart. Maybe there is something that you've done wrong in your life, a.. you just never got the chance to say "I'm sorry," communicating those things, you know you gotta just live your life today, not knowing for sure if tomorrow is gonna come. I wanna ask you, if this was your last day, what would you do? Who would you hug? Who would you call? Who would you say thank you to? And who would you forgive?

## 6. Apologizing

We all make mistakes, but some of us never sorry. And look.. I don't wanna be too harsh, but when someone hurts you, it hurts you, but it hurts even more when they never say so sorry. Look! In my life, I know that someone saying sorry to me, it's the beginning of the healing, it's the beginning of trying to leave behind impressing forward, it's so hard to leave what's behind and when never say that word. What about the people you've hurt? Have you hurt anyone? Have you maybe take the advantage of someone, or not really giving what they need to feel appreciated? May be you've done something so bad that you just, you never have the courage to say sorry. Don't let what you've done change them forever. Just get the courage to say "hey! I'm sorry."

## 7. Lies or truth in your heart

Lies are like weeds, weeds that grow and choke the good things in life. I want you to be set free and do a better of weeding today. I want you to protect yourself from those people that every time you seeing them, they just put you down. You have a bad day you see them, they put you down even lower. Be careful about what you allow to grow into your mind and your heart. Especially people's opinion, especially those can damning both of saying "you're failure, you're ugly, you're weed, you never gonna be anyone." No! totally not true, let the truth of who you are grow inside of you!. Knowing that you are beautiful just the way that you are, knowing that there is no another you, knowing that you are not failure,

today, get through of those life, put that my site. leave it behind and move forward with the truth in your heart.

#### 8. The Vow

One of the biggest decisions you can ever make it in your life is saying “I do.” At the wedding vows “I’m gonna be with you for the rest of our life, rich or poor, sickness or in health”. That promise is secret, it is holy, and marriage takes a lot work, I love being married, I love my wife, I love our family. But it’s always a daily thing to make sure that you have in your focus, to serve her, to love her, to make feel loved, to make her feel appreciated, and that takes on different, in different forms. Many people think of marriage as well, “What I might gonna get? And what we now share?”. Marriage is all about giving. How can I make you feel happy today. Remember that, in your relationship with your spells, let her know that you still remember about the vow.

#### 9. Faithfulness

Being married is such an awesome lifelong commitment, it’s an awesome sacrifice, it’s the selfless act of saying “I love you and I’m gonna leave you.” Yeah.. it’s something that on a daily basis when you got emotional, you lay those emotions down and make sure that you remain self-controlled. Make sure that every day even though in the matter how busy you get, sure there are seasons, but you let your wife know how much you love her, and that’s a daily act of love,

whether it's flowers, whe.. when is last time you sent your wife flowers? A.. you know I love quality time with my wife, we go watch movies together and being faithful is a commitment, a decision, it doesn't always feel good, it's not always easy. But when you put the wedding ring on, it is forever, that is the vow I will keep.

#### 10. Be a miracle

When I was 23 years old, I was speaking in front of the small crowd and I saw a little boy raised up above by his father. And this kid had no arms and no legs. Little Daniel Martinez was nineteen month old. I was so in awe of what I saw, and I stop the presentation and ask his father to bring him up. I was looking down at little Daniel, he was looking up at me with the big smile. And I couldn't give my high five so gave him a low too. He laughed and everyone else started tearing up. Why? Cause it was a miracle. I hugged his mom and I hugged his dad, and I'm witnessed how my parents hugged his parents and they cried, you know it just struck me so strongly. That when you don't get a miracle, you still can be a miracle. I went to his school and he was getting bullied. And after my speech about love and acceptance he is now the coolest kid in his school. You can be a miracle.

## 11. Family

The more time you spent with someone, the better you get to know them. I don't want to ever stop learning about how my wife thinks, and how she feels, and what I can do to make her feel loved. She knows me, and she knows how I like to receive that affection, or time quality with each other, and you know watching movies together. But in family, you gonna love your family in a selfless way, not just what you can give me, what can I get how I feel? It is understanding that we are one unit. We're gonna love each other, we're gonna spent time with each other, and we need to form more more in love, especially with our spouse. You know that spark sometime goes away in the business routine and the problem that I shouldn't have sometime, and even just distraction from the normal things of life. Don't lose that spark, love your family!

## 12. A good citizen

I love singing my national anthem. And look, my family is from Serbia, I was born in Australia, now I live in America. And I wanna ask you, are you a good citizen? The citizen of the world is someone who understands that this world needs more love. There is so much negativity out there. There is corruption, there are a wars, there is violence, there is a lot of stuff out there that gets me scared sometimes. But I'm a good citizen, I wanna do all that can be to make this world a better place, and to love my country, to see how I can, how my country be the best country. It can be, I wanna help the poor, I wanna help to give more



opportunities to citizens of my country. I want you to see amazing gift of committing to being a good citizen.

### 13. Never give up

When I was 10 years old, I actually try to drown myself, I nearly gave up. Look, how much I would have miss out on. I had no idea that I would travel all around the world, and giving something that I didn't even have. Hope, how I get here? The first and the greatest decision you can make in your hardship is to never give up. There are people who feel like giving up is an option. I'm gonna tell you right not, that's the worst thing to do. I'm not talking about dreams and goals. Some dreams and goals never come true, but my joy and happiness isn't dependent on how hopes and dreams come true. It's knowing that happiness comes from the greatest things in your life. Knowing your value, your purpose,, and your destiny, and you don't know what can come from your broken pieces, until you give them a change. Never give up!!

### 14. Healing

No one likes being broken, no one likes to feel pain, we've all been there. Haven't we? I want to know that right now, if you're in a day, or week, even a year of struggle right now. Hold on! Don't give up! You can know only get through it, but your heart can experience healing. How can you start the healing process? You accepted things that you cannot change, you understand way you are and

who you are. It is not only be defined by circumstances and people around you. Take right now initiative! Not just accepted things, but get someone along by your side! Tell someone what you going through! Don't be scared! They know brokenness is true. You know how it is to have a friend. Well, sometimes you just have to reach out, and that person who helps you one day at that time.

#### 15. Broken pieces

When we go through something difficult, as soon as we get through something we've overcome, we never wanna remember it. I know I get that, but as I've travel around the world then sharing my story, what I've realize is many people get to relate to the emotions I had when I was giving through something difficult. When it was the feeling of being alone, the fear of what people thought of me, the fear of the future, you have a story. And maybe you've gone through a lot of dark, deep valleys, and you've been maybe wondering when am I ever gonna get out of this. Well, as each day passes, know that it's a day adding onto your story. That's I believe something good will come from. Yes, even a broken pieces in your life is a part of your story, and is made you, who you are today, don't shun away from it, embrace it!