

**PERSUASIVE TECHNIQUES IN THE YOUTUBE PODCAST  
“ISLAM IS THE FUTURE”**

**THESIS**

By:

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**DEPARTMENT OF ENGLISH LITERATURE  
FACULTY OF HUMANITIES  
UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM MALANG  
2023**

**PERSUASIVE TECHNIQUES IN THE YOUTUBE PODCAST  
“ISLAM IS THE FUTURE”**

**THESIS**

Presented to  
Universitas Islam Negeri Maulana Malik Ibrahim Malang  
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2023**

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I state that the thesis entitled "**Persuasive Techniques in the YouTube Podcast "Islam is the Future"**" is my original work. I do not include any materials previously written or published by another person, except those cited as references and written in the bibliography. Hereby, if there is any objection or claim, I am the only person who is responsible for that.

Malang, 18 December 2023

The researcher

A 1000 Rupiah Indonesian postage stamp is shown. The stamp features the Garuda Pancasila emblem and the text "REPUBLIK INDONESIA", "1000", "METERAL TEMPEL", and "A9304AKX7964R1983". A handwritten signature is written over the stamp.

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APPROVAL SHEET

This is to certify that Fitria Amirotus Sayyida's thesis entitled "**Persuasive Techniques in the YouTube Podcast "Islam is the Future"**" has been approved for thesis examination at Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang, as one of the requirements for the degree of *Sarjana Sastra* (S.S.).

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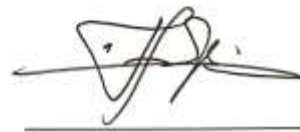
This to certify that Fitria Amirotus Sayyida's thesis entitled "**Persuasive Techniques in the YouTube Podcast "Islam is the Future"**" has been approved for thesis examination at Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang, as one of the requirements for the degree of *Sarjana Sastra* (S.S).

Malang, 6 December 2023

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## **MOTTO**

*"You will get tired in this life if you keep trying to have what was never written to be yours"*

(Ustadzah Halimah Alaydrus)

## DEDICATION

This thesis is sincerely dedicated to:

My self,

Who have successfully struggled to reach this final stage.

My beloved parent,

*Mama Ning and Bapak Siptoni*

Who struggled the most and gave me a full contribution, always supports and prays for me wholeheartedly.

My lovely husband, *Mas Faul*

Who patiently accompanied me everytime, everywhere throughout my lectures until this final assignment was completed.

And all My Friends and Lecturers who have helped and supported me to always be enthusiastic.

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The researcher would also like to express the deepest gratitude to *Mas Faul*, beloved husband who has made many sacrifices, always accompanied and



tried his best to realize the researcher's dream of obtaining the degree of Sarjana Sastra.

And finally, the researcher realizes that this thesis is not completely perfect. Therefore, the researcher widely accepts suggestions, feedback and recommendations. Nevertheless, the researcher hopes that this thesis can provide benefits for readers in general and also for academics, especially English linguistics students.

Malang, 18 December 2023

The researcher

A handwritten signature in black ink, appearing to read 'Fitria Amirotus Sayyida', written over a light yellow rectangular background.

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## ABSTRACT

**Sayyida, Fitria Amirotus (2023)** *Persuasive Techniques in the YouTube Podcast Islam is the Future*. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor: Nur Latifah, M. A., TESL.

***Keywords:*** *Persuasive Technique, YouTube Podcasts, Andrew Tate, Islam is the Future*

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Islam is reported as a religion that has a negative image. One of them is caused by the conflict between Israel and Palestine. Therefore, Islam is considered as a dangerous religion by most western people. They consider that Islam is a fanatical, irrational, primitive, belligerent and dangerous religion. In this research, the researcher studies a western figure who had different opinions from the majority of western society. Andrew Tate, an influencer who firmly expressed his good assessment of the Islamic religion in a YouTube podcast video. The video was uploaded by @TheDeenShowTV channel on March 29 2022 with the title Andrew Tate Exclusive Interview - Islam is the Future - (with Nouman Ali Khan). In the video he states that Islam is the right religion for the future by using sentences that are classified as persuasive sentences. The method used in this research is descriptive qualitative using the persuasive theory of Aristotle's rhetoric (1926). This research aims to find out the type of persuasion used by Andrew Tate and how Andrew Tate uses this technique in his videos. From the 45 data used by researcher, the results obtained were that Andrew Tate revealed that he used all types of persuasive techniques, namely ethos, pathos and logos. From these three techniques, Andrew Tate dominantly uses the logos technique with a total of 11 data of ethos, 13 data of pathos and 21 data of logos. The logos technique is used in greater numbers than other techniques because the video used in this research is a podcast where most of the statements expressed are in the form of argument.

## ستخلص البحث

السيدى، فطريا أميرة (2023) تقنيات الإقناع على يوتيوب بودكاست الإسلام هو المستقبل. أطروحة البكالوريوس. قسم الأدب الإنجليزي، كلية العلوم الثقافية، جامعة مولانا مالك إبراهيم الإسلامية الحكومية، مالانج. المشرفة: نور لطيفة M.A. TESL

**الكلمات المفتاحية:** هو الإسلام، تيت أندرو، ال بودكاست يوتيوب، الإقناع، تقنيات المستقبل

يتم الإبلاغ عن الإسلام كدين له صورة سلبية. أحد هذه الأسباب هو الصراع بين إسرائيل وفلسطين، حيث يعتبر الإسلام دينًا خطيرًا في نظر معظم الناس الغربيين. ويعتبرون أن الإسلام دين متعصب وغير عقلاني وبدائي وحربي وخطير. في هذه الدراسة، فحص الباحثون شخصية غريبة كانت لها آراء مختلفة عن معظم أفراد المجتمع الغربي. أندرو تيت، أحد المؤثرين الذين أعربوا بحزم عن تقييمهم الجيد للدين الإسلامي في مقطع فيديو على موقع يوتيوب. تم تحميل الفيديو بواسطة قناة @TheDeenShowTV في 29 مارس 2022 بعنوان مقابلة حصرية مع أندرو تيت - الإسلام هو المستقبل - (مع نعمان علي خان). ويذكر في الفيديو أن الإسلام هو الدين الصحيح للمستقبل باستخدام جمل تصنف على أنها جمل مقنعة. والمنهج المستخدم في هذا البحث هو الوصف النوعي باستخدام النظرية الإقناعية للبلاغة عند أرسطو. يهدف هذا البحث إلى معرفة نوع الإقناع الذي يستخدمه أندرو تيت وكيف يستخدم أندرو تيت هذه التقنية في فيديواته. من بين 45 بيانات استخدمها الباحثون، كانت النتائج التي تم الحصول عليها هي أن أندرو تيت كشف أنه استخدم جميع أنواع تقنيات الإقناع، وهي الروح والرثاء والشعارات. من بين التقنيات الثلاثة، يستخدم أندرو تيت تقنية الشعارات بشكل أكبر بإجمالي 11 بيانات للروح، و13 بيانات للشفقة، و21 بيانات للشعارات. يتم استخدام تقنية الشعارات بأعداد أكبر من التقنيات الأخرى لأن الفيديو المستخدم في هذا البحث هو عبارة عن بودكاست حيث تكون معظم العبارات المعبر عنها في شكل حجج.

## ABSTRAK

**Sayyida, Fitria Amirotus (2023)** *Teknik Persuasif di YouTube Podcast Islam is the Future*. Skripsi Sarjana. Program Studi Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Dosen Pembimbing : Nur Latifah, M.A., TESL.

***Kata kunci:*** *Teknik Persuasif, YouTube Podcast, Andrew Tate, Islam is the Future*

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Islam diberitakan sebagai agama yang memiliki citra negatif. Salah satunya disebabkan oleh konflik antara Israel dan Palestina sehingga agama Islam dianggap sebagai agama yang berbahaya oleh sebagian besar masyarakat barat. Mereka menganggap bahwa Islam adalah agama yang fanatik, tidak rasional, primitif, suka berperang, dan berbahaya. Dalam penelitian ini, peneliti meneliti satu tokoh barat yang memiliki perbedaan pendapat dari sebagian besar masyarakat barat. Andrew Tate, seorang influencer yang dengan tegas mengungkapkan penilaiannya yang baik terhadap agama Islam yang dimuat dalam sebuah video YouTube podcast. Video tersebut diupload oleh @TheDeenShowTV channel pada March 29 2022 dengan judul Andrew Tate Exclusive Interview - Islam is the Future - (with Nouman Ali Khan). Dalam video tersebut ia menyatakan bahwa Islam adalah agama yang tepat untuk masa depan dengan penggunaan kalimat yang tergolong sebagai kalimat persuasif. Metode yang digunakan dalam penelitian ini adalah deskriptif kualitatif dengan menggunakan teori persuasif dari retorika Aristotles (1926). Penelitian ini bertujuan untuk mengetahui tipe persuasif yang digunakan oleh Andrew Tate dan bagaimana Andrew Tate menggunakan teknik tersebut dalam videonya. Dari 45 data yang digunakan oleh peneliti, hasil yang diperoleh adalah Andrew Tate mengungkapkan bahwa ia menggunakan semua jenis tipe teknik persuasif yaitu ethos, pathos, dan logos. Dari ketiga teknik tersebut Andrew Tate lebih banyak menggunakan teknik logos dengan total ethos sebanyak 11 data, pathos sebanyak 13 data, and logos sebanyak 21 data. Penggunaan teknik logos memiliki jumlah yang lebih banyak dari teknik lainnya karena video yang digunakan dalam penelitian ini adalah sebuah podcast yang dimana kebanyakan pernyataan yang diungkapkan adalah berupa argumen.

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## **CHAPTER I**

### **INTRODUCTION**

This chapter describes an introduction, which includes a background of the study, research questions, significance, scope and limitations, and definition of key terms.

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

Various reports in the media depict Muslims as fanatics, irrational, primitive, belligerent, and dangerous (Shadid and van Koningsveld, 2002). One of the reasons why Islam is considered a negative religion is the Middle East conflict between Israel and Palestine which is ongoing to this day and has not yet found a middle ground. This conflict had been going on for centuries before the state of Israel was founded in 1948 (Crump, 2022). This conflict is caused by many disputed issues, including the establishment of a proper Palestinian state, the normalization of Arab-state relations with the state of Israel, the future of the holy city of Jerusalem, and the rights of refugees in Palestine (Alghafli, 2019). This situation has led to the emergence of negative assumptions from various countries, especially the West which considers that Islam is a dangerous religion.

From many negative perspectives circulating in all walks of life, the researcher found a different point of view expressed by an American speaker. Andrew Tate is a former professional kickboxer born on December 14 1986. Now his career as a kickboxer has ended, and he is currently a viral influencer with approximately 4.7 million followers and 760,000 subscribers on his YouTube account. The main point considered very interestingly by the researcher is when

he belongs to the Western group and also adheres to Orthodox Christianity, he gives several confessions in the form of utterances related to how he respects and glorifies the teachings of Islam.

Andrew Tate has been in the public eye because of his interesting thoughts about Islam. He was invited as a speaker in a podcast uploaded on YouTube because he has the assumption that Islam is the only religion in the future. Andrew Tate's confession was stated in a podcast uploaded on a YouTube channel entitled Islam is the Future. The podcast was uploaded to @TheDeenShowTV channel on March 29 2022, and has been watched by approximately 1,274,000 viewers. The researcher chose the @TheDeenShowTV channel because it is a verified channel and currently it has 681 thousand subscribers. In the course of the interview on the podcast, Andrew Tate uses words and sentences that include the use of persuasive techniques. Therefore, the researcher assumes that analysis needs to be carried out to reveal more about how the persuasive strategies are used.

This research is in the area of pragmatics in the form of rhetorical analysis. This research is included in rhetorical analysis because the purpose of this research is to identify the techniques in text or utterances used by a communicator to persuade audiences. According to Hamdan and Elnadeef (2020), rhetorical analysis is concerned with studying and analyzing written and spoken texts to express meanings of persuasion and audience syllogistic considerations and moving from seeing language as abstract to seeing words have meaning under



certain historical, social, and political conditions to build a sense of persuasion. In this study, the object used came from a video podcast which was transcribed into a text, then analyzed using Aristotle's rhetorical theory (1926) which divides the technique into three including Ethos, Pathos, and Logos. The use of Aristotle's rhetorical theory (1926) in this study aims to reveal the use of persuasive techniques.

This study will focus on the persuasive techniques used in the research object. The persuasive techniques analysis is carried out using the theory put forward by Aristotle (1926). Persuasion is the process of trying to persuade someone to change their thoughts, attitudes, intentions, motivations, or behavior. According to Tarmawan & Wantoro (2018), persuasive communication using emotional facts can encourage message delivery to change attitudes and behavior by using communication components related to communicators or persuaders, messages, channels, or media.

Several previous studies are relevant to the topic in this study which were analyzed in the same field. The first research is a thesis compiled by Mukarromah (2016) entitled "*Persuasive Strategies Used in Slogan of iPhone Advertisements*". This study aims to determine the type of persuasive strategy used in slogans and how the advertiser implements the strategy in the slogan of iPhone advertisements. The researcher combined Gory's Keraf and Aristotle's theory to analyze the data. Based on the data analysis, the researcher revealed that six types of persuasive strategies have been used in the slogan of iPhone advertisements.

They are rationalization, hypnotic, identification, conformity, compensation, and side placement strategy.

Other relevant research was conducted by Nggara, Jayantini, and Candra (2021) in their article “*Persuasive Language Used in The Advertisements of Frankie Magazine*”. This research was conducted to analyze the types of persuasive techniques found in advertisements of Frankie Magazine using Keraf's theory. The data obtained were analyzed using a qualitative descriptive method. Of the seven types of persuasive techniques by Keraf, there are only three of them found in advertisement, those are compensation techniques, suggestion techniques, and identification techniques.

Yuniarti and Utami (2022) also researched the same topic in the title “*An Analysis of Persuasive Techniques Used Garnier Beauty Advertisement*”. The object of this study is in the form of videos taken from the official website and YouTube. Then they conducted research with a qualitative descriptive method. They use two theories, those are Keraf and Aristotle. The results of the study stated that there were two techniques contained in advertisements, both of which were Rationalization and Suggestion. The researchers also found the modes of persuasion by Aristotle such as personal character and the evidence.

Another previous research was found in the form of a thesis compiled by Ariadini (2022). He conducted research entitled “*Persuasive Techniques Used by Beauty Product Advertisements on Twitter*”. The objectives of her study were to find out the type and persuasive technique used in advertising beauty products.

Data were obtained from international brands such as L'Oreal Paris, NYX Pro Makeup, Estee Lauder, Laura Mercier, Elizabeth Arden, and Mac Cosmetic. In conclusion, this research finds that suggestion is the most frequently used (25%), rationalization (20%), projection (15%), compensation (15%), identification (10%), conformity (10%), and displacement (5%).

Some of the research that has been briefly described has similarities with the object used, namely in the form of advertising. The reason many researchers use advertising as the object is none other than because advertising is closely related to the use of persuasive styles. Esemah and Edegoh (2013) stated that the language of persuasion is very important for the success of advertising campaigns. Meanwhile, according to Aliede (2002), most advertisements are persuasive to win over consumers who are lured into patronizing the advertised goods, services, or ideas.

Besides advertising analysis, research related to persuasive style is also widely used in speech analysis. This is because in general speech speakers have a goal to influence listeners to achieve certain goals. The research of Ginting, Sili, and Setyowati (2019) uses the title "*The Persuasive Technique Types in Donald Trump's Public Speaking*". Their research has focused on identifying the types of persuasive techniques used in Trump's public speaking. This research was conducted using Aristotle's theory (1926) which divides persuasive techniques into Logos, Ethos, and Pathos. In the discussion it explains how the three types of

persuasive techniques are used and in the conclusion section, it says that the technique most often used is Pathos.

Another relevant research is “*Trump's Speech about Jerusalem: An Analysis on Persuasive Strategies*” compiled by Faiz, Yulianti, and Septiana (2020). In his speech, Trump expected the three religions such as Islam, Jews, and Christianity can build peace together in Jerusalem. He uses all three types of persuasive techniques which are analyzed by researchers through Aristotle's theory. The three of them are Pathos which is expressed by demonstrating perceived intelligence, virtuous character, and goodwill. Logos is expressed by factual information about the role of Israel in creating peace. In that speech, Trump used more Pathos expressions.

In addition, there is research explaining persuasive techniques carried out by Afzal and Hassan (2021). In this research, the researchers analyzed the victory speech delivered by the Prime Minister of Pakistan, Imran Khan. This research entitled “*Using Rhetorical and Persuasive Techniques: A Political Discourse Analysis of the Victory Speech by Imran Khan*” also seeks to explore expressions that show Imran Khan's ideology after he won the general election in 2018. This research uses qualitative methods and Aristotle's rhetorical theory (1926) which is divided into three namely Ethos, Pathos, and Logos. Furthermore, in the results of their research, they stated that Imran Khan used these three techniques in his speech. Besides that, he also uses a positive portrayal of the 'self' and a negative presentation of 'others' in conveying his ideology.

Sarwat, Hassan, and Bashir (2022) also analyze speeches using Aristotle's theory. Their research paper is entitled "*Persuasive Language Strategy in Nelson Mandela's Speeches by Using Aristotle's Theory of Pathos*". As the title suggests, this study only focuses on how the persuasive strategy of Pathos is used by Nelson Mandela. The background of this research is based on political discourse analysis. By using qualitative methods, the researchers stated that Nelson Mandela used the Pathos strategy in all 10 speeches.

Subsequent research by Mohammed (2022) uses political discourse as his research background. He examines how Boris Johnson's first speech as Prime Minister uses Aristotles' theory. Her research entitled "*Persuasion Strategies in Political Discourse: A Case Study of Boris Johnson: First Speech as Prime Minister*". Through the results of the research, it was found Pathos (41.63%), Ethos (32.55%), Logos (20.03), Responsibility (13.23%), and Social persuasion (12.5%).

The last previous studies entitled "*Persuasive Strategies in Selected Unichef Speaker's Speech*" by Oktiani and Putri (2022). This study examines persuasive strategies in UNICEF speaker's speeches (BTS – RM and Jin, Millie Bobby Brown, and David Beckham). The purpose of this research is to determine the types of persuasive strategies using qualitative descriptive methods. According to the data analysis, they employ all of Aristotle's persuasive strategies to persuade their audience. These are the strategies of ethos, pathos, and logos.

From the several studies that have been mentioned, there are several similarities with this research including the similarities of persuasion topic, the use of theory by Aristotle, and the use of qualitative descriptive methods. However, this research has differences from previous research studies. What makes it different from previous studies lies in the object used in this research, which is a podcast that is uploaded via a YouTube channel.

Due to the rapid development of communication technology, the researcher chose the YouTube podcast as the object because lately, podcasts have become a trend of social media in society. People use podcasts to find information, learn new things, or entertainment to fill their spare time (Shearer, Liedke, Matsa, Lipka, and Jurkowitz , 2023). In addition, a podcast is one of the most popular social media because the presentation of the discussion is packaged in a light and interesting way. Not only in the form of audio, now podcast have developed into audio-visual which can easily be found on YouTube. Besides that, the podcast is often used as a means to clarify topics that are currently booming among the public. Therefore, YouTube podcasts are a relevant object to use in this research.

Research on persuasive techniques in the YouTube podcast "Islam is the Future" is important to study because this research assumes that the object of this research has a persuasive strategy that is not widely known by viewers. Following the issues raised, this strategy is used to provide a new perspective for all people,

especially Western society, who view Islam with a negative image so that they have thoughts in the same direction as the speaker.

## **B. Research Questions**

Based on the researcher's background previously, the primary goal of the present research is to find the answers to the following questions:

1. What types of persuasive techniques does Andrew Tate use on the YouTube Islam is the Future podcast?
2. How is the persuasive technique used by Andrew Tate?

## **C. Significance of the Study**

Practically, this research is useful for readers to get new reference about persuasive technique analysis. Through the theory of rhetorical analysis by Aristotle, this research will enable the readers to deepen their knowledge by understanding this research and also as a support for learning more about Aristotle's theory (1926) which includes Ethos, Pathos, and Logos. In addition, the readers especially academic linguistic students enrich their collection of literature related to the results of research on persuasive technique analysis.

## **D. Scope and Limitation**

The scope of this research is pragmatic in the form of rhetorical analysis used in a video on a YouTube podcast using Aristotle's theory (1926). This video was uploaded by @TheDeenShowTV channel which is one of the channels that raises religious topics as its main focus. The full title of the YouTube podcast is "Andrew Tate Exclusive Interview - Islam is the Future". It became a hot topic

because the video which was uploaded on March 29 2022 received 1,275,429 viewers.

This research only focuses on Andrew Tate's persuasive techniques obtained through analysis using Aristotle's theory (1926) in the YouTube podcast. The object under study is limited to one video podcast uploaded on YouTube. The 52- minute and 15-second video is not fully used as a source of data collection. The researcher only used Andrew Tate's duration of 44 minutes. This is because the video podcast is divided into two sessions. The first session was filled by Andrew Tate as an interviewee and in the second session, the interviewee is a different person.

#### **E. Definition of Key Term**

In order to clarify the key terms used in this study, some definitions are put forward:

**Persuasive technique** known as rhetoric or the "art of persuasion", It is about how the speakers intentionally manipulate and use language to achieve certain desired effects in different situations and texts (Suddaby & Greenwood, 2005).

**YouTube Podcast** a publishing platform and millions of movies, music, news talk shows, podcasts, etc., which are popular and used by all ages (Al-Jarf, 2022).

**Andrew Tate** a content creator from Chicago became a major internet celebrity in 2022. He is an interviewee on YouTube which then become a data source for this research.

**Islam is the Future** is the title of a video podcast that was uploaded on the YouTube channel which later became the object of this research.



## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

This chapter contains the theory used to support the analysis in this research. It includes persuasion and Aristotle's rhetorical theory (1926) related to persuasive techniques which then consists of three techniques, namely Ethos, Logos, and Pathos.

#### **A. Persuasion**

Persuasion is one of the important elements that is often found in communication activities. According to Muninggar (2019), persuasion has an important role in the communication process, even if it is just to convey a message or to achieve certain goals. Types of communication that often contain persuasiveness are speeches, campaigns and everyday communication. Persuasion is also used in text media such as advertisements, posters, slogans and others. Apart from that, there is currently a boom in social media which is used as a persuasive tool such as TikTok, YouTube, and Instagram videos. Most of them use persuasiveness to promote a particular product and services (Mukarromah, 2016).

In communication, persuasion becomes an important goal to achieve the speaker's desires. One of the main functions of language is that it is used to communicate, while the basic component in communication is for persuasion. The main goal of persuasion is to persuade by changing other people's thoughts, opinions and behavior. The goal of persuasion is to convince someone that the author's or persuader's opinion, idea, assertion, or claim is valid and to state facts

and arguments that persuade the audience that the view is one they should adopt (Simanjuntak & Ginting, 2022).

### **B. Aristotle's Rhetoric**

Rhetoric has developed since the time of the Greeks and Romans. At the time of Ancient Greece (384-322 BC), Aristotle put forward the theory of rhetoric in his book entitled *The Art of Rhetoric* as a science commensurate with dialectics. Dialectics is the practice of logically arguing to conclude. Meanwhile, rhetoric is a science related to a person's ability to process language to make arguments as a tool in the field of ethics. The main key to rhetoric lies in how to speak and speak so that rhetoric has a close relationship with the techniques used to persuade commonly called persuasion. So in general, the use of rhetoric is to give an impressive effect on the audience so that they can influence them to take certain actions (Al Lail, 2022).

Aristotle (1926) describes rhetoric as the means or techniques used in the process of persuasion. In general, the technique is a method used in determining the choice of methods and decisions to achieve a goal. The definition of technique is very closely related to strategy. One type of technique or strategy can be found in communication activity which is then referred to as a communication strategy. Communication strategy is a reciprocal effort of two interlocutors to agree on meaning in situations where the necessary meaning structures do not appear to be shared (Tarone, 1980). One of the most basic forms of communication strategy is persuasive communication which is a process that aims to influence attitudes, beliefs, opinions, and behavior both verbally and non-verbally. Walker (2005)

stated that communication has various purposes for its use. However, the main goal is to persuade others to believe what we say.

Based on the definition above, it can be concluded that the persuasive technique is a method used by a communicator in conveying stimuli to influence and change the views, behavior, and attitudes of the communicant. Using this persuasive technique, a person as a communicator can do what he wants and as if carrying out a communication message at his personal will.

Aristotle's rhetorical theory (1926) has three ways that are used in the persuasion process, These three ways are known as the rhetorical triangle formula which consists of Ethos, Pathos, and Logos. Aristotle's persuasive rhetorical theory (1926) will be used as the theoretical basis for this research.

### **1. Ethos**

Ethos is a persuasion method that is closely related to the character, ethics, and credibility of a communicator. The values of ethos are very influential in persuasion techniques because listeners will not be persuaded only by the facts presented, but also by whom the facts are presented (Pearson, Nelson, Titsworth, Harter, 2017). Thus a speaker must be able to show that he is knowledgeable, has a respectable personality, and can be trusted.

Character in Ethos is often associated with showing positive images such as telling the truth, speaking about kindness, etc. The use of characters that are considered positive can be used as a bridge to build audience trust. To gain trust, communicators can start by sharing their experiences and values. In addition, the

communicator can also explain the motives for democratizing his character which then makes the audience think that the communicator is a person who can be trusted so that public trust can increase.

Aristotle (1926) argues that of the three persuasive models or techniques, the Ethos technique has the highest influence. This is because when the listener believes that the communicator has high credibility, can be trusted, and prioritizes his interests, then it is likely that the listener will accept well what the communicator said. In accordance with Verdeber, Sellnow, and Verdeber (2012) state that listeners look more persuaded when they believe that the speaker is a credible and competent person. This certainly can affect the persuasion process so that it can run smoothly.

According to Aristotle (1926), there are three ways needed to gain credibility, namely competence, good faith, and empathy. Competence relates to whether the communicator has a very strong influence in persuading his listeners or not. Meanwhile, goodwill is a positive assessment of the intention of the speaker to the audience. Goodwill is the audience's view of the communicator who thinks the communicator truly understands and is responsive to them. Thus, when the audience believes in the communicator's good intentions, they will wholeheartedly believe in what the communicator is saying. On the other hand, empathy also plays a role in gaining credibility by showing a feeling of mutual understanding from different points of view. In short, a communicator can put

himself in the position of the audience. These three ways can be done to increase one's credibility to support the persuasion process.

One of the uses of the Ethos technique can be seen in Andrew Tate's words, "*I am from Chicago but I live in Romania now*". These sentences are facts which are then followed by arguments. These facts explain where Andrew Tate is from and live now and then followed by supporting sentences which are arguments for which places he prefers. Sentences expressed by Andrew Tate describe experiences and through this sentence, the audience can trust Andrew Tate as a figure with high credibility.

## **2. Pathos**

Pathos in Aristotle's rhetoric is a way of persuading with an emotional appeal to the listener. In this technique, the communicator must have the power to control the audience's emotions. Every communicator needs to know what emotions exist, and how and in what situations they can be generated. While the term pathos is often used to refer to effective or emotional appeals that convey a persuasive message and the power to move audiences to action, Aristotle's preoccupation with emotion refers to judgments that influence audiences. This is especially related to the ability of emotions to become a force (Herrick, 2005).

In the process of using persuasion techniques, the communicator may convey the logical failure of an argument. In situations like these, the role of emotion often has the power to motivate the audience to respond. Therefore the communicator must be able to correctly understand which emotions must be

suppressed and which emotions must be avoided. One way to determine effective emotions is to analyze the concentration and needs of the audience.

In this technique, the attractiveness of a communicator is not only judged by personality, knowledge, or experience. However, showing the ability of a communicator to influence the audience through the words expressed and emotional touch can build feelings as well as audience awareness. This emotional appeal causes the audience not only to respond emotionally but also to be able to feel what the communicator feels (Torto, 2020).

Pathos presents a certain emotional response to the audience, and it depends on the message conveyed which can have a positive effect or vice versa. When the communicator conveys his thoughts enthusiastically, entertainingly, and full of support, the audience will respond in a good mood, which of course can help make it easier for the communicator to achieve his goals.

One use of the Pathos technique can be found in the words of Andrew Tate *"I think a lot of the problem with the world today is that the west lacks faith and I don't like to be around, I don't like to be agnostic"*. These sentences are used to persuade the audience by appealing to the audience's emotions. Indirectly, these sentences invite the audience to have the same emotions as Andrew, who did not like the environment around him and was considered to lack faith. Thus showing the emotion can be used as a force to motivate audience response.

### **3. Logos**

Logos is an appeal to logical reasoning. In this part of the technique, the logo plays a convincing role through logical proof. In addition, Logos also means the use of reasoning in arguments or statements using logic. According to Madon (2021), logos is the process of persuading the audience by applying reason which include analytical skills, strong memory, goal-directed conduct and critical cognition, and crucial argumentation.

There is a reasoning term in the logos technique which means concluding the presented evidence (Beebe & Ivy, 2010). When the communicator conveys his argument using the logos technique, in the sense that the argument can be proven rationally, the audience can easily accept the argument presented. Usually, the method used in this technique is to present strong evidence such as facts, statistical data, equations or examples, expert opinions, or by providing analogies. Besides that, a communicator must also have the ability to convey detailed, accurate, and easily understood information so that the information can be easily understood and accepted logically by the audience.

The arguments conveyed in this technique have a type of forming structure including inductive arguments and deductive arguments. In an inductive argument, start by presenting several parallel illustrations and then give a general idea of them. On the other hand, deductive can be used by presenting some general statements and then describing them into specific statements (Torto, 2020).

One example of the Logos technique is "*Some of the best countries in the world today are first world Muslim nations. You can go to Qatar, you can fall asleep with a million dollars in your lap in the middle of street, nothing's going to happen*". This sentence uttered by Andrew Tate is a fact that can be used as evidence. This sentence is included in the category of Logos persuasion techniques because it contains logical evidence about why Islam is a religion that can be trusted as explained by Andrew Tate.



## **CHAPTER III**

### **RESEARCH METHOD**

This chapter describes the method used in this research. This section contains crucial points including research design, research instrument, data collection, and data analysis.

#### **A. Research Design**

This research used a descriptive qualitative as the research design. This method is used by the researcher because the researcher aims to make a systematic, specific, and in-depth description or explanation of the object under study. The descriptive qualitative method was used by researcher to examine the persuasive techniques used by Andrew Tate in the YouTube podcast Islam is the Future. Researcher used data in the form of sentences expressed by Andrew Tate as research data. In this research, the researcher used a rhetorical analysis approach. Therefore, the data analyzed in this research is in the form of sentences that contain persuasive techniques. In the process of finding and analyzing data, the researcher used non-participant observation because the researcher personated as a researcher. Besides, the researcher are trying to find as many varieties of persuasive techniques on the YouTube podcast Islam is the Future in order to increase accuracy in the research results.

#### **B. Research Instrument**

The researcher is the research instrument in this study because in the qualitative research method, the main tool or instrument for data collection is a human who is none other than the researcher himself. The role of the researcher in

this study is not only limited to collecting data, but the researcher also analyzes and interprets the results of the research data. The researcher collect the data to analyze persuasive technique used in YouTube podcast Islam is the Future. After that, the researcher tried to answer the research question in this study independently.

### **C. Data and Data Source**

The data in this research is in the form of sentences containing persuasive techniques. This research obtained data available in the form of videos. The video is in the form of a podcast in which there is a question-and-answer session. The video can be accessed at <https://youtu.be/eR8karK1AR8>. The source used to get the video is through the YouTube channel @TheDeenShowTV. The researcher used a video entitled Andrew Tate Exclusive Interview - Islam is the Future - (with Nouman Ali Khan). The video is approximately 52 minutes long, uploaded on March 29 2022, it has reached 1.2 million viewers.

### **D. Data Collection**

To obtain the data needed for this research, the researcher carried out several stages as follows. First, the researcher accessed @TheDeenShowTV's official YouTube channel as the main research data source. Second, the researcher watched a podcast by Andrew Tate which was uploaded on YouTube entitled Andrew Tate Exclusive Interview - Islam is the Future. In order to get accurate data, the researcher watched the video repeatedly. Third, the researcher listened to all the utterances expressed during the podcast. Fourth, all the utterances in the video podcast on YouTube are then transcribed into conversational text. The

researcher also used automatic transcripts provided by YouTube to help the researcher if discrepancies are found in the transcription process. Finally, to assist the researcher in the analysis process, the researcher highlighted several sentences as the data analysis. The researcher chose sentences that containing Aristotle's persuasive techniques theory (1926).

### **E. Data Analysis**

After the data were collected, the researcher analyzed the data in several stages. First, the researcher classified the types of persuasive techniques used in Andrew Tate's YouTube podcast in tabular form. The classification used in this section is based on Aristotle's persuasive theory (1926) which divides techniques into three types Ethos, Logos, and Pathos. Persuasive technique analysis was only applied to the utterances spoken by Andrew Tate because in the interview process he acted as an interviewee. The second stage is analyzing the data that have been classified. Finally, the researcher described the conclusions and findings of the research and provided suggestions for researchers who will conduct research in the same field.

## **CHAPTER IV**

### **FINDINGS AND DISCUSSION**

This chapter presents the result and discusses the research findings. This study is conducted to answer the research questions about the types of persuasive techniques by Aristotle (1926) and how they are used in the YouTube podcast “Islam is the Future”.

#### **A. Findings**

In this section, the researcher presents data analysis based on the theory used, namely the persuasive technique by Aristotle (1926). This persuasive technique is packaged in a rhetorical analysis which is divided into three including ethos, pathos, and logos. In order to increase the accuracy of research result, the researcher took 45 sentences containing persuasive technique as data analysis from a YouTube video entitled Andrew Tate Exclusive Interview – Islam is the Future. Furthermore, the data that has been found is coded in the form of minutes to facilitate classification and analysis.

##### **1. Types of Persuasive Techniques**

The types of persuasive techniques based on Aristotle's theory (1926) are divided into three; ethos, pathos, and logos.

###### **a. Ethos**

In this study, data were found on 11 out of 45 sentences using this technique. In the following, the researcher presents 8 analysis of 11 findings data for explanation:

**1) Datum 1**

**My whole religious journey is I prefer to spend time in the most religious places on earth, I think they are the best places to be.**

*Minute 3.17*

The sentence uttered by Andrew Tate at 3.17 and this is included in the persuasive technique **ethos** because it relates to Andrew's character. The sentence describes Andrew's personality who has a choice for spending time in places that have high religious values. Besides that, it also shows Andrew's interest which marked by the use of the phrase 'the best place to be'. The function of this sentence is to provide a high level of credibility. Therefore, the audience believe in the words expressed by Andrew Tate who stated that the most religious places are the best places to be.

**2) Datum 3**

**I don't like being around, I don't like being in agnostic or atheistic societies anymore, I try to avoid them if possible.**

*Minute 3.45*

Andrew uttered a sentence at 3.45 which is included in the ethos persuasive technique. This sentence is used by Andrew to explain himself who is trying to stay away from and avoid an atheist society. Besides that, he also stated that he no longer likes to be around agnostic or atheist people. Thus, by using this sentence, the audience as listeners can directly assess Andrew Tate's personality.

### 3) Datum 4

**When they ask me which am I make it very clear the religion I have the most respect for Islam.**

*Minute 3.47*

The sentence at 3.47 is included in the ethos persuasive technique because it explains that Andrew has a very high level of respect for Islam. Andrew's character here is described as someone who greatly glorifies Islam by giving confidence that when he is asked a question about religion, he will clearly answer that Islam is the religion he respects the most. Thus, Andrew Tate gives confidence to listeners through his personality which deeply respects Islam.

### 4) Datum 6

**So I guess I am an Orthodox Christian, but if I had to bet on one religion as if I were beating on the stock market for the future, you have to bet on this.**

*Minute 7.26*

In the sentence that Andrew said in the 7.26 minute, there is a persuasive technique that belongs to ethos because the sentence explains his identity. Andrew says that he is an Orthodox Christian. However, if he had the choice to choose a religion surely he would choose Islam. The word 'on this' in the context of the sentence means the religion of Islam. In

other words even though Andrew is an orthodox Christian, he advises the audience to choose Islam as a religion for the future.

**5) Datum 10**

**I have been all around the world, some of the best countries in the world today are the first-world Muslim nations.**

*Minute 10.02*

Andrew uses a persuasive ethos technique in his sentence which is spoken at 10.02. He explained that he had visited various countries in the world and he stated an opinion that Muslim countries are the best places of the others. This sentence is included in the ethos because it shows Andrew's character who has an interest in a country with a majority Muslim population. The beginning of the sentence explains the fact that Andrew has traveled all over the world, this sentence can serve as a support so that the use of ethos techniques in the whole sentence is getting stronger. The function of this sentence is to give the audience belief that Andrew Tate is figure who can be trusted.

**6) Datum 26**

**I had many Muslim friends, I grew up in Lieutenant England which is predominantly Muslim, and England as a whole London has a lot of Muslims.**

*Minute 16.51*

The sentence above belongs to the ethos persuasive technique. The sentence at 16.51 minutes here explains Andrew's personality. He said that

he has many friends who are Muslims because during his life he grew up in a place where the majority of the population is Muslim, namely Lieutenant England. Overall the topic discussed by Andrew is about Islam and in this sentence he tells about his life experiences that are related to Islam. Thus, Andrew uses this sentence to increase his credibility so that what is conveyed can be easily trusted by the audience.

**7) Datum 33**

**Even though I would not identify as a Muslim, I have absolute respect for the ideology, respect for the mentality, and respect for the warrior aspect of it.**

*Minute 19.13*

The sentence above was uttered by Andrew at 19.13 minutes and belongs to the persuasive ethos technique. In this sentence Andrew stated his identity explicitly, he said that he did not want to be identified as a Muslim. But besides that, he has a very high respect for the religion of Islam. His respect includes ideology, mentality, and chivalrous aspects of Islam. So it can be said that in this sentence Andrew explains his personality and respect which is packed with ethos techniques with the aim that the audience, especially non-Muslims, has the same thoughts as him.

**8) Datum 40**

**This is the thing I will be completely honest with you my friend, I was an atheist for a long time.**



*Minute 23.58*

The sentence above was uttered by Andrew at minute 23.58. In this sentence, Andrew said an honesty that he used to be an atheist for a long time. This sentence is included in ethos because the important point underlined here is honesty, moreover in that sentence the word 'completely' is used which means that he will really tell the truth. Therefore this sentence is useful for increasing the positive value and credibility of Andrew's personality so that the audience believes him easily.

**b. Pathos**

In this study, data were found on 13 out of 45 sentences using this technique. In the following, the researcher presents 10 analysis of 13 findings data for explanation:

**1) Datum 2**

**A lot of problems with the world today is that the West is lacking faith.**

*Minute 3.41*

The sentence at 3.41 minute is one of the uses of the pathos technique because that sentence shows an utterance of rising hatred towards Western society. The use of the word 'world' in this sentence gives a view that the problems related to lacking faith are highest throughout the world found in Western society. This hate speech has the effect of causing emotion in listeners. Therefore, it is included in the category of pathos.

The function of this sentence is to increase the audience's emotions towards Western society. Thus they have the same thoughts as Andrew Tate who believes that western society has a lack of faith.

## 2) Datum 8

**Muslims have so much respect for themselves that people automatically respect the religion as a whole whereas Christians don't.**

*Minute 8.27*

In the 8.27th minute, Andrew stated a sentence which is included in the pathos persuasive technique. This sentence is an utterance that can evoke listeners' emotions because there is a clearly comparison between the two religions. Andrew said that Christians do not have much respect for their religion compared to Islam which has a very high level of respect. Therefore, people from outside will automatically follow respect for the religion of Islam. Thus, by providing a comparison as in the sentence, it can be used to regulate the audience's emotions.

## 3) Datum 9

**What does Christian mean very very little? What's it going to mean in 100 years? Nothing.**

*Minute 9.03*

The pathos persuasive technique is used in the sentence uttered by Andrew in the 9.03 minute. What is meant in the context of this sentence is related to how Christian will be in the next hundred years if his people do not apply marriage regulations as in Islam. Christian society has the

possibility of experiencing a decline in the human population so that in the next hundred years it can be said to be 'nothing'. In this sentence, Andrew uses the word affirmation by repeating the word 'very' in twice. The aim of this sentence is influencing the emotions of the audience so that they believe what Andrew said.

#### 4) Datum 13

**It is kind of interesting to me that Western democracies have always sold the lie that you safe from the government.**

*Minute 11.12*

Andrew stated negative remarks about democracy embraced by Western society. The sentence was said at 11.12 minutes in the YouTube video. He said that Western democracies always lie about security from the government, in other words, people who adhere to democracy have been lied to by the government. The government promises security in a country under the ideology of democracy but it doesn't work as it should. Therefore, it can be said that most societies or countries that adhere to democratic ideology are not safe countries and one of them is the West. The negative statement in this sentence is categorized as pathos. This sentence serves to have an emotional effect on the listeners so that they believe Andrew Tate who said that democracy is an unsafe government.

**5) Datum 15**

**You are no safe under a democracy so we can remove that element the whole idea that they're not democratic because democracy does not provide anything or help anything in terms of safety.**

*Minute 11.15*

Andrew was still discussing about the insecurity of government under the ideology of democracy at 11.15. In this sentence, Andrew provides input to eliminate anything related to democracy. The reason Andrew suggested to removing it is because democracy does not provide reciprocity and does not help the community in any way, especially related to security. The technique used in the sentence at 11.15 is still the same, namely the pathos technique because in this case, Andrew is still trying hard to convince the audience through emotional influence.

**6) Datum 16**

**What a democracy does do is cause so much fraction and so much disintegration among society.**

*Minute 11.48*

The pathos persuasive technique is used in Andrew's sentence in 11.48 because this sentence is a continuation of the discussion on democracy which began in the 11.12 minute. Another purpose of using the pathos technique is to evoke an emotional feeling in the audience so that they believe what Andrew said. In this sentence, Andrew explains the impact of democratic governance. The two types of impacts mentioned

both have negative values. He mentioned that democracy causes people not to unite as one, but there are many divisions and disintegration between communities.

**7) Datum 17**

**So like the West is broken on so many levels.**

*Minute 12.12*

The sentence uttered by Andrew at 12.12 minutes belongs to the type of pathos persuasive technique. In this sentence Andrew gives a statement that tends to be negative about Western countries. He said that the West seemed to have been destroyed because of the many problems encountered at various levels. In this section, the audience has the opportunity to feel empathetic when listening to this sentence so that Andrew's words here can be trusted with full confidence.

**8) Datum 19**

**The war in the Middle East is propagated by the West anyway, that's again, that is America's fault, so yeah you know it is a crazy really.**

*Minute 12.27*

Andrew uses a sentence at 12.27 to provoke the audience's emotions using the pathos persuasive technique. This sentence discusses about who exactly is the main character in causing wars in the Middle East. He said that America was wrong in this case and that the war happened because of propaganda by Western countries. Here Andrew gives a negative statement towards Western countries. Andrew has the

power to regulate listeners' emotions with the help of these negative statements. Andrew's goal behind this sentence is none other than trying to convince the audience to have thoughts that are in line with him, especially about how he views Western countries.

**9) Datum 23**

**We have population problem in the West, they have none of the population problem.**

*Minute 15.46*

This sentence uttered by Andrew at the 15.46 minutes uses a pathos persuasive technique. In the context of this sentence, the topic of discussion is about population problems. He mentioned that Western countries are having problems in population as their population growth is decreasing. Then there is the word 'they' used in the sentence above which refers to the Muslim community. In contrast to Western countries, Muslims do not have the slightest problem related to population because as we know in Islam there are shari'a or regulations such as marriage until the smallest thing related to it. Therefore it is said that Muslims do not have a population problem. The sentence above is a comparison between two religions in which one has positive and negative values. Using a comparative sentence like this is one way to use the pathos technique. The function of comparative sentences which are classified as pathos here is to regulate the audience's emotions. Therefore they think and have the same

opinion as Andrew Tate who stated that Westerners have population problems but Muslims do not.

#### **10) Datum 24**

**Because Islam keeps society in the role where women obey their men.**

*Minute 15.11*

The sentence above is a continuation of the previous sentence at 15.46 minutes. In this time, Andrew still uses the pathos technique by presenting positive images related to Islam. He said that Islam runs the social system well because there are regulations that oblige women to be submissive and obedient to men. In the context of this sentence what is meant is in the marriage system, the woman in question is a wife and the man is a husband. Thus the system found in Islam also has an influence on the population level. The function of the sentence at minute 15.11 is to bring out the audience's emotional feelings. Therefore they realize that Islam is a good religion by keep the society.

#### **c. Logos**

In this study, data were found on 21 out of 45 sentences using this technique. In the following, the researcher presents 15 analysis of 21 findings data for explanation:

#### **1) Datum 5**

**Islam fixes a lot of the problems that men are currently facing.**

*Minute 7.00*

Andrew gave his opinion at minute 7.00 about Islam which according to him Islam has many ways to solve problems mostly faced by men. This is included in the logos persuasive technique because it contains logical arguments. Most men's problems can be solved if the man is Muslim because in Islam women are required to obey men (in the context of marriage). This is one example of the reason Andrew said this sentence to make a logical argument. The function of this logos sentence is to convince the audience with Andrew Tate's argument that Islam can solve most of men's problems.

## 2) Datum 7

**Let me give an analogy, if you do not respect your own house if you walk into somebody's house and it is a mess, you are not gonna worry about making a mess or about cleaning up after yourself or leaving a cup on the coffee table right, but if you walk into someone's house and it is pristine then you are gonna be very very concerned about making a mess.**

### *Minute 8.11*

Andrew gave an analogy at 8.11. This analogy is related to respectful religion and vice versa. When a religion is organized very well and deals with a higher respect, people from outside the religion will automatically have respect. But if a religion can be said to be messy and not respected by its own people then others will feel free to act and there will be no fear of disrespect. In the context of analogy as stated by



Andrew, it belongs to the logos persuasive technique because one way that is generally used in logos is to present another example or analogy. This sentence is used by Andrew Tate to provide a comparison between respectful religion and vice versa. In this sentence Andrew Tate also provides a reasonable analogy. Therefore, with this logical analogy, the audience can believe Andrew Tate's words with full confidence.

### 3) Datum 11

**You can go to Qatar, you can fall asleep with a million of dollars on your lap in the middle of street nothing's going to happen.**

*Minute 10.10*

The sentence at minute 10.10 categorized as the logos technique because it contains a fact. The fact referred to in this sentence is that when we are in the country of Qatar, where the majority of the population is Muslim and we bring as much money as we can when we fall asleep, the money will not be lost and still with us. Besides that, Andrew has also proven the previous sentence he said in the 10.02 minute. He has traveled the world and one of the countries he has visited is Qatar. This is a fact because the sentence is Andrew's own experience. Meanwhile, facts in persuasive techniques are used in the logos persuasive technique. The function of the statement of facts expressed by Andrew Tate here is to make the audience believe that Qatar, which has a majority Muslim population is a safe place.

### 4) Datum 12

**If you go to Saudi Arabia or, USA, nothing they leave their cars parked with the kids inside, it is so safe.**

*Minute 10.16*

The logos persuasive technique is used in Andrew's speech at minute 10.16. In this sentence, Andrew still explains how safe it is to be in a country that is a Muslim environment. It is stated that Saudi Arabia and also the USA are safe when we leave the car parked even when there are small children inside. This sentence is still connected with the two previously analyzed sentences (10.02 & 10.10) because they are still in the same discussion context. The function of this sentence is to convince the audience to believe Andrew Tate who said that Saudi Arabia and USA where the majority of the population is Muslim is a safe place.

##### **5) Datum 18**

**I think a lot of people think that Muslim countries are dangerous because of a lot of the wars in the Middle East.**

*Minute 12.23*

One way that can be used in the logos technique is present a logical argument and an argument is said to be logical if it can be proven by facts. In the sentence at minute 12.23 Andrew gives a logical argument, this argument is shown by using the phrase '*I think*'. He argues that many non-Muslims consider every Muslim country to be dangerous because of the widespread issue of war, one of which is mentioned is the war in the Middle East. The fact underlined in the sentence is true that wars often

occur in the Middle East. However, it should be noted that not all Muslim countries can be interpreted as dangerous countries. This sentence is a statement of a reasonable argument that discusses the thoughts of people who are outside the Islamic religion.

**6) Datum 20**

**It is amazing like Dubai is the least racist place on the planet, I think 90% of the people there from the other places.**

*Minute 12.47*

The sentence at minute 12.47 above contains a logos persuasive technique because it contains a logical argument. Andrew stated his argument about the Muslim country he had visited, Dubai. He said that he was amazed at the country then he argued that Dubai is a country that has the lowest racism value. The reason he said so is also proven by the argument marked by the use of the phrase *'I think'*. Besides that, Andrew strengthened his argument that Dubai is the least racist country with the support of the fact that the majority of the population comes from other places. The function of this sentence is to persuade the audience to believe that Dubai is the least racist place even though the residents there come from other places.

**7) Datum 21**

**It is amazing that you have a city which is statically safe with all these different people from all these different places.**

*Minute 13.59*

At 13.59 minutes Andrew gave an argument that belongs to the logos technique. This argument is characterized by the use of the word '*amazing*' which describes that Andrew has the impression of being amazed. According to him, it is very amazing to have a city where people come from various countries but the city still has a very high level of security. If the residents in a city come from various places, there will certainly be many differences in many ways. However, this does not affect the security of the city in the slightest. In the context of this sentence what is meant by the city is Dubai, because the sentence at minute 13.59 is still being discussed in the same way as the previous sentence. This sentence convinces the audience to have the same view as Andrew Tate who thinks that Dubai is a safe place.

#### 8) Datum 22

**Dubai tries very very hard to prevent to prevent degeneracy while also allowing people from all around the world to come live in safety and work hard and make a good life for themselves and they have done it under the guise of Islam.**

*Minute 14.46*

The sentence above still discusses the same object, namely Dubai with all the goodness in it. At minute 14.46, the persuasive technique used is logos because this sentence presents the fact that Dubai is a good country. This fact has been proven by Andrew because based on the previous discussion, he has traveled all over the world, especially in

religious places and one of them is Dubai. This sentence convince audience to believe about five things. First, Dubai really prevents and avoids degeneration. Second, Dubai frees people from anywhere to live. Third, Dubai has a high level of security. Fourth, Dubai provides opportunities to build a good life with business or hard work. The last, behind all the goodness is Islam which is the main foundation.

**9) Datum 25**

**I think most both genders especially in the West have forgotten their roles as a whole.**

*Minute 16.36*

The logos persuasive technique is used in the sentence above because the type of sentence at minute 16.36 is an argument. In this sentence, Andrew expressed his opinion about Western society forgetting their respective roles. Because this is still on the same topic of discussion as the previous sentence, the role context here is women as wives and men as husbands. According to Andrew, this role is no longer used by all genders, both men and women in Western countries. This sentence is Andrew Tate's logical argument. Therefore, this sentence persuaded audience to have the same thoughts with Andrew Tate who consider that men and women in the Western have forgotten their role.

**10) Datum 27**

**I think a lot of Western women act so degenerate and they don't do it because they are evil.**

*Minute 18.05*

Andrew uses the logos technique at minute 18.05 because this sentence is in the form of an argument. The argument here is marked by the phrase *'I think'* at the beginning of the sentence. In this sentence, Andrew expressed his opinion about women in Western countries. According to him, a lot of Western women have bad character and they don't fulfill their role as a wife because they are bad. This argument contains a bad judgment of the attitude of women in the West. Andrew Tate use this sentence to make the audience believe that Western women have a negative value, they often act degenerate and don't do their role as a wife.

**11) Datum 28**

**Evil, they are doing it because they are trying to find happiness and they can't find it.**

*Minute 18.10*

This sentence is a continuation of the previous sentence which discusses about the behavior of Western women. The sentence at minute 18.10 here is included in the logos type persuasive technique because it is still in the form of a logical argument. Andrew argues that Western women are evil, the reason he says that is because he thinks they are always trying to be happy and they are not getting it. This argument is said to be logical because there are reasons used to support the argument such as in the previous sentence which state that they act so degenerate and do

bad things. Besides, the purpose of this statement by Andrew is to convince the audience to have the same assessment of Western women.

### **12) Datum 29**

**Now we are in situation where in the West a man can't find a wife worth having.**

*Minute 18.25*

The sentence above is an example of the use of logos persuasive techniques. Andrew said this sentence at minute 18.25. This sentence belongs to the type of logos because it contains a fact about Western countries that are experiencing bad things because men there cannot get proper women. In other words, it can be said that in the West the level of women who deserve to have is in low degree. Considering that most Western women were labeled as evil by Andrew in the previous sentence. This sentence is a negative argument about West supported by the fact in the previous sentence. Therefore, this sentence used by Andrew Tate to convince the audience so that they believe that Western man can't find a wife worth having.

### **13) Datum 30**

**It is really interesting how society is degraded and it is all started from the bottom.**

*Minute 18.41*

The logos persuasive technique is used by Andrew in the sentence at minute 18.41. He stated that there was a problem in a society system,

but for him, it became an interesting thing. The society referred to in this sentence is Western society. According to Andrew, Western society has degraded or declined in population and the cause of this problem starts from the most basic problems. This sentence is a general statement but at the beginning of the sentence, there is the use of the word 'interesting' which then makes this sentence become an argument. Andrew Tate uses this sentence to express his opinion so that the audience will believe that Westerns are degraded and everything started from the bottom.

#### **14) Datum 31**

**It is very hard to find a humble woman who's modest, who wants to have many children for a man she obeys and respects in the Western world outside of Islam.**

*Minute 18.45*

The sentence above uses the logos technique and Andrew utters the sentence at minute 18.45. It belongs to the logos technique because at the beginning of the sentence, he mentions the adjective which means very difficult. In this case, this sentence is said to be an argument because other people may say different things, maybe they judge that what is meant in this sentence is very easy. In the context of the sentence above, it discusses Andrew's opinion that having a woman who is humble, simple, and willing to have many children from her husband is very difficult, especially in the Western world. Getting a woman who has the criteria mentioned can only be found in Islam. Andrew Tate's aim in expressing this sentence is to



persuade the audience to believe that only in the Islamic religion are there women who are humble and willing to obey men.

### **15) Datum 36**

**If I say two plus two is four and someone comes along and says two plus two is five and he is about to hit me and I am scared of him then he becomes right.**

*Minute 20.57*

The sentence above was uttered by Andrew at minute 20.57 and contains a logos technique because one of the characteristics of a logos technique is to give an example or analogy. This sentence is an analogy about someone who doesn't have the guts and establishment. It is the same when I say that Islam is right then someone comes and he says Islam is wrong then he beats me but I am afraid then he will be right in what he said. This is where the importance of guts in defending an idea or establishment. If I am brave then the right will be right and the wrong will still be wrong. The logos technique here is used by Andrew Tate to invite the audience to become someone who is firm in their belief through a reasonable analogy.

## **2. The Use of Persuasive Technique by Andrew Tate**

The persuasive technique used by Andrew Tate in the YouTube video entitled Andrew Tate Exclusive Interview – Islam is The Future. The analysis on the YouTube video was carried out using the persuasive theory put forward by Aristotle (1926). The persuasive theory by Aristotle is packaged in rhetoric

which have functions as a means of persuasion. Aristotle's rhetoric (1926) stated that means of persuasion must be based on three main elements, including ethos, pathos, and logos.

In short, the ethos technique refers to the speaker's character and credibility. Pathos relates to the speaker's way of controlling the listener's emotional awareness. While logos relates to words or arguments based on logical thinking. The three elements of rhetoric by Aristotle (1926) which include ethos, pathos, and logos have one main goal, namely to persuade the listener to trust and believe in the speaker. Thus, the listener has similar thoughts with the thoughts of the speaker.

In this study, the video analyzed by the researcher was limited to the research limitation until the video at 44 minutes. In order to facilitate the analysis process, the researcher used a table to classify the types of techniques used by Andrew Tate. The use of persuasive techniques in the video meets the criteria in Aristotle's rhetoric theory (1926). Andrew Tate has used all the elements needed for means of persuasion which include ethos, pathos, and logos.

The researcher only used one object in the form of a video uploaded on YouTube with the title Andrew Tate Exclusive Interview – Islam is the Future. After analyzing the data, the researcher found the use of a persuasive theory from Aristotle's rhetoric (1926) which contains ethos, pathos, and logos in sentences. Aristotle's three persuasive techniques were used overall in the 45

data analyzed. From the result of the analysis, the researcher concluded the use of persuasive techniques in the following table:

*Table 1 The Use of Persuasive Strategy*

<b>No</b>	<b>Type</b>	<b>Frequencies</b>
1	Ethos	11
2	Pathos	13
3	Logos	21
<b>Total</b>		<b>45</b>

The table above describes the number of use of persuasive techniques in YouTube videos. From the table above it is known that ethos persuasive techniques are used as much as 11 sentences. Then the persuasive pathos techniques are used as much as 13 sentences. While the logos techniques are used as much as 21 sentences. From the three techniques, the one most used by Andrew Tate is the logos technique with 21 sentences. The high frequency of using the logos technique in this YouTube video is due to Andrew Tate who often expresses his personal opinions. Considering that the type of video being analyzed by the researcher here is an interview and Andrew Tate in the video acts as the interviewee. Therefore, the sentences uttered by Andrew are mostly in the form of arguments.

Logos is the persuasive technique most often used by Andrew Tate in the YouTube video. After the logos technique, the pathos technique is in the second level which is often used by Andrew Tate. Then the technique that Andrew Tate uses least is ethos. In Aristotle's rhetorical theory (1926), logos is the use of reasoning in arguments or speech that uses logic. Andrew Tate expressed several arguments that related to the religion of Islam. Apart from that, Andrew Tate has

also expressed his opinion several times about Western countries. To strengthen his argument, Andrew also uses facts or evidence that can be accepted logically. Therefore, Andrew Tate's goal in using the logos technique here is to ensure that the statements he says are correct and logical. So that the audience can be influenced by the sentences he utters.

Andrew Tate uses the logos technique 21 times in his speech. He often uses this technique because the form of this YouTube video is an interview. Andrew's position in the video is as an interviewee where he is asked several questions by the interviewer about his opinion. Therefore, most of Andrew Tate's expressions in YouTube videos are in the form of personal opinions, apart from that he also uses facts and also his logical thinking.

Logos was used by Andrew Tate to persuade audiences to believe in his opinion. He uses the help of facts to strengthen his argument. As in his expression, *"Islam fixes a lot of the problems that men are currently facing"* (minute 7.00). This sentence is a thought of Andrew Tate who states that Islam can solve all the problems of men today. This sentence is connected to several of Andrew's arguments which say *"Because Islam keeps society in the role where women obey their men"* (minute 15.46). *"I think most both genders, especially in the west, have forgotten their roles as a whole"* (minutes 16.36). *"It is very hard to find a humble woman who's modest, who wants to have many children for a man she obeys and respects in the Western world outside of Islam"* (minute 18.45).

The argument often used by Andrew Tate is about the goodness of the Islamic religion and the badness of Western countries, especially those who are

Christian. He uttered several argumentative sentences that have positive values from the Islamic religion. One of the sentences is *“Islam fixes a lot of problems..”* Meanwhile, on the contrary, negative arguments are often given to Western society, such as in the sentence *“I think the Western world is so degenerate...”*. In accordance with the title used in the YouTube video, the main goal in terms of Andrew Tate's frequent use of the logos technique is to make the audience believe that Islam is a good and most appropriate religion for the future.

Some of Andrew Tate's arguments about his thoughts on Islam above can be concluded that he wants to persuade the audience to believe that Islam can be a problem solver for most Western men today. The problem in question is when men, especially Western men, find it difficult to find a woman who is good and worth having. Including the problem of degeneration or population reduction that rife in Western society because women there will having children. Andrew Tate's goal here is none other than trying to convince the audience to believe that Islam can overcome all these problems.

On the other hand, the logos persuasive technique is used by Andrew Tate to convince the audience that a country with a majority Muslim population is a very safe place. This argument is also strengthened by the fact that he has experience traveling around the world, especially in places where religion is high. Some of the arguments include *“You can go to Qatar, you can fall asleep with a million of dollars on your lap in the middle of street nothing's going to happen”* (minute 10.10). *“It is amazing that you have a city which is statistically safe with all these different people from all these different places”* (minute 13.59). *“Dubai*

*tries very very hard to prevent to prevent degeneracy while also allowing people from all around the world to come live in safety and work hard and make a good life for themselves and they have done it under the guise of Islam” (minute 14.46).*

Andrew Tate also uses logos techniques to persuade audiences to believe that today's women in Western countries are not good and they are degenerate. They do not properly carry out their role as a wife and are no longer obedient to men or husbands. Andrew Tate's argument related to Western women is expressed in the sentence *"I think a lot of Western women act so degenerate and they don't do it because they are evil" (minute 18.05). "Evil, they are doing it because because they are trying to find happiness and they can't find it" (minute 18.10). "Now we are in a situation where in the west a man can't find a wife worth having" (minute 18.25)*

Besides that, Andrew Tate also provides several analogies that are included in the logos technique. Andrew Tate's goal in using an analogy here is to convince the audience to have a strong ideology. The ideology referred to in this context is a belief or faith like in Islam. Some of the analogies given by Andrew Tate include *"If I say two plus two is four and someone comes along and says two plus two is five and he is about to hit me and I am scared of him then he becomes right" (minute 20.57 ). "If you are not prepared to defend an idea you don't have an idea, so if you are not prepared to defend the faith you don't have faith" (minute 21.06).*

The final purpose of using the logos technique is related to regulations regarding the number of women a man can have. In this case, Andrew convinces

the audience that Islam is a good religion because Islam allows men to have more than one wife, whereas Christianity does not. As stated by Andrew Tate *"I think the fem-centric societies of the West have convinced men that we should have one woman and one woman only"* (minute 29.50). *"I just think it is just natural human nature to enjoy the company more than one female or I think if you are a man of means you could easily have more than one wife"* (minute 21.35). *"I think the Western world is so degenerate because they are not allowed to live out their natural male in instinct, they are not allowed to live out their masculine instinct"* (minute 36.39).

Next is the pathos persuasive technique used 13 times in the YouTube podcast. In this technique, Andrew Tate uses it to influence the audience's emotional condition so that they are interested and have the same thoughts as Andrew Tate. The use of pathos techniques is often carried out by providing negative assessments of Western society. As in the sentence, *"A lot of problems with the world today is that the West is lacking faith"* (minute 3.41). *"Muslims have so much respect for themselves that people automatically respect the religion as a whole whereas Christians don't"* (minute 8.27). *"What does Christian mean very very little. What's it going to mean in 100 years? Nothing"* (minute 9.03).

Andrew Tate also uses pathos persuasive techniques to influence the audience to make them believe that democracy is an insecure system of government. Some of the sentences used by Andrew Tate include *"It is kind of interesting to me that the Western democracies have always sold the lie that you*

*are safe from the government" (minute 11.12). "So you are never safe from your government so democracy as a whole is no safer to exist under a kingdom, like a kingdom of Saudi Arabia or a dictatorship" (minute 11.19).*

Andrew Tate suggested that democracy should be eliminated because apart from being unsafe, it also creates division and disintegration in society. In this context, Andrew Tate's main goal is to invite the audience to agree in eliminating democracy in society. *"You are no safe under a democracy so we can remove that element the whole idea that they're not democratic because democracy does not provide anything or help anything in terms of safety" (minute 11.15). "What a democracy does is cause so much fraction and so much disintegration among society" (minute 11.48).*

The pathos persuasive technique was used by Andrew Tate to persuade the audience so that they would be impressed and realize that one of the Islamic cities, namely Dubai, is a good and safe country even though the population is diverse. The audience's emotions here are regulated by using several positive statements such as *"It is amazing like Dubai is the least racist place on the planet, I think 90% of the people there from the other places" (minute 12.47). "It is amazing that you have a city which is statistically safe with all these different people from all these different places" (minute 13.59).*

Another aim of Andrew Tate's use of the pathos technique is to persuade the audience to choose Islam over Christianity. In this case, Andrew Tate give a positive statement about Islam and vice versa, a negative statement is given to Christianity. *"So if you are going to talk about a belief system that fixes issues,*



*you need to go to Islam and it fixes everything*" (minute 19.05). *"Christianity are not benefiting society anymore because no one's listening"* (minute 19.59). Ethos is the least used persuasive technique by Andrew Tate in YouTube videos. This technique is mostly used to describe his personality and his credibility value increases so that he can influence audience trust easily. *"My whole religious journey is I prefer to spend time in the most religious places on earth, I think they are the best places to be"* (minute 3.17). *"I have been all around the world, some of the best countries in the world today are the first-world Muslim nations"* (minute 10.02). *"I had many Muslim friends, I grew up in Lieutenant England which is predominantly Muslim, and England as a whole London has a lot of Muslims"* (minute 16.51). The three sentences used are to explain Andrew Tate's experience. By using this sentence the audience understands that Andrew Tate is an experienced person and his words may contain truth.

Besides that, the ethos persuasive technique also used by Andrew Tate to explain that he is not a Muslim, but he really respects Islam. The topic of discussion in this YouTube video is about Islam while Andrew Tate is a non-Muslim, so this is where Andrew Tate has an interesting point so that he gets more value in his personality. Some of the sentences he used are *"When they ask me which am I make it very clear the religion I have the most respect for Islam"* (minute 3.47). *"Even though I would not identify as a Muslim, I have absolute respect for the ideology, respect for the mentality, respect for the warrior aspect of it"* (minute 19.13).

The last use of persuasive ethos techniques is to convey honesty by Andrew Tate. Even though he is a non-Muslim, he dares to admit that he was previously an atheist and now the good news is that he believes in God. There are three sentences used by Andrew Tate, namely *"This is the thing I will be completely honest with you my friend, I was an atheist for a long time"* (minute 23.58). *"I didn't truly really believe in god until about maybe seven–eight years ago"* (minute 22.04). *"I don't think there is any country on earth worth believing in, I do think it is worth believing in god"* (minute 39.04).

In general, Andrew Tate uses the rhetoric of persuasive techniques by Aristotle (1926) which is divided into three, namely ethos, pathos, and logos. Andrew Tate uses ethos by providing a description of his identity and experiences related to the Islamic religion. Andrew Tate's identity is non-Muslim, but he has high respect for Islam. He is also brave and honest in saying that he was once an atheist. Meanwhile in pathos, Andrew Tate use this technique by giving positive assessment of Islam and negative assessment towards Christianity in Western countries. Like the city of Dubai which is very safe and countries with democracies which are not safe. Thus, Andrew Tate also invites the audience to choose Islam. Then Andrew Tate uses logos to argue that Islam can solve many problems such as degeneration, population decline, ideology and faith, and most of the bad behavior of Western women. Therefore, Andrew Tate persuades the audience to choose and consider Islam as a good religion for the future.

## **B. Discussion**

In this section the researcher discusses the results of the data analysis that was carried out on the YouTube podcast Andrew Tate Exclusive Interview Islam is The Future. This discussion is important to do after analyzing the data in order to answer research questions. Two research questions in this study include what types of persuasive techniques and how these techniques are used by Andrew Tate. In this research, the researcher analyzed 45 data taken from YouTube podcast. The following is the discussion of the results from the data analysis obtained by the researcher.

The researcher only used one object in the form of a YouTube video with the title Andrew Tate Exclusive Interview – Islam is the Future. The results of the research stated that the three of persuasive techniques by Aristotle (1926) have been used by Andrew Tate. Beside, the researcher also stated that the most dominant use of persuasive techniques in the YouTube podcast is the Logos technique.

In the ethos persuasive technique, the researcher has found 11 of the 45 data which is the least used by Andrew Tate. The example of analysis is in datum 1 with the sentence *"My whole religious journey is I prefer to spend time in the most religious places on earth, I think they are the best places to be"*. This sentence was uttered by Andrew Tate at minute 3.17. This sentence is categorized as ethos because it relates to Andrew's character. This sentence describes Andrew's personality who has a choice for spending time in places that have high religious values. Besides that, it also shows Andrew's interest which is marked by

the use of the phrase 'the best place to be'. The function of this sentence is to provide a high level of credibility, therefore the audience believes in the words expressed by Andrew Tate who stated that the most religious places are the best places to be.

Beside, in the persuasive ethos technique the researcher has found 13 of the 45 data. This technique is used by Andrew Tate with sentences that trigger the audience's emotions, such as using negative-positive statements. One example of analysis is datum 8 expressed by Andrew Tate at minute 8.27. "*Muslims have so much respect for themselves that people automatically respect the religion as a whole whereas Christians don't*". This sentence is an utterance that can evoke listeners' emotions because there is a clear comparison between the two religions. Andrew said that Christians do not have much respect for their religion compared to Islam which has a very high level of respect. Therefore, people from outside will automatically follow respect for the religion of Islam. Thus, by providing a comparison as in the sentence, it can be used to regulate the audience's emotions.

Meanwhile in the logos persuasive technique, the researcher has found 21 of the 45 data. This technique is the most dominant technique used by Andrew Tate. In this technique, Andre Tate conveys many logical arguments and analogies to persuade the audience. The example of this technique is in the datum 25. "*I think most both genders especially in the West have forgotten their roles as a whole*". The logos persuasive technique is used in this sentence because the type of sentence at minute 16.36 is an argument. In this sentence, Andrew expressed his opinion about Western society forgetting their respective roles. Because this is

still on the same topic of discussion as the previous sentence, the role context here is women as wives and men as husbands. According to Andrew, this role is no longer used by all genders, both men and women in Western countries. This sentence is Andrew Tate's logical argument. Therefore, this sentence persuades the audience to have the same thoughts as Andrew Tate who considers that men and women in the Western have forgotten their role.

As for the relationship with previous studies discussed by the researcher in the background, this research succeeded in presenting new findings that are different from previous studies. As research by Ginting, Sili and Setyowati (2019) in their research entitled "*The Persuasive Technique Types in Donald Trump's Public Speaking*". Their research has similarities to this research but with different objects and results. Their research has focused on identifying the types of persuasive techniques used in Trump's public speaking. In the discussion of their research explains about how the three types of persuasive techniques are used and the results say that the most frequently used technique is pathos. Meanwhile in this research, the most dominant use of persuasive technique is logos.

Another previous study was conducted by Faiz, Yulianti, and Septiana (2020) in their research "*Trump's Speech about Jerusalem: An Analysis on Persuasive Strategies*". In their research, Trump uses all of the three types of persuasive techniques which are analyzed by researchers through Aristotle's theory (1926). The three of them are pathos which is expressed by demonstrating perceived intelligence, virtuous character, and goodwill. Logos is expressed by factual information about the role of Israel in creating peace. Meanwhile in that

speech, Trump used more pathos expressions. This research has similarities with this previous study, the results of both studies are the same using all of the three persuasive techniques in the research object. Meanwhile, the difference in this research lies in the objects used. In the research of Faiz, Yulianti, and Septiana (2020) the research object was a speech, while in this research the object used was a YouTube podcast.

Furthermore, as a research conducted by Rizal and Hasan (2021) in their research entitled *"Using Rhetorical and Persuasive Techniques: A Political Discourse Analysis of the Victory Speech by Imran Khan"*. Their research focused on exploring expressions that show Imran Khan's ideology after he won the general election in 2018. Furthermore, in the results of their research, they stated that Imran Khan used these three techniques in his speech. Besides that, he also uses a positive portrayal of the *'self'* and a negative presentation of *'others'* in conveying his ideology. This research has similarities with their research in the results of the study which state that all persuasive techniques are used in the research object. However, the differences found in this research are related to the research focus and also the objects used. This research focuses on what types of techniques and how these techniques are used by Andrew Tate in the YouTube podcast *Islam is the Future*.

## CHAPTER V

### CONCLUSION AND SUGGESTION

This chapter presents a conclusion and suggestions dealing with the findings of this research. In this part, the researcher provides conclusions based on the analysis in the previous chapter. Besides that, the researcher also provides research suggestions for the readers.

#### A. Conclusion

In this section the researcher will explain the conclusions from the results of the analysis of persuasive techniques on the YouTube video Andrew Tate Exclusive Interview Islam is the Future. The conclusions of this research are based on research findings and a discussion of types of persuasive techniques and how to use these techniques by Andrew Tate.

The researcher found 45 data from Andrew Tate's YouTube video for analysis using Aristotle's persuasive theory which is divided into three, namely ethos, pathos, and logos. All data is then classified according to the type of persuasive technique used. From the classification results, the researcher revealed that the three techniques were used by Andrew Tate with details: ethos was used 11 data, pathos was used 13 data, and logos was used 21 data.

From the results of data analysis, it is known that the most dominant persuasive technique used by Andrew Tate in the YouTube video Andrew Tate Exclusive Interview – Islam is the Future is logos. This technique is often used by Andrew Tate because he states many reasonable arguments and thoughts. Apart from that, he also acts as an interviewee in the YouTube video.

In the YouTube video, Andrew Tate uses persuasive ethos techniques by providing a description of his personality and identity, especially his religion. For persuasive pathos techniques, Andrew Tate uses positive-negative statements from Islam and Christianity to control the audience's emotions. Meanwhile, in the logos persuasive technique, Andrew Tate provides logical arguments and thoughts to influence the audience to think that Islam is the best religion for the future.

### **B. Suggestion**

In the final part of this research, the researcher provides suggestions based on the results of the analysis. This suggestion is general for readers and future researchers who will conduct research in the same field. The researcher provides suggestions for future researchers to conduct research in the same field but with different data to understand more deeply the persuasive techniques, especially Aristotle's theory (1926). Besides, future researchers can also conduct research with the same data but using a different scope, such as discourse analysis or critical discourse analysis.



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## APPENDIX

No	Minute	Datum	Types		
			Ethos	Pathos	Logos
1.	3.17	My whole religious journey is I prefer to spent time in the most religious places on earth, I think they're the best places to be.	✓		
2.	3.41	A lot of problems with the world today is that the West is lacking faith.		✓	
3.	3.45	I don't like being around, I don't like being in agnostic or atheistic societies anymore, I try to avoid them if possible.	✓		
4.	4.37	When they ask me which am I make it very clear the religion I have the most respect for Islam.	✓		
5.	7.00	Islam fixes a lot of the problems that men are currently facing.			✓
6.	7.26	So I guess I am an orthodox Christian but If I had to bet on one religion as if I were betting on the stock market for the future, you have to bet on this.	✓		
7.	8.11	Let me given analogy. If you don't respect your own house, if you walk into somebody's house and it mess, you are not gonna worry about making a mess or about cleaning up after yourself or leaving a cup on the coffee table, right? But if you walk into someone's house and it is pristine then you are gonna by very very concerned about making a mess.			✓
8.	8.27	Muslims have so much respect for themselves that people automatically respect the religion as a whole whereas Christians don't.		✓	
9.	9.03	What does Christianity mean very very little, what's it going to mean in 100 years? Nothing.		✓	
10.	10.02	I have been all around the world, some of the best countries in the world today are the first world Muslim nations.	✓		
11.	10.10	You can go to Qatar, you can fall asleep with a million of dollars on your lap in the middle of the street nothing's going to happen.			✓
12.	10.16	If you go to Saudi Arabia, USA, nothing they leave their cars parked with the kids inside, it is so safe.			✓
13.	11.12	It is kind of interesting to me that the		✓	

		Western democracies have always sold the lie that you safe from the government.			
14.	11.19	If it is a democracy well that's not true, that's been proven in real time recently, right? Canada has proved that Australia's proved that America's prove that.		✓	
15.	11.38	You are not safe under a democracy so we can remove that element, the whole idea that they are not democratic because democracy doesn't provide anything or help anything in terms of safety from the government		✓	
16.	11.48	What a democracy does do is cause so much fraction and so much disintegration among the society.		✓	
17.	11.12	So like the West is broken on so many levels.		✓	
18.	11.23	I think a lot of people think that Muslim countries are dangerous because of a lot of the war in the Middle East.			✓
19.	11.27	The war in the Middle East is propagated by the West anyway, that's again, that's America's fault. So yeah, you know it is a crazy really.		✓	
20.	11.47	It is amazing like Dubai is the least racist place on the planet, I think 90% of the people there from other places			✓
21.	13.59	It is amazing that you have a city which is statically safe with all these different people from all these different places			✓
22.	14.46	Dubai tries very very hard to prevent degeneracy while also allowing people from all around the world to come live in safety and work hard, and make a good life for themselves, and they have done it all under the guise of Islam.			✓
23.	15.46	We have population problem in the West, they have none of the population problems.		✓	
24.	15.11	Because Islam keeps society in the role where women obey their men.		✓	
25.	16.36	I think most both genders especially in the West have forgotten their roles as a whole.			✓
26.	16.51	I had many Muslim friends. I grew up in Lieutenant England which is predominantly Muslim and England as a whole London has a lot of Muslims.	✓		
27.	18.05	I think a lot of Western women act so degenerate and they don't do it because			✓

		they are evil.			
28.	18.10	Evil, they are doing it because they are trying to find happiness and they can't find it			✓
29.	18.25	Now we are in a situation where in the West a man can't find a wife worth having.			✓
30.	18.41	It is really interesting how society is degraded and it is all started at the bottom.			✓
31.	18.45	It is very hard to find a humble woman who's modest, who wants to have many children for a man she obeys and respects in the Western world outside of Islam			✓
32.	19.05	So if you are going to talk about a belief system that fixes issues, you need to go to Islam and it fixes everything		✓	
33.	19.13	Even though I would not identify as a Muslim, I have absolute respect for the ideology, respect for the mentality, respect for the warrior aspect of it	✓		
34.	19.59	Christianity are not benefiting society anymore because no one's listening		✓	
35.	20.36	My life philosophy, if you don't have balls to fight and defend an idea then you don't have an idea		✓	
36.	20.57	If I say two plus two is four and someone comes along and says two plus two is five and he is about to hit me and I am scared of him, then he becomes right.			✓
37.	21.06	If you are not prepared to defend an idea you don't have an idea, so if you are not prepared to defend the faith you don't have faith.			✓
38.	22.25	I mean you have to be like a real top-shelf, top-tier man to make sure that you can get through life in the Western world without either being embarrassed by a female, cheated on by a female, to still enjoy the company of females to not have anyone try and take you to court or destroy you		✓	
39.	22.58	I know a bunch of guys who are Christian and they go to the church, and their Christian wives cheat on like the church ain't going to save you. There is no faith, there is nothing there.			✓
40.	23.58	This is the thing I will be completely honest with you my friend, I was an atheist for a long time.	✓		
41.	24.04	I did not truly really believe in god until about maybe seven eight years ago.	✓		

42.	29.50	I think the fem-centric societies of the West have convinced men that we should have one woman and one woman only.			✓
43.	31.25	I just think it is natural human nature to enjoy the company more than one female or I think if you are a man of means you could easily have more than one wife			✓
44.	36.39	I think the Western world is so degenerate because they are not allowed to live out their natural male in instinct, they are not allowed to live out their masculine instinct.			✓
45.	39.04	I don't I don't think there is any country on earth worth believing in. I do think it is worth believing in god.	✓		

## CURICULUM VITAE



Fitria Amirotus Sayyida was born in Malang on March 21, 2001. She graduated from Bahrul Ulum Islamic High School, Tajinan, Malang. During high school, she participated in intra-school student organizations for two periods. In the first period she was elected to be a deputy chairman of the organization and in the second period she became main treasurer. In 2019, she continued her education at Universitas Islam Negeri Maulana Malik Ibrahim Malang to complete her undergraduate degree in the Department of English Literature and finished in 2023. Finally, she expected that her thesis entitled "Persuasive Technique in the Youtube Podcast Islam is the Future" become a contribution to the world of education.