

# **PERSUASIVE TECHNIQUES OF INDONESIAN NATIONAL FOOTBALL TEAM IN RALLYING CALL**

**THESIS**

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# **PERSUASIVE TECHNIQUES OF INDONESIAN NATIONAL FOOTBALL TEAM IN RALLYING CALL**

## **THESIS**

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**2025**

## STATEMENT OF AUTHOR

I state that the thesis entitled "**Persuasive Techniques of Indonesian National Football Team in Rallying Call**" is my original work. I do not include any material 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 of that.

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## APPROVAL SHEET

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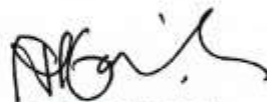
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## MOTTO

“No one knows the fate of humans, as long as they are still human, never underestimate humans”

*“Tidak apa-apa tidak ahli pelajaran kimia, mana tahu nanti bearnya jadi sastrawan. Tidak apa-apa tidak jago matematika, mana tahu besarnya nanti malah jadi seniman. Tak sehebat orang lain tidak apa-apa. Tak juara juga tak mengapa. Asal kita tau apa yang benar-benar kita sukai.”*

-Boy Candra-

*“Hidup bukan saling mendahului, bermimpilah sendiri-sendiri”*

-Hindia-

## **DEDICATION**

I proudly dedicate this thesis to my beloved parents, to my first love, ayah Catur Sutejo and to my heavenly gate, ibu Rokhmah Utami, who played a very important role in the process of completing my thesis.

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provide invaluable prayers, love, encouragement, moral and material support. Thank you for all your sacrifices and unending love.

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I realize that this thesis is far from perfect, therefore, constructive criticism and suggestions are very much expected for future improvements. Finally, I hope that this thesis can provide benefits for readers and become a charity for all those who have helped.

Malang, 3 June 2025

The Researcher

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## ABSTRACT

**Khumairo, Betha.** (2025). *Persuasive Techniques of Indonesian National Football Team in Rallying Call*". Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor: Dr. Hj. Galuh Nur Rohmah, M. Pd, M. Ed.

*Keywords: Persuasive Techniques, Rallying Call, Football*

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This study aims to analyze the persuasive techniques used by Indonesian national football team players in rallying calls during press conferences. It examines the types and functions of persuasive techniques used in rallying calls in the Indonesian national team press conference. The data source is a press conference uploaded on KompasTV and Kompas.com Youtube channel. The data consist of rallying call utterances by Indonesian national team players. This research employs a descriptive method in analyzing the data. The data is collected from the transcript of the press conference held before the match in the third round of AFC Qualifiers 2024. Using Aristotle's rhetorical theory, the analysis shows that *pathos* is the most dominant persuasive technique, used 17 times, followed by *ethos* 12 times, and *logos* which only appeared once. The use of *pathos* reflects players' efforts to evoke emotion and solidarity among supporters through emotional appeals. *Ethos* is used to establish credibility and demonstrate the team's preparedness, while *logos*, through limited, provides logical arguments related to game strategy. This study highlights the significance of persuasive techniques in sports communication, a particular how players engage and motivate supporters through effective messaging. The limitation of this study is that it does not analyze the persuasion techniques used by the coach due to limitations in understanding the language used by the coach, which is Korean. Therefore, for future researchers, it is suggested to expand the analysis to explore the use of persuasive techniques in all speakers in press conference to determine the effectiveness of the use of persuasive techniques.

## مستخلص البحث

حميرة، بيطا. (٢٠٢٥). الأساليب الإقناعية في حشد نداء المنتخب الإندونيسي لكرة القدم. رسالة جامعية. قسم الأدب الإنجليزي، كلية العلوم الإنسانية، جامعة إسلام نيجيري مولانا مالك إبراهيم مالانج. المشرف: د. الحاج. جالوه نور رحمة، ماجستير في الأدب، ماجستير في الأدب.

الكلمات الأساسية: أسلوب الإقناع، الدعوة الحماسية، كرة القدم

يهدف هذا البحث إلى تحليل الأساليب الإقناعية التي يستخدمها لاعبو المنتخب الإندونيسي لكرة القدم في حشد النداءات خلال المؤتمرات الصحفية. يدرس هذا البحث أنواع ووظائف تقنيات الإقناع المستخدمة في الدعوة إلى الوحدة في المؤتمر الصحفي للمنتخب الإندونيسي. مصدر بيانات هذا البحث هو المؤتمر الصحفي الذي تم تحميله على قناة KompasTV و Kompas.com على يوتيوب. البيانات الواردة في هذه الدراسة في شكل ألفاظ النداءات الجماعية للاعبين المنتخب الإندونيسي. ويستخدم هذا البحث المنهج الوصفي في تحليل البيانات. جُمعت البيانات من نصوص المؤتمرات الصحفية التي عُقدت قبل المباريات في الجولة الثالثة من تصفيات آسيا 2024 أظهرت نتائج التحليل باستخدام النظرية البلاغية لأرسطو أن أسلوب الشفقة هو الأسلوب الأكثر هيمنة حيث تم pathos ١٧ مرة، يليه أسلوب ethos ١٢ مرة، ثم أسلوب logos مرة واحدة فقط. ويعكس استخدام أسلوب الرثاء محاولات اللاعبين لإثارة العاطفة والتضامن بين المشجعين من خلال إبراز النداءات العاطفية، بينما تعمل الروحانيات على ترسيخ المصداقية وإظهار استعداد الفريق. وعلى الرغم من أن الشعارات تُستخدم في سياق محدود، إلا أنها تعمل على تقديم حجج منطقية فيما يتعلق باستراتيجية اللعبة. يوفر هذا البحث نظرة ثاقبة لأهمية تقنيات الإقناع في السياق الرياضي، فضلاً عن تسليط الضوء على كيفية تحفيز اللاعبين وحشد الدعم من المشجعين من خلال التواصل الفعال. ويتمثل القصور في هذه الدراسة في أنها لا تحلل استجابة الجمهور لتقنيات الإقناع المستخدمة والتي تهدف إلى معرفة مدى فعالية استخدام هذه التقنيات. ومن المتوقع أن تكون هذه النتائج مرجعاً للبحوث المستقبلية في مجال التواصل الإقناعي في مجال الرياضة، فضلاً عن تقديم رؤى للفرق في تصميم استراتيجيات تواصل أكثر فعالية لزيادة الدعم من الجمهور.

## ABSTRAK

**Khumairo, Betha.** (2025). *Persuasive Techniques in Rallying Call of Indonesian National Football Team*. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor Dr. Hj. Galuh Nur Rohmah, M.Pd., M.Ed.

*Kata Kunci: Teknik Persuasif, Rallying Call, Sepak Bola*

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Penelitian ini bertujuan untuk menganalisis teknik persuasif yang digunakan oleh para pemain tim nasional sepak bola Indonesia dalam menggalang seruan selama konferensi pers. Penelitian ini mengkaji jenis dan fungsi teknik persuasif yang digunakan dalam seruan dalam konferensi pers tim nasional Indonesia. Sumber data berupa konferensi pers yang diunggah di kanal Youtube KompasTV dan Kompas.com. Data penelitian ini berupa tuturan-tuturan rallying call yang diucapkan oleh para pemain timnas Indonesia. Penelitian ini menggunakan metode deskriptif dalam menganalisis data. Data dikumpulkan dari transkrip konferensi pers yang diadakan sebelum pertandingan pada putaran ketiga Kualifikasi AFC 2024. Dengan menggunakan teori retorika Aristoteles, hasil analisis menunjukkan bahwa pathos merupakan teknik persuasif yang paling dominan, digunakan sebanyak 17 kali, disusul ethos sebanyak 12 kali, dan logos yang hanya muncul satu kali. Penggunaan pathos mencerminkan upaya para pemain untuk membangkitkan emosi dan solidaritas di antara para pendukung melalui seruan emosional. Ethos digunakan untuk membangun kredibilitas dan menunjukkan kesiapan tim, sementara logos, secara terbatas, memberikan argumen logis yang berkaitan dengan strategi permainan. Studi ini menyoroti pentingnya teknik persuasif dalam komunikasi olahraga, khususnya bagaimana para pemain melibatkan dan memotivasi para pendukung melalui pesan yang efektif. Keterbatasan dari penelitian ini adalah tidak menganalisis teknik persuasi yang digunakan oleh pelatih dikarenakan keterbatasan dalam memahami bahasa yang digunakan oleh pelatih, yaitu bahasa korea. Oleh karena itu, bagi peneliti selanjutnya, disarankan untuk memperluas analisis dengan mengeksplorasi penggunaan teknik persuasi pada seluruh pembicara dalam konferensi pers untuk mengetahui keefektifan penggunaan teknik persuasi.

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## **CHAPTER 1**

### **INTRODUCTION**

In this chapter, the researcher discusses the research background, research questions, significance of the research, scope and limitations, and definition of key terms.

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

Persuasion is an important aspect of verbal communication in everyday life. Persuasion is a language skills are necessary for effective verbal communication (Krishnan et al., 2021). However, persuasion an intriguing issue that has yet to be fully resolved for many years (Sarwar, 2022). According to Oktiani & Putri (2023), persuasion is defined as any form of discourse that can influence a person's behavior, emotions and thoughts. In other word, the main goal of persuasion is to convince someone to do what the speaker intends. To achieve this goal, effective persuasive techniques are certainly required. These techniques can be applied across various fields, such as advertising, politics, speeches and more. This indicates that speeches are delivered to an audience on different occasions with specific objectives to be achieved (Oktiani & Putri, 2023).

This phenomenon highlights an interesting aspect of persuasive techniques used in rallying calls during press conferences. Press conferences are public forums organized for media purposes and are often considered ideal platforms for delivering speeches (Villegas, 2020). In press conferences held prior to a match, speakers often aim to convince of their team's preparedness for the upcoming game.

This aligns with the view of Kennedy & Hills (2009), who state that the narratives constructed during pre-match press conferences can enhance public interest in the event or match.

In press conferences, rallying calls often emerge as part of the speaker's statement to build team confidence, persuade, convince the audience, and garner support from both the public and the media. To effectively deliver their message, speakers typically employ various persuasive techniques aimed at influencing the audience. Moreover, when a team is preparing to compete in a major competition, the strategies are often strengthened to create a more powerful and lasting impact.

One of the prestigious events that set provides a platform for national teams across Asia is the Asian Football Confederation (AFC) Qualifiers. In this competition, Indonesia faces a significant challenge as it competes against countries with strong reputation in the world of football, such as Japan, Bahrain, China, Saudi Arabia and Australia. Therefore, this research aim to analyze the persuasive techniques used by the Indonesian national team to convince the public and media that they are capable of competing with these top-tier football nations.

For example, during a press conference, Justin Hubner, one of the Indonesian national team players, stated, *"I think Australia is a strong country, so we are not scared of anyone, we all fight tomorrow"*. The statement demonstrates Justin's attempt to influence the audience's emotions by expressing his team's fearlessness in facing strong opponents. His words, *"we all fight tomorrow"* serve as a form of rallying call intended to inspire courage and unity within the team. This



is consistent with Ghasemi (2020) observation that speakers frequently utilize emotional language and persuasive techniques and to capture attention and persuade their audience.

This research analyzes the persuasive techniques used employed in the rallying calls of Indonesian national team during pre-match press conferences, which serve as a crucial component of their overall speech. According to Pedersen (2017), communication within the context of sports can be used to motivate, shape perceptions and inspire audiences. Considering that press conferences are designed to convince media of the speaker's message, the study of persuasive techniques within this setting is both relevant and appropriate.

The purpose of this research is to identify the persuasive strategies used in the Indonesian national team's rallying call during press conferences, analyzed through the lens of Aristotle's rhetorical theory. This theory is highly relevant in the field of communication. Therefore, rhetorical skills are essential for effectively for persuading an audience (Krishnan et al., 2021). Persuasion is often associated with the emergence of rhetoric, these two aspects are considered as an integral part of one unit due to the speaker's intent to influence their audience (Yulia, 2023).

This research uses several previous studies as a reference for knowledge about Aristotle's rhetoric. Some researchers who use the object of public speech are as follows: Ghasemi (2020), Nurkhamidah et al. (2021), Sarwar (2022), Yulia (2023). These four studies intend to explore how Aristotle's rhetoric is used to convince the audience in his speeches, the four studies show the results of the more

frequently used rhetorical elements. The study Okeke (2022), aimed to investigate the rhetoric used by renowned Christ Embassy preacher, Chris Oyakhilome in two selected sermons. The results of this study showed that Chris Oyakhilome used all elements of rhetoric to build a connection with his congregation. Next, the study Oktiani & Putri (2023) focused on persuasive strategies used by selected UNICEF speakers, including RM, Jin, Millie, Bobby Brown and David Beckham, the results of this study show that 49 data were identified using persuasive strategies. These studies have similarities in the discussion of public speeches in research topics.

The following previous studies also share a similar focus, namely analyzing persuasive techniques using Aristotle's rhetorical theory. The research was conducted by Krishnan et al. (2021), Mohamad (2022), and Torto (2020), among others. Research by Krishnan et al. (2021) analyzed how the three elements of Aristotle's rhetoric are used in evaluating new graduate job interviews amid the COVID-19 pandemic online. According to Mohamad (2022) examines the use of rhetoric in abstract writing in English as a Native Language (ENL) and English as a Second Language (ESL). Sayyida (2023) research, analyzes a topic that focuses on how Andrew Tate uses persuasive language in a podcast that discusses "Islam is the Future" is interspersed with discussions of orthodox Christianity adopted by western groups. Torto (2020) analyzed advertising texts in the media in Ghana by applying Aristotle's rhetorical theory. This research explores how writers apply rhetorical elements to their advertisements.

From several studies that have been mentioned, there are several similarities with this research, including the similarity of the topic of persuasion and the use of

Aristotle's rhetorical theory. However, this research has a difference with previous studies, namely the object used. Some of the studies that have been mentioned include using rhetoric to analyze presidential speeches, job interview evaluations and analyzing written texts. There is still a need for in-depth exploration on the topic of persuasive techniques used in the context of sports, especially football. This is because football is one of the most globally popular sports in the world and holds considerable influence on society (Dobrowolski et al., 2020).

This research is based on the assumption that persuasive techniques in rallying calls have different characteristics from those used in other formal speeches. This is because football matches involve emotions and competitive spirit. Supported by the statement that emotions in sports are not just a response to an event (Rumbold et al., 2022). This shows the role of rhetoric as a crucial element of effective communication (Okeke, 2022), especially in football, where players or speakers must strategically employ persuasive techniques to persuade and inspire confidence in their fans ahead of a match.

## **B. Research Questions**

Based on the background above, the relevant problem formulation is as follows:

1. How do Indonesian national football players perform persuasion during rallying call?

## **C. Significances of the Study**

The results of this study are expected to be useful theoretically and

practically. Theoretically, this research contributes to the field of pragmatics focuses on the topic of persuasive techniques. This research provides some facts to readers, especially for the team in designing a more effective communication strategy to increase support from the audience. Practically, this research is useful for readers to be able to find out effective strategies used in persuading and convincing audiences. This research is also expected to be useful for readers, especially linguistic students to enrich the collection of literature and also as a support to learn more about the analysis of persuasion techniques.

#### **D. Scope and Limitation**

The scope of this research is pragmatics, in the form of analyzing the persuasive techniques used in rallying calls in football pre-match press conferences which aims to invite and motivate its audience and how the language influences and invites the audience in accordance with what is said using Aristotle's rhetoric theory. The limitation of this research is that it only focuses on persuasive techniques used by the Indonesian national team in press conferences in the third round of the 2024 AFC Qualifiers, and does not cover the entire third round that took place in 2025. In addition, this research does not cover the entire press conference, because some of the required data is not available on the selected YouTube channel. This research also only analyzes the persuasive language used by players, given the limitations in understanding the language used by the Indonesian national team coach, which is Korean.

## **E. Definition of Key Terms**

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

### **1. Persuasive techniques**

Persuasion techniques are ways that speakers use to carry out a process of convincing, influencing and changing someone's behavior (Sayyida, 2023). In this study, persuasion technique is a strategy used by football players on rallying calls in pre-match press conferences.

### **2. Rallying call**

Rallying call is a word, phrase, or belief that motivates individuals to unite and take action in support of a particular group (Collins Dictionary, n.d.). In this study, rallying call are defined as statements or phrases used by Indonesian national football players during press conferences to boost team spirit and inspire supporters ahead of matches.

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

This chapter contains the theory used to support the analysis in this research. It contains pragmatic, persuasion, Aristotle's rhetoric which consist of three techniques, namely ethos, pathos, and logos.

#### **A. Pragmatics**

Pragmatics is a study that focuses on how language is used to understand meaning in a social context. Some scientist express different opinions regarding the definition and meaning (Irawan, 2021). According to Kreidler (1998), Pragmatics is a branch of linguistics that studies meaning. In pragmatics not only understand the words spoken, but also the meaning that arises from the interaction between speakers and listeners. Likewise, according to Yule (2014), pragmatic is the study of how listeners interpret the meaning said by speakers. Yule also explains that speakers must pay attention to the context of time, place and interlocutors so that listeners can help infer the meaning of what speaker said.

Pragmatics is a linguistic study that explores the influence of word choice and the driving factors in language choice used in social interaction on listeners Hakim (2022). Abdulameer emphasizes that pragmatic is a branch of science that discusses the use of language in contexts that affect meaning (Irawan, 2021). From this statement, it shows that when we talk about what we want, we unconsciously have to obey social rules. Therefore, Pragmatic emphasizes the concept of how

language is understood to influence the perception and response of the listener which is an important foundation in persuasive communication.

## **B. Persuasion**

Persuasion is a key part of communication. Persuasion is an important part of everyday life. Persuasion communication is needed, because the main purpose of persuasion is to convince someone so that they change their thoughts, attitudes and behavior (Sarwar, 2022). Keraf adds that persuasion is a verbal art that aims to convince listeners to do what the speaker says, either at present or in the future (Oktiani & Putri, 2023). Persuasion is often used in various types of communication, such as speeches, religious lectures, campaigns and daily communication. In addition, persuasion is also found in text media such as posters and advertisements. Aristotle (2008) argue that persuasion is similar to demonstration. Someone will believe more easily when something is demonstrated.

Persuasion can take the form of an invitation to someone by offering arguments with the intention of proving that the opinion he says is correct, without coercion. Thus, the main goal of persuasion is to change someone's behavior and way of thinking by convincing them. Unlike written communication, oral presentations require short sentences and careful word choice (Wysocki & Fyke, 2013). Wysocki and Fyke (2013) emphasize that the speaker must be able to evoke emotions appropriate to the occasion. The persuader's job, then, is to make the listener believe in them and their ideas. Understanding persuasion can help us make the best decisions (Ariadini, 2024).

### **C. Aristotle's rhetoric**

Aristotle's rhetoric is a theory of communication that centers on how one uses something to achieve persuasion. Aristotle defined rhetoric as the field of convincing, which has great implications (Ghasemi, 2020). Persuasion is the main key of rhetoric which lies in the way a person speaks. So, there is a close relationship between rhetoric and the techniques used to persuade which is commonly called persuasion. In general, a technique is a method or way of doing something to achieve a goal. The understanding between technique and strategy is closely related. There are many types of strategies, one of which can be found in communication activities which are often called communication strategies. Communication strategy is the effort of two interlocutors who provide reciprocity aimed at agreeing on meaning in situations where the required meaning structure does not seem to be shared (Sayyida, 2023).

Aristotle is the most persuasive rhetorician. Aristotle also considered a person who has the ability to understand persuasion strategies to be a rhetorician. It is considered as expertise in creating available means of persuasion to achieve something (Ghasemi, 2020). In persuading audiences, it takes the power of rhetorical skills to attract their attention (Nurkhamidah et al., 2021). Even someone who will only convey something true and honest needs the tool of persuasion, namely rhetoric. Although not able to convince everyone, the rhetorician has full control in how he acts because he can use all available persuasion resources (Ghasemi, 2020). Rhetoric theory is the same science as dialectics (Aristotle, 2008; Sayyida, 2023). Aristotle explains that the function of rhetoric is to distinguish



between existing and apparent means of persuasion, and dialectic is to distinguish between existing and apparent syllogisms. Syllogism is defined as a logical form of argument.

Aristotle identified three artistic proofs of rhetoric used in the persuasion process, namely ethos, pathos, and logos. These three elements are known as the triangle formula (Sarwar, 2022). These three elements have different functions in supporting persuasion efforts, namely ethos which sees the appeal of the character, person and position of the speaker, pathos which sees the appeal of the speaker from the emotional and how they put the audience in a particular situation, and logos is the appeal of the speaker seen from how they show real evidence and use logic in reasoning their arguments.

## **1. Ethos**

*Ethos* is a persuasion method that is closely related to the character, ethics and credibility of the speaker. Ethos describes how a speaker projects his character, such as trustworthiness and credibility in his audience (Krishnan et al., 2021; Nurkhamidah et al., 2021). Listeners not only assess the content of the facts conveyed, but also consider who is conveying these facts (Sayyida, 2023). Therefore, in addition to conveying information in a persuasive manner, the speaker must also pay attention to his appearance in front of his audience (Wysocki & Fyke, 2013). The attitude and character of the speaker will affect the audience's response. A person tends to be more receptive to messages from speakers who are considered to have a good personality. In an ethos context, a person's good character can be

reflected in the style of language used. The language used by the speaker must be appropriate to the situation, values, and background of the audience (Mohamad, 2022). Therefore, it is important for speakers to present themselves as a person of honor and integrity, so as to build trust from the audience in the message they convey.

One example of the uses of *ethos* can be found in the statement “*My name is RM, the leader of the group BTS. Two years ago here, I asked your name. I urged you to let me hear your voice. And I let myself be filled with imagination. As a boy from the small city of Il San in Korea, as a young man standing at the U.N. General Assembly, as a global citizen of this world*”. This example demonstrates that the speaker employ *ethos* to establish his credibility as a Goodwill Ambassador in addressing global issues. By referencing his identity, background, and current role, the speaker positions himself as a trustworthy and authoritative figure. The function of *ethos* in this context is to persuade the audience by reinforcing the speaker’s qualifications and moral character. His credibility enhances the message’s impact, encouraging the audience to believe in and follow his call for action. As a respected public figure with a positive image, his words carry greater influence, making his message more compelling and worthy of consideration.

## **2. Pathos**

*Pathos*, in the context of Aristotle's rhetoric, is defined as an allure or emotion that becomes a force in persuasive messages to attract audiences to take action (Torto, 2020). Krishnan et al., (2021) added that *pathos* is an appeal that can

convince the audience to agree with the speaker's words. Simply put, pathos is a persuasion technique that utilizes emotions in shaping messages. So, according to Aristotle, in using pathos, the speaker must understand the speaker's emotions (Sarwar, 2022). According to Aristotle (2008), this is because when our emotions are aroused, our responses when happy and hurt will be different. Pathos allows speakers to connect emotionally with their audience. Pathos is the strategy that can persuade and influence the audience's trust the most (Ghasemi, 2020). Therefore, pathos refers to emotions or feelings that can lead to a consequence. It can have a rhetorical impact on the audience's decision to take action (Torto, 2020).

One example of the uses of *pathos* can be found in the statement *“They’re still struggling in the darkness; wrestling with fear, with insecurity. Bullying and online threats are never harmless, never just words. It puts children’s mental health at risk. It causes stress, and in the most extreme cases - and in areas around the world where conflict and violence are daily threats - it can lead to self-harm, sickness. And even suicide.”* In this passage, the speaker appeals to the audience’s emotion in accordance with the purpose to be conveyed. By describing the psychological struggles faced by the children, such as fear, insecurity, and risk of self-harm, the speaker evokes empathy and concern. The speaker also uses emotions through his experience to describe these emotions. So the use of this technique serves to connect emotions between the speaker and the listener.

### **3. Logos**

*Logos*, in Greek has a plural meaning that refers to the words that make up

a discourse (Torto, 2020). In the context of rhetoric, logos is a persuasive appeal used to convince the audience through reasoning or logic. Krishnan et al., (2021) emphasize that the power of logos is based on the extent of knowledge possessed by the speaker as well as the delivery method that shows his intelligence.

In conveying reasoning, the speaker needs to summarize relevant evidence. One way to apply the appeal of logos is by presenting supporting data such as facts, statistics and figures (Mohamad, 2022). Thus, the argument presented can be proven rationally and becomes difficult to refute. In addition, in order for the audience to easily understand the information conveyed, the speaker must have the ability to convey the information in a detailed and easy-to-understand manner. According to Aristotle, the most valid way of persuasion is realized through rational discussion (Ghasemi, 2020). However, using logos alone to convince is not enough, it is also necessary to use two other persuasion principles, namely ethos and pathos.

One example of the use of logos technique can be found in the statement *“That is the message of ‘Love Myself’ we talked about for three years. It’s the message in the lyrics of our song Dynamite: I’m diamond, you know I glow up.”* In this sentence, the speaker explains the events that actually happened in his speech. The speaker also explains another fact that he invites the listeners of his song to believe that the diamond in question is themselves. This shows that the use of logos by providing information about something can persuade listeners.

## **CHAPTER III**

### **RESEARCH METHOD**

This chapter describes the methods applied in this study. This section includes important points such as research design, data and data source, research instrument, data collection and data analysis.

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

This research design uses a qualitative descriptive method to analyze the persuasive techniques used by the players of the Indonesian national football players during press conferences. The qualitative descriptive method is selected because it allows for in-depth exploration of the intricate nature of persuasive communication in sports. This method can provide a specific and systematic explanation related to the object under study. Therefore, this research uses this method to answer the formulation of the problem developed. As a result, the researcher examined and evaluated the data thoroughly in an effort to provide a comprehensive explanation of the phenomenon.

#### **B. Data and Data Source**

This research utilizes data in the form of utterances containing elements of persuasion. The data were obtained from transcripts of utterances delivered by players of the Indonesian national football team during press conferences that exhibited persuasive techniques. The primary source of data for this research is the YouTube platform, specifically videos uploaded by the KompasTV and

Kompas.com Youtube channels. These channels were selected because they are credible and trusted national news media in Indonesia. Moreover, KompasTV and Kompas.com consistently cover sports news, including football press conferences.

The videos analyzed in this study are recordings of press conferences uploaded between September and November 2024, coinciding with the third round of the AFC Qualifiers, in which the Indonesian national team participated. In this round, the Indonesian national team competed against four countries: Australia, Bahrain, Japan and Saudi Arabia. The analyzed videos can be accessed through the following Youtube links:

1. Pre-match press conferences Indonesia vs Australia uploaded on September 9, 2024. [https://youtu.be/yxf55Z02YiU?si=k\\_bgWzj4DQVPPXZ8](https://youtu.be/yxf55Z02YiU?si=k_bgWzj4DQVPPXZ8)
2. Pre-match press conferences Indonesia vs Bahrain uploaded on October 10, 2024. <https://youtu.be/A0TMNFUdGjQ?si=7NknrFk93LGuG5RT>
3. Pre-match press conferences Indonesia vs Japan uploaded on November 14, 2024.  
[https://www.youtube.com/live/DtU2M\\_Igw4s?si=YLyMTPpnFpIewEh1](https://www.youtube.com/live/DtU2M_Igw4s?si=YLyMTPpnFpIewEh1)
4. Pre-match press conferences Indonesia vs Saudi Arabia uploaded on September 18, 2024. [https://www.youtube.com/live/dGQ7BqmxX4?si=\\_0xMhU-rcz0qpm-C](https://www.youtube.com/live/dGQ7BqmxX4?si=_0xMhU-rcz0qpm-C)

### **C. Research Instrument**

In this study, the researcher acted as the main instrument (Creswell, 2013). This approach aligns with the characteristics of qualitative research, where

researchers not only collect data but also in plan actions, analyze, and interpret the research results. The researcher collected data to analyze the persuasive techniques in rallying call used by the Indonesian national team in the pre-match press conferences uploaded on the KompasTV and Kompas.com Youtube channels. Subsequently, the researcher answered the research questions independently.

#### **D. Data Collection**

In the process of data collection in this study, the researcher followed several stages as outlined below. In the first stage, the researcher accessed the @Kompas TV and @Kompas.com Youtube channels as the primary data sources. In the second stage, the researcher downloaded and watched the pre-match press conference videos. In the third stage, the researcher listened to the rallying call utterances spoken by Indonesian national football players during the press conference. Then, the researcher took notes and highlights utterances that containing persuasive techniques. Additionally, the researcher utilized automatic transcripts on Youtube to help with any word or sentences that were unclear. Finally, the researcher organized the data systematically according to the research questions.

#### **E. Data Analysis**

After the data were collected, the researcher analyzed the data into several stages. In the first stage, the researcher classifies the types of persuasive techniques used in the rallying call during the press conference. The researcher classifies the types of persuasive techniques based on Aristotle's theory (1954). After classifying

the types of persuasive techniques, researchers analyzed the function of persuasive techniques applied to the utterances spoken by football players. Each utterance was categorized based on these techniques to understand how they function in the context of rallying calls. The next stage involved analyzing the data that had been classified. Finally, the researcher presents the findings and conclusions of the study and provides suggestions for researchers who will conduct research in the same field.



## **CHAPTER IV**

### **FINDINGS AND DISCUSSION**

This chapter present the data analysis of persuasive techniques used in rallying calls of the Indonesian national football team, using Aristotle's rhetorical theory as the basis of analysis. This research was conducted to answer two research questions. The first question, concerns types of persuasive techniques employed in rallying calls by the Indonesian national football team, while the second question is explores the functions of these techniques in rallying calls used by the Indonesian national football team. This chapter is divided into two main sections: *Findings* and *Discussions*. The findings section outlines the result obtained from the data, and the discussion section provides analysis and interpretation of these findings.

#### **A. Findings**

In this study, several utterances delivered by the Indonesian national team players during press conference were analyzed as part of their rallying calls. The researcher selected 18 utterances that contain elements of rallying call and reflect the use of persuasive techniques. Data collection was carried out by identifying relevant utterances made during press conferences held between September and November 2024. The selected utterances represent various aspects of rallying calls and persuasive techniques, as interpreted Aristotle's rhetorical theory. Furthermore, the collected data were categorized based on the type and function of persuasive techniques identified.

In this study, rallying call utterances were obtained from press conference videos of the Indonesian national team prior to match against four countries: Australia, Bahrain, Japan, and Saudi Arabia. These videos were uploaded to the Youtube platform between September and November 2024. The researcher conducted an analysis focusing on three main rhetorical aspects: *ethos*, *pathos*, and *logos*. The results of the analysis identified 19 utterances that qualified as rallying calls and employed persuasive techniques, consisting of 12 using *ethos*, 17 using *pathos*, and 1 using *logos*. The analysis was conducted chronologically based on the publication dates of the videos, beginning in September to November 2024.

*Table 4.1 types of persuasive techniques*

No.	The types of persuasive techniques	Frequencies
1.	Ethos	12
2.	Pathos	17
3.	Logos	1
<b>Total</b>		<b>30</b>

### **Datum 1**

In this datum, the context is when the host asks a question about the opinion of the coach and players about the match against Australia which will take place tomorrow.

#### **Player 1:**

*“I think Australia is a strong country, so **we are not scared of anyone. We all fight tomorrow**”* (minutes 03:14)

In datum 1, the sentences “*we are not scared of anyone*” and “*we all fight*

*tomorrow*” exemplify the use of persuasion technique **pathos**. The players use emotional appeals to inspire the audience to take action. For example, the phrase “*not scared of anyone*” reflects the courage of the players and shows that the team is not intimidated, even when facing strong opponents. It shows that the speaker’s confidence in his utterance. Furthermore, the phrase “*we all fight tomorrow*” emphasizes the team's commitment and fighting spirit ahead of the match. This utterance highlights the courage and determination of the Indonesian national team as they prepare for the upcoming match.

The function of the persuasion technique **pathos** in the sentence “we are not scared of anyone” is to show the team's confidence in facing their opponents in the match. The use of pathos in this utterance aims to create emotional involvement between the players and the audience. This is further emphasized by the use of the word ‘we’ in the sentence “*we all fight tomorrow,*” which allows the audience to feel the same spirit as the speaker and encourages them to support to the Indonesian national football team.

## **Datum 2**

The context of this datum is a question from one of the journalists addressed to the player regarding the development of the Indonesian national team since their last encounter, which took place following Australia’s victory over Indonesia.

Player 1:

*“Now the dev was really good in the team, we feeling really good and we are really confident to beat Australia tomorrow, so we are not scared of anyone now”*  
(minutes 17:13)

In datum 2, the sentence *“we feel really good”* reflects the use of the persuasion technique **ethos**. This technique is used by the speaker to establish credibility and present themselves as a trustworthy source. The use of the pronoun ‘we’ indicates that the statement reflects not only the speaker's personal opinion but the represents the collective sentiment of the team. This suggest the Indonesian national team’s readiness ahead of the upcoming match. Additionally, the sentence *“we are really confident”* shows the use of persuasion techniques **pathos**, as it appeals to the audience’s emotionsby expressing a strong sense of confidence, despite the team’s previous defeat against Australia. the **pathos** is further evident in the statement *“we are not scared of anyone now,”* which reinforces the speaker’s emotional appeal by conveying courage and determination. Both sentences show the speaker's attempt to influence the audience's emotional response by emphasizing the team’s confidence and resilience.

The function of using **ethos** in the sentence *“we feel really good,”* shows the team's mature level of readiness, helping to build an image that they are trustworthy and well-prepared for the upcoming match. This statement also aims to convince the audience that the Indonesian national team has is capable of winning. Meanwhile, the function of using **pathos** in the utterances *“we are really confident”*

and “*we are not scared of anyone now*” serves to appeal to the audience’s emotions and generate support by emphasizing the team's confidence. These expressions are intended to reduce public doubts regarding the Indonesian national team’s preparedness ahead of the match.

### **Datum 3**

The context of this datum is that the last meeting between Bahrain and Indonesia ended with Bahrain winning 10-0, then the host asked the players what was important for tomorrow's match (against Bahrain).

Player 2:

*“I think we have to play compact as a team and I think we have to play aggressive, because **they have some qualities in front**. So I think we have to play compact and **aggressive**”* (minutes 1:51)

In datum 3, there is a sentence “*they have some qualities in front*” reflects the use of the persuasion technique **logos**. The logos technique is an attempt to convince someone by providing reasoning, logic and delivery of facts. In this sentence, the speaker present factual observation about the quality of the opposing team’s front line. Consequently, the player encourages his teammates to play in a compact and aggressive manner, as expressed in the sentence “*we have to play compact and aggressively*”. By providing this fact, the speaker builds a logical argument to support his appeal, thereby increasing the likelihood that the audience will accept his suggestion.

The function of using **logos** in the statement “*they have some qualities in front*” is to provide a rational argument and a clear basis for the listener, thereby increasing the likelihood that they will accept the speaker’s suggestion. This utterance reflects the Indonesian national team players’ effort to recognize the importance of the strategy that needs to be implemented in the match by highlighting the strengths of the opposing team, this can enhance the team's focus in preparing for the upcoming game.

#### **Datum 4**

The context of this datum is the host asking questions to the coach and players about the preparations made for tomorrow's match (against Japan).

Player 3:

*“I agree with the coach, of course we know Japan is really good opponent and probable they are number one in Asia right now, but that doesn’t mean we have no chance. Of course, we always have a chance and like I said before, **we believe, we believe in our cars and we believe in our team and our abilities.**”* (minutes 36:02)

In datum 4, the phrase “*I agree with the coach...*” which is included in the persuasion technique **ethos**. This phrase indicates the player's agreement with the coach, a figure who possesses greater authority, experience, and competence. Such agreement serves to enhance the speaker’s credibility by aligning himself with a trustworthy and authoritative figure. Furthermore, the sentence “*we believe, we believe in our team and our abilities*” which reflects the use of persuasion

techniques **pathos**. This statement conveys an emotional expression of confidence in the team and its capabilities. The speaker delivers the statement while demonstrating the team's optimism in facing a highly ranked opponent, as indicated by the sentence "*Japan is really good opponent and probably they are number one in Asia.*" This acknowledgment of the opponent's strength further underscores the team's determination and belief in their own potential.

The function of using **ethos** in the statement "*I agree with the coach...*" serves to associate the speaker's opinion with that of the coach, thereby enhancing the speaker's credibility in the eyes of the audience. By referring to the coach's authority, the speaker builds trust and increases the likelihood that the audience will accept his statement. This indicates that the player strategically reinforcing his credibility to strengthen the message being conveyed, in line with the principle of ethos, which emphasizes the significance of character and trustworthiness in rhetoric. Conversely, the function of using **pathos** in the phrase "*we believe...*" aims to evoke the audience's emotions, particularly a sense of confidence in the team's ability to confront strong opponents. This statement reflects the speaker's confidence and optimism, which indirectly serves to inspire the audience to share the same belief in the team's potential.

### **Datum 5**

The context of this datum is a follow-up answer to datum 4 from a question given by the host regarding the preparations made for tomorrow's match (against Japan).

Player 3:

*“So for us is just important that **give everything tomorrow** on the field and of course, **in the atmosphere, in GBK, and in the stadium** We know anything can happen, so **we really need your support** and **we gonna do our best tomorrow**”*  
(minute 36:25)

In datum 5, two persuasion techniques are employed, namely **ethos** and **pathos**. The statement “*give everything tomorrow*” demonstrates the use of **ethos**, as the speaker attempts to establish credibility by asserting that the team will give their all in the upcoming match. Similarly the phrase “*we gonna do our best tomorrow*” is also a form of **ethos**, emphasizing the speaker's commitment and determination to perform at their best. In contrast, the phrase “*in the atmosphere, in GBK, and in the stadium*” utilizes **pathos**, as it mentions Gelora Bung Karno (GBK), Indonesia's iconic home ground. The explicit mention of GBK is intended to stir feelings of unity and shared identity among supporters. Finally, the statement “*we really need your support*” also exemplifies **pathos**, aiming to appeal to the audience's emotions by expressing a heartfelt plea for support in what is portrayed as a critical and meaningful home match.

The function of using **ethos** in the statements “*we give everything tomorrow*” and “*we gonna do our best tomorrow*” is to reinforce the speaker's appeal to the audience to support the team by demonstrating the team's strong commitment and determination to perform at their best in the match against Japan. These statements reflect the team's dedication and professionalism, aiming to



establish credibility in the eyes of the public. Furthermore, the phrase “*in the atmosphere, in GBK, and in the stadium*” conveys a sense pride in being the host nation, thereby fostering an emotional connection between the team and its supporters. This expression is intended to raise awareness that the presence and direct support of the audience in the stadium significantly influences the team’s morale and performance. Lastly, the function of using **pathos** in the phrase “*we really need your support*” is to evoke empathy and emotional engagement from the audience, emphasizing that their support is needed for the team's success in this crucial match.

#### **Datum 6**

The context of this datum is a follow-up answer to datum 4 from a question given by the host regarding the preparations made for tomorrow's match (against Japan).

Player 3:

*“We know anything can happen, so **we really need your support** and we gonna do our best tomorrow”* (minute 36:33)

In datum 6, the sentence “*we really need your support*” exemplifies the use of persuasion technique **pathos**. The phrase “*really need*” reflects an emotional appeal, as the player attempt to evoke the audience’s emotions by expressing a strong and sincere need for their support. This emotional expression is intended to encourage the audience to actively support the Indonesian national team. Furthermore, the player reinforces this appeal by making a promise, as indicated in

the phrase “*we gonna do our best tomorrow,*” conveys the team’s commitment to giving their maximum effort.

The function of using **pathos** in the statement “*we really need your support*” is to build an emotional connection between the team and its supporters. By emphasizing the importance of audience support, the speaker aims to foster a sense of belonging among supporters, encouraging them to perceive themselves as an integral part of the team's struggle. Furthermore, the accompanying promise to give their best in the match serves to sustain and strengthen the supporters; motivation to continue providing their support for the Indonesian national team.

#### **Datum 7**

The context of this datum is one of the journalists asking questions to the coach and players about the extent of the Indonesian national team's chances of being on the stage of victory and growing to what extent and in what way the Indonesian national team will use against Japan as the best team in Asia.

Player 3:

*“Of course, you can see the last years and with a lot of new input, we’ve improved our national team. but I believe this is not the end for us. Hopefully we can do a lot of more things and **we can lay a best for the upcoming generation** because this is not only a project for upcoming years but for a long period of time”* (minutes 44:37)

In datum 7, the sentence “... *we can lay a best for the upcoming generation*” demonstrates the use of persuasive technique **pathos**. This statement reflects the

team's passion and aspiration to contribute to a better future for the next generation. The use of pathos in this context is evident through emotional expressions that highlight the team's moral and social responsibility for the sustained success of Indonesian football. By conveying such hopes, the players seek to appeal to the audience's emotions and evoke a sense of optimism, thereby creating the impression that their struggle is not only focused on short-term achievements, but also aimed at the long-term development and progress of the future generations.

The function of using **pathos** technique in the sentence “... *we can lay a best for the upcoming generation*” is to evoke motivation among all parties not to be complacent, but to striving and working hard in building a strong foundation for the next generation. This statement serves as an emotional appeal, inviting the audience to recognize that the current struggle holds strategic and significant value in achieving a better future for Indonesian football. Through this, the speaker aims to build collective hope and shared responsibility for long term progress.

### **Datum 8**

The context of this datum is the player's follow-up answer to datum 6 regarding the extent of the Indonesian national team's chances of being on the winning stage and growing to what extent and in what ways the Indonesian national team will use against Japan as the best team in Asia.

Player 3:

*“Because the teams we playing is are really good and if you look at the ranking, I*

*don't really want to look at the ranking. But, if you look at the ranking we the lowest right now but I believe it sometimes will not end anymore so we try for that"*  
(minutes 45:12)

In datum 8, the sentences "*I don't really want to look at the ranking*" and "*we try for that*" are included in the persuasive technique **pathos**. The statement "*I don't want to look at the ranking*" reflects an emotional conflict between reality and expectations. The player attempts to downplay the fact that the team is currently ranked at the bottom, as a way to maintain focus on enthusiasm and hope for improvement. Furthermore, the statement "*we try for that*" signifies the player's commitment to keep trying and not give up. This phrase can evoke the audience's belief that, although the team is at the bottom of the rankings, it does not signify the end of the struggle. Instead, it highlights the team's determination to keep fighting for progress.

The function of the use of **pathos** in the sentence "*I don't really want to look at the ranking*" is to convey that the team is not overly concerned about their current position at the bottom of the rankings, but instead maintains the belief that this situation does not the end of their struggle. The use of pathos in this context serve to evoke empathy from the audience, enabling them to better understand the difficult circumstances faced by the team. Meanwhile, the sentence "*we try for that*" functions as an affirmation of the speaker commitment to keep trying. This statement aims to sustain the audience's support and trust in the team's potential to bring about change through hard work and never giving up.

## Datum 9

The context of this datum is that in the previous edition of the Asian Cup which took place in Qatar when Indonesia played Japan, this player had not yet joined the Indonesian national team. Furthermore, the journalist of Radio Station RRI asked the player about whether there was a friend or one of the Indonesian national team players he had discussed Japan with or a specific player he wanted to play against in tomorrow's match (against Japan).

Player 3:

*“They play at the highest level in a lot of countries, so we know what we’re facing and it’s a big challenge, **but that doesn’t mean we don’t have any chance**. So **we’re trying to prepare in the best way possible** like every other game and what I said before, **we really confident in our own abilities** and in our own chance, so let’s see tomorrow”* (minutes 47:36)

In datum 9, two persuasion techniques are employed, namely **pathos** and **ethos**. The sentence *“it's a big challenge... we don't have any chance”* reflects the use of persuasion technique **pathos**, as it conveys the speaker's courage and determination in facing a big challenge. Furthermore, the statement *“but that doesn't mean we don't have any chance”* serves as an emotional appeal to the audience's by emphasizing that, although the opponent is formidable, the team still has a realistic opportunity to succeed. This aims to foster optimism and confidence in the Indonesian national team. Meanwhile, the **ethos** technique is evident in the

sentence *“we're trying to prepare in the best way possible”* which highlights the team's professionalism and credibility in approaching the match. This statement undercores the team's careful preparation and readiness. Additionally, **ethos** is also reflected in the sentence *“we are really confident in our abilities...”* which expresses the speaker's confidence in his abilities. This reinforces the speaker's image as credible and capable figure, there by persuading the audience that the team is fully prepared to at the highest level.

The function of using the **pathos** technique in the sentence *“it's a big challenge... doesn't mean we don't have any chance”* is to arouse the audience's enthusiasm and confidence in the Indonesian national team by conveying an unyielding attitude and courage in face of major challenges. This statement aims to foster hope and optimism, despite the team's strong opponent. Furthermore, the function of using **ethos** in the sentences *“we're trying to prepare in the best way possible”* and *“we are really confident in our abilities”* is to build public trust in the team's readiness and capabilities. By emphasizing that the team has prepared thoroughly and possesses strong self-confidence, these statement enhance the speaker's credibility as a competent and professional figure. This is turn, is intended to convince the audience that the Indonesian national team is capable of delivering an optimal performance in the upcoming match.

#### **Datum 10**

The context of this datum is that the host gives the opportunity to the coach and players to comment on tomorrow's game (against Saudi Arabia).

Player 4:

***“The team is feeling good, we’re working hard together and I think we need to show that tomorrow”*** (minute 29:45)

In datum 10, the sentences *“the team is feeling good,”* *“we're working hard together,”* and *“we need to show that tomorrow”* demonstrate the use of persuasion techniques **pathos**. The statement *“the team is feeling good”* conveys a sense of confidence regarding the team’s current condition, aiming the reassurance and uplift the audience. Furthermore, the inclusion of the word *“together”* in *“we're working hard together”* shows good teamwork, which can inspire a sense of optimism among supporters ahead of the match. Lastly, the sentence *“we need to show that tomorrow”* serves to arouse the audience’s emotions by stressing the importance of proving the result of the team’s collective effort.

The function of using **pathos** in the statement *“the team is feeling good”* is to convey the team’s current condition in a positive light, thereby generating positive emotions among the audience. Furthermore, the sentence *“we're working together”* serves to highlight the team's unity and cohesiveness in preparing for the match which can foster a sense of collective strength. Lastly, the use of pathos in the statement *“we need to show that tomorrow”* reflects the speaker's intention to motivate both team and the audience by emphasizing the importance of demonstrating the results of their hard work. This emotional appeal can influence the audience by reinforcing their belief in the team’s effort, thus encouraging them to continue offering their support.

## Datum 11

The context of this datum is that one of the journalists asked a question to the players about how the players dealt with the situation and faced pressure from fans so far after the 4-0 defeat to Japan, which was a loss for Indonesia.

Player 4:

*“I think everyone who is here is **on the same mission**, we trying everything we can, to reach the **higher goal we have together**”* (minute 44:24)

In datum 11, several sentences reflect the use both **ethos** and **pathos** persuasion techniques. The sentence *“we trying everything we can”* reflects the use of persuasion technique **ethos**, as it highlights the speaker's efforts to establish credibility as it committed an dedicated player who is striving to achieve a significant goal by giving their best in the match. Meanwhile, the persuasion technique **pathos is evident** in the phrase *“on the same mission,”* which is a form of emotional invitation to build a sense of unity and shared purpose with the audience. Furthermore, the sentence *“higher goal we have together”* shows the emotional appeal by emphasizing the team’s collective aspiration to achieve a greater objective, despite setbacks or previous failures

The function of using **ethos** in the statement *“we are trying everything we can”* is to emphasize the speaker’s credibility as a committed individual who is giving their maximum effort. This serves to strengthen the audience’s, especially supporters, trust in the seriousness and dedication of the Indonesian national team.



Meanwhile, the **pathos** technique in the phrase “*on the same mission*” function to reinforce the belief that both the team and supporters share a common goal, which is to achieve success. Furthermore, the use of **pathos** in the statement “*higher goal we have together*” aims to foster collective spirit in achieving the best possible outcome. This emotional appeal plays an important role in sustaining the supporters' confidence in the team's ongoing struggle.

## **Datum 12**

The context of this datum is the player's follow-up answer to datum 11, about how the team dealt with the situation and faced pressure from fans after the 4-0 loss to Japan.

Player 4:

*“I think it’s really important to stay focused instead of losing control because of the defeat. **We’re working really hard, preparing well the game tomorrow**”*  
(minute 44:51)

In datum 13, the statement “*we’re working really hard, preparing for the game tomorrow*” demonstrate the use of the persuasion techniques **ethos**. The statement is a rallying call that highlights the dedication and efforts of the Indonesian national team in preparing for the upcoming match. The ethos element in this statement is evident through the speaker’s emphasis on the team’s hard work and through preparation, which serves to establish their credibility. By underscoring

their commitment and professionalism, the statement aims to reinforce the public's trust in the team and convey their seriousness in facing upcoming challenge.

The function of using **ethos** in the statement is to convince the public that the team is in optimal condition, as they have prepared well ahead of time. The expression of a high level of readiness and dedication, as reflected in the phrase *"preparing well..."*, serves not only to build public trust in the team but also reinforce a collective spirit leading up to the match. Furthermore, this statement implicitly emphasizes that the Indonesian national team is worthy of full support from its supporters.

### **Datum 13**

The context of this datum is the player's follow-up answer to datum 11, about how the team dealt with the situation and faced pressure from fans after the 4-0 loss to Japan.

Player 4:

*"For me, actually nothing changed, we are still in a group. **Everything is still possible**, the main focus is on the game tomorrow of course it's not nice to concede four goals but on the other hand I think **we can learn from it** as well. so, maybe it can help us in the next game like I said before, I think we started well against Japan we should have scored"* (minute 45:12)

In datum 13, the statement *"For me, actually nothing changed, we are still in a group. Everything is still possible..."* can be categorized as a rallying call, as it

contains an invitation to remain optimistic and stay focused on upcoming match, despite the defeat experienced in the previous game. This statement employs two persuasion techniques used, namely **ethos** and **pathos**. The sentence “*everything is still possible*” reflects the use of **ethos**, as the player attempts to demonstrate his credibility through a calm and composed response to the situation, emphasizing that the Indonesian national team still has a chance to succeed and should maintain focus. Furthermore, the **pathos** technique is evident in the phrase “*we can learn from it,*” which conveys the player's effort to inspire enthusiasm and hope among the fans. Through this statement, the speaker highlights that the previous defeat is not being dismissed, but rather is acknowledged as a valuable opportunity for reflection and improvement in preparation for next match.

The function of **ethos** in the phrase “*everything is still possible*” is to build credibility by a calm confident attitude, while simultaneously evoking hope among the audience that the opportunity to win remains open. This statement serves to strengthen the mentality of both the team and the supporters, while emphasizing that defeat does not signify the end of the struggle. Meanwhile, the function of using **pathos** is reflected in the statement “*we can learn from it,*” which indicates that previous defeats are being treated as valuable lessons. This emotional appeal aims to strengthen the audience's trust in the team by emphasizing their commitment to self-evaluation and improvement in preparation for future matches.

#### **Datum 14**

The context of this datum is the player's follow-up answer to datum 11, about how

the team dealt with the situation and faced pressure from fans after the 4-0 loss to Japan.

Player 4:

*“We made some mistakes and we conceded four goals but like coach said as well we analyze Saudi Arabia. **We try to learn from the things that went wrong and we take all the energy forward to the next game**”* (minute 45:41)

In datum 14, the sentence “*we analyze Saudi Arabia*” reflects the persuasive technique **ethos**. The statement indicates that the team conducted an analysis of the opposing team, which reflects an evaluative attitude and professionalism ahead of the match. Such an approach serves to strengthen the speaker's credibility as member of a team that is serious and responsible in preparing themselves. Furthermore, the sentence “*we try to learn from the things that went wrong...*” is included in the persuasive technique **pathos**. This expression signifies that the speaker views past mistakes as opportunities for learning and as a source of motivation for improvement. The statement also reflects the team's optimism in facing upcoming challenges.

The function of using **ethos** in the statement “*we analyze Saudi Arabia*” is to demonstrate the team's seriousness and evaluative attitude in preparing for the match. Through this statement, the player seeks to build the audience's trust in the team's commitment and capability. Meanwhile the function of using **pathos** in the sentence “*we try to learn from the things that went wrong...*” is to convey that the team does not give up or despair after experiencing failure in the previous match.

Instead, the mistakes are used as material for evaluation and improvement in the future performance. This approach not only reflects the team's maturity and professionalism, but also plays an important role in fostering a positive spirit among players and supporters ahead of upcoming matches.

### **Datum 15**

The context of this datum is the player's follow-up answer to datum 11, about how the team dealt with the situation and faced pressure from fans after the 4-0 loss to Japan.

Player 4:

*“For me, **there’s no doubt**, we’ll give everything for the higher goal still. so it’s important to keep the energy, work hard, and **give everything** tomorrow on the pitch”* (minute 46:00)

In datum 15, there are two statements that reflect the persuasion technique **pathos**, namely *“there's no doubt”* and *“we'll give everything for the higher goal”*. The statement *“there's no doubt”* demonstrates the speaker's efforts to evoke emotions of optimism and confidence by affirming the team's readiness to face the upcoming match, despite their previous defeat. Meanwhile, the statement *“we'll give everything for the higher goal”* signifies the team's full commitment to continue striving toward a greater objective. This also emphasizes the importance of maintaining energy and spirit of hard work, while conveying that all the

preparation undertaken will be manifested through the team's best performance in the match that will take place tomorrow.

The function of using persuasion techniques **pathos** in the sentence "*there's no doubt*" is to convey the speaker's strong confidence in facing the upcoming match. This statement aims to convince the audience that the Indonesian national team is fully committed to exerting maximum effort to achieve a big goal. Furthermore, the function of **pathos** in the phrase "*we'll give everything*" is to help restore the trust and morale of the supporters following the team's previous defeat against Japan. As such, this statement serves to reinforce the emotional connection between the players and their supporters ahead of the next match.

#### **Datum 16**

The context of this datum is that the [national radio station journalist stated that this match might provide an advantage for Indonesia, because it was the host, then asked what the players wanted to say to the fans to get support for tomorrow's match (against Saudi Arabia), after it was known that the supporters were divided into several groups after the previous match against Japan.

Player 4:

*"The thing I want to say to everyone, to support us the fans, I think in the journey so far the support has been amazing even we play away. There's a lot of support from Indonesia so I think **that gives a lot of energy to the group, I understand like I said to lose and concede four goals is never nice, so I respect the feeling of course***

*from the fans as well” (minute 47:22)*

In datum 16, two persuasion techniques are employed, namely **pathos** and **ethos**. The phrase “... *that gives a lot of energy to the group*” exemplifies the use of persuasion technique **pathos**, reflecting the speaker's attempt to build an emotional connection with the supporters. Through this statement, the speaker emphasizes that the encouragement from fans provides positive energy to the Indonesian national team. Furthermore, the sentence “*I understand .. to lose and concede for goals is never nice*” demonstrate the use of **ethos** by expressing empathy for the supporters’ disappointment following previous defeats. By acknowledging these sentiments, the speaker enhances his credibility as someone who not only understands the circumstances but also values the emotional responses of the audience.

The function of the **pathos** technique in the phrase “... *that gives a lot of energy to the group*” is to establish an emotional connection between the team and its supporters. This statement aims to evoke a sense of involvement and pride, thereby encouraging supporters to continue providing their support to the Indonesian national team. In this context, supporters are not merely positioned as spectators, but also an integral contributors to the team's efforts. Meanwhile, the use of **ethos** techniques serves to maintain public trust in the face of failure. By expressing empathy and acknowledging the disappointment felt by supporters, the speaker reinforces that their emotional responses are valid and valued. Through this

approach, it is hoped that the supporters' morale can be restored, ensuring continued encouragement for the Indonesian national team in future matches.

### **Datum 17**

The context of this datum is the player's follow-up answer from datum 16, regarding what the player wants to say to the fans to get support after the fans split into several groups after the previous match against Japan.

Player 4:

*"I want to ask supporting us, **stay behind the team**. Like I said, **we give everything in the last days**, there's only one focus in the next game. like I've said, I think **when we play at home, it can be really special** in the stadium here"* (minute 48:00)

The sentences "*stay behind the team*" and "*when we play at home, it can be really special*" exemplify the use of persuasive technique **pathos**. In the phrase "*stay behind the team*," the speaker appeals to the audience's emotions by encouraging supporters to continue standing by the Indonesian national team, particularly during challenging moments. Meanwhile, the statement "*when we play at home, it can be really special*" expresses a hopeful sentiment about the unique atmosphere of home matches, portraying them as meaningful occasions that can foster unity and pride. This expression aims to strengthen the emotional bond between the team and its supporters. Additionally, the phrase "*we give everything in the last game*" reflects the use of the **ethos** technique by highlighting the team's dedication and commitment in preparing for the final match against Saudi Arabia.



The function of using the **pathos** technique in the sentence “*stay behind us*” is to evoke empathy and emotional loyalty from the supporters, encouraging them to continue offering their support to the Indonesian national team regardless of the circumstances. Furthermore, the use of *pathos* in the sentence “... *it can be really special*” highlights the emotional significance of playing at home, suggesting that this moment holds special meaning for the team. Through this, the speaker seeks to inspire supporters to provide wholehearted support at this important moment. Meanwhile, the **ethos** technique is evident in the statement “*we gave everything in the last game,*” which underlines the team's dedication and hard work in preparing for the last game. This statement serves to build credibility and public confidence that the team will focus on one goal and will give their best performance.

### **Datum 18**

The context of this datum is the player's follow-up answer from datum 16, regarding what the player wants to say to the fans to get support after the fans split into several groups after the previous match against Japan.

Thom Haye:

*“We’re going to need the full support and I think, like I said, **we are fighting on the pitch**, but I really have a feeling also with the support we have, **we’re fighting all together**”* (minute 48:19)

In datum 18, two persuasion techniques are employed, namely **ethos** and **pathos**. the sentence “*we are fighting on the pitch*” reflects the persuasion

technique **ethos**, as the speaker emphasizes that the team is fully committed to giving their best performance on the field. This statement serves to build credibility and demonstrate the team's professional dedication in facing the match. Meanwhile, the **pathos** technique is evident in the statement "*we're fighting all together,*" which is intended to evoke emotions of solidarity and unity. Through this expression, the speaker seeks to encourage supporters to feel like an integral part of the team's struggle, thereby strengthening emotional involvement and moral support from the audience.

The function of the persuasion technique **ethos** in the sentence "*we're fighting on the pitch*" is to build the team's credibility by asserting that they are giving their effort during the match. This statement aims to reinforce a sense of unity between the team and the supporters, thereby increasing moral support ahead of the game. Meanwhile, the use of **pathos** techniques in the phrase "*we're fighting all together*" is intended to highlight that the team's success is not only the result of the players' hard work, but also a product of collective struggle with the supporters. As such, this technique is expected to provide an emotional boost, encouraging supporters to continue offering their full support to the Indonesian national team.

### **Datum 19**

The context of this datum is the player's follow-up answer from datum 16, regarding what the player wants to say to the fans to get support after the fans split into several groups after the previous match against Japan.

Player 4:

*“I want to keep that spirit, I think that’s really Important and then **everything** is still open, so I just want to ask support us like everyone has been doing and we will give everything on the pitch”* (minute 48:32)

In datum 19, two persuasion techniques are employed, namely **pathos** and **ethos**. The **pathos** technique is evident in the statements *“I want to keep that spirit”* and *“I just want to ask support us like everyone always has been doing.”* The sentence *“I want to keep that spirit”* demonstrates the use of **pathos** because it expresses the speaker's desire to preserve the enthusiasm and support that has been given by the supporters. This statement aims to evoke emotion and persuade the audience to continue supporting the Indonesian national team. Furthermore, the sentence *“I just want to ask support us, like everyone always has been doing”* also reflects the use of **pathos** through an appeal to a sense of unity between players and supporters, with the intention of maintaining the support that has been consistently given. Meanwhile, the **ethos** technique is evident in the statement *“we will give everything on the pitch”* which emphasizes the team's dedication and commitment to putting forth their best effort.

The function of **pathos** in the sentence *“I want to keep that spirit”* is to evoke the audience’s emotions and persuade them to continue supporting the Indonesian national team. This sentence reflects the speaker's hope to sustain the positive energy and unity that has been established among supporters. Additionally, **pathos** is also evident in the sentence *“I want to ask support us like everyone has*

*been doing,”* particularly in the phrase *“like everyone has been doing”* which appeals to the audience’s sense of continuity and loyalty. This expression aims to reunite supporters who may have become divided following the team’s defeat in the previous match. Meanwhile, the function of the **ethos** technique in the sentence *“we will give everything on the pitch”* is to establish the speaker's credibility as a figure of integrity and professionalism. This statement reinforces the team’s full commitment to delivering their best performance in the upcoming match.

## **B. Discussion**

This research makes a significant contribution to the growing body of literature on persuasive techniques in sporting contexts. Specifically, it offers in-depth exploration of the use of persuasive techniques in rallying calls by the Indonesian national football team, highlighting their role in building confidence and mobilizing support from fans. The Indonesian national team is recognized for its high-spirited players and unwavering loyalty of its supporters. In this context, rallying calls are frequently employed by players as a means to inspire and strengthen solidarity. The findings of this study indicates that rallying calls serves as an effective tool in fostering a sense of community, enhancing team confidence, and promoting collective efforts in the face of challenges.

Using Aristotle's framework, this study presents an in-depth analysis of the types and functions of persuasive techniques, specifically focusing on the use of *ethos*, *pathos*, and *logos*. The findings show that *pathos* is the most dominant form of persuasion used by Indonesian national team. Empirical evidence supporting this

finding is presented in table 4.1, which records the use of *ethos* 12 times, *pathos* 17 times, and *logos* only 1 times across series of rallying calls. This finding indicates that the *logos* technique is the least utilized persuasive technique among the players. Most players tend to rely on emotional appeals to build connections and trust with their audiences, reflecting the predominance of *pathos* in their communicative practices. Therefore, this study highlights that the *logos* approach is less desirable and relatively rarely utilized in the rallying calls of the Indonesian national football team.

The *ethos* technique was used by the Indonesian national team players to establish credibility and demonstrate the team's readiness for the upcoming match. This strategy is crucial in persuading the audience that the team possesses strong capabilities and a high level of commitment. An example of *ethos* can be found in datum 20, through the statement “*we will give everything on the pitch.*” This utterance is categorized as *ethos* because the speaker seeks to emphasize the team’s commitment and dedication to the forthcoming home match. Such a statement implicitly enhances the audience's trust in the team's preparedness and seriousness. As noted by Hammad and Hussein (2021), *ethos* utilizes the speaker's personality, reputation, and capabilities as a means to build trust and effectiveness in persuading.

Furthermore, the *pathos* technique is employed by the players of Indonesian national team through speech that aims to influence the audience's emotions by building confidence, hope, and solidarity between the team and its supporters. An

example of this technique is found in datum 19, “*we're going to need the full support.*” The utterance reflects the speaker's attempt to evoke the audience's enthusiasm and emotional engagement by emphasizing the crucial role of supporter involvement in boosting the players fighting spirit on the field. additionally, the speaker builds a sense of solidarity by framing the match as a collective struggle shared by both players and supporters. As explained by Afzal & Hassan (2021), pathos utilizes emotions such as anger, fear or a sense of community to influence the audience's way of thinking and decision-making. In this context, the use of pathos aims to motivate supporters to continue offering their full support to the Indonesian national team.

Meanwhile, the *logos* technique is used by the Indonesian national team players to persuade the audience through the use of rational, logic-based arguments, such as analyzing the opponent's strengths. An example of logos can be found in datum 3, “*I think we have to play compact as a team and I think we have to play aggressive, because **they have some qualities** in front. So I think we have to play compact and aggressive.*” In this statement, the player present a logical rationale for the proposed game strategy by acknowledging the offensive capabilities of the opposing team. He emphasizes the need for a compact and aggressive style of play as a strategic response to the opponent's strengths. This demonstrates the use of tactical reasoning to construct a coherent and persuasive argument, which characterizes the essence of the logos technique.

Pathos is the most dominant persuasive strategy used in rallying calls at press conferences. This dominance can be explained by the emotional nature of football, a sport in which emotional engagement between players and supporters plays an important role. Consequently, players utilize pathos to create a stronger emotional connection between the Indonesian national team and its supporters. Through the pathos approach, players aim to evoke the audience's emotions to encourage their participation and contribution to the game. In this context, players are not merely delivering appeals but are also constructing emotionally driven arguments intended to persuade the public of the significance of supporting the team. This strategy is believed to effectively capture the attention of a broader audience and reinforce solidarity in support of the team's struggle on the field.

Based on the data presented in table 4.1, *logos* is the least frequently used persuasive strategy in rallying calls. The low frequency of this technique can be attributed to the characteristics of football which are full of emotional content, where players tend to favor emotional appeals, as these are perceived to be more effective in evoking supporter responses. The findings in this study suggest that the relationship between players and supporters is primarily built on emotional connections rather than rational argumentation. Consequently, the use of logos has a limited role in the persuasive communication strategies employed by players of the Indonesian national football team.

Based on previous research presented in the previous chapter, this study presents a distinct contribution by focusing on a different research object. Unlike

previous research, this research specifically examines rallying calls delivered by Indonesian national team players during press conferences. This object was chosen because a press conferences require the use of effective persuasive strategies to ensure that supporters feel confident in the messages conveyed by the players. The focus of this research lies in analyzing the three persuasive techniques outlines in Aristotle's rhetorical theory, namely ethos, pathos, and logos as well as examining the functions of each technique within the context of sports communication.

This study reveals a similarity with previous research, namely that the *pathos* technique remains a dominant element, however, it is employed through a different approach. In the context of rallying call in sports, pathos is strategically used to boost morale and foster a sense of solidarity between players and supporters, allowing the latter to feel as though they are actively part of the match. This emotional strategy contributes to the creation of a positive atmosphere and mobilizes support through an effective, emotion-based persuasive approach. This distinction highlights that the application of persuasive techniques within rallying calls in sporting context can offer unique insights into how communication shapes group dynamics and individual motivation. It enables an analysis of the linguistic choices and functional objective that underlie the use of persuasion. Overall, these findings emphasize the importance of adapting persuasive strategies to effectively influence audience behavior and engagement.

After realizing the importance of this research, several limitations have been identified that need further research. Firstly, this research only focuses on the use



of persuasion techniques by players, thereby suggesting the need for further research to explore the persuasive strategies employed by all speakers involved in press conferences, including coach etc. Secondly, this research only examines the press conference held by Indonesian national team during the third round of the AFC Qualifiers 2024. This limitation is due to unavailability of press conferences recordings from subsequent rounds on the KompasTV and Kompas.com Youtube channels. Consequently, the data collected is relatively limited and may not fully reflect the broader range of communicative strategies.

In relation to the findings of this study indicate that the persuasive technique of pathos is the most dominant technique used by Indonesian national football team players in their rallying calls during press conferences. This finding aligns with previous research conducted by Ghasemi (2020), Nurkhamidah et al. (2021), and Sarwar (2022), which also found that pathos is the most frequently employed persuasive technique in public speeches, including political discourse. In Ghasemi's research, for instance, pathos was effectively utilized to evoke audience emotions and create a deeper connection between the speaker and the listeners. Similarly, Nurkhamidah et al. demonstrated that the use of pathos in Joe Biden's speeches during his presidential campaign successfully captured the attention and support of the audience by emphasizing feelings of hope and solidarity. Sarwar also noted that in Nelson Mandela's speeches, the pathos technique played a crucial role in inspiring enthusiasm and motivation among his supporters. Thus, both this study and previous research highlight that pathos is a highly effective persuasive technique for building emotional relationships and motivating audiences. This

underscores that in various communication contexts, particularly in sports and politics, the use of emotional techniques can be a powerful strategy to influence and mobilize audience support. This study adds evidence that the pathos technique is not only relevant in political discourse but also in the realm of sports, where emotions and solidarity are vital for garnering fan support.

## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

This chapter presents conclusion and suggestion based on the findings of this study. In this section, the researcher provides conclusion from the analysis in the previous chapter. In addition, researchers also provide research suggestions for future research or readers.

#### **A. Conclusion**

This research identifies variations of persuasion techniques in rallying calls by Indonesian national team players. Based on Aristotle's rhetoric theory, this research can be concluded that there are three persuasion techniques used. Indonesian national team players use three kinds of persuasion techniques in their rallying calls, the three techniques are ethos, pathos, and logos. This shows that the use of these three techniques shows the players' efforts to convince the audience of their readiness to face the match. The frequency of use of each persuasion technique is as follows: ethos 12 times, pathos 17 times, and logos 1 times. According to the data demonstrates pathos is the dominant technique used, indicating that players rely more on emotional appeals to build connections and trust with the audience, as well as creating passion and solidarity between the Indonesian national team and its supporters. Meanwhile, logos is used in fewer contexts, by explaining the focus of logical arguments related to game strategy.

The findings also reveal the function of persuasion techniques used by the Indonesian national team in rallying all, using Aristotle's theory to identify ethos,

pathos and logos. Ethos is used to demonstrate the team's credibility and readiness, aiming to convince the audience that the team has the ability and strong commitment to face the match. Statements that emphasize the team's dedication and hard work serve to increase supporters' confidence in the team's abilities. Whereas pathos serves to arouse the emotions of the audience by creating a sense of togetherness and solidarity between the team and supporters. Through heartfelt expressions, players seek to inspire support and motivation from the audience, so that they feel involved in the team's struggle. Finally, logos serves to provide logical and rational arguments regarding the game strategy. This helps the audience understand the approach taken by the team in dealing with the opponent.

This study has successfully achieved its significance through an in-depth analysis of the persuasive techniques employed by Indonesian national football team players in their rallying calls during press conferences. The study has successfully identified and categorized the use of persuasive techniques based on Aristotle's rhetorical theory, namely ethos, pathos, and logos. The analysis revealed that pathos is the most dominant technique, reflecting the players' efforts to build emotional connections with the audience and increase solidarity among supporters. Theoretically, this research contributes to the field of pragmatics by providing insights into how persuasive techniques function within the context of sports communication, thereby enriching the existing literature on persuasion. Practically, the findings can serve as a valuable reference for sports teams and coaches in developing effective communication strategies to engage and motivate supporters, ultimately enhancing team morale and fostering a stronger connection with fans.

Thus, this study not only provides new insights into communication strategies in a sporting context but also highlights the importance of persuasive techniques in motivating and mobilizing fan support. However, despite the study's significance, there is still room for further development, such as analyzing the persuasive techniques used by coaches and all speakers in press conferences. This indicates that while this study has made a significant contribution, there is still potential for further exploration in the future.

## **B. Suggestion**

The limitation of this research is only only analyzed persuasive techniques used by national team players in press conferences. Therefore, it is recommended to conduct further researcher that includes analyzing persuasive techniques used by all speakers in press conferences, including coaches. This will provide a more comprehensive understanding of the communication strategies applied in a sporting context, as persuasion is a crucial element of verbal communication that is relevant in everyday life.

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## **CURRICULUM VITAE**



Betha Khumairo was born in Mojokerto on June 25, 2003. She graduated from Islamic Boarding School of Al-Multazam, Mojoanyar, Mojokerto. Since high school, she participated in the magazine organization for three terms. In the last period, she served as managing editor. In 2021, she continued her education at Maulana Malik Ibrahim State Islamic University Malang to complete her undergraduate degree in the Department of English Literature and finished in 2025. Finally, she expected that her thesis entitled “Persuasive Techniques in Rallying Call of Indonesian National Football Team” become a contribution to the world of education.



## APPENDIX

Datum	Minute	Extend of Data	Types	Function
1.	03:14	I think Australia is a strong country, so <b>we are not scared of anyone. We all fight tomorrow</b>	Pathos	To show team's confident and create emotional involvement between the players and the audience.
2.	17:13	Now the dev was really good in the team, <b>we feeling really good</b> and <b>we are really confident</b> to beat Australia tomorrow, so <b>we are not scared of anyone now</b>	Ethos, Pathos	to build an image that they are trustworthy and well-prepared for the upcoming match and to reduce public doubts regarding the Indonesian national team's preparedness ahead of the match.
3.	01:51	I think we have to play compact as a team and I think we have to play aggressive, because <b>they have some qualities in front</b> . So I think we have to play compact and aggressive	logos	to recognize the importance of the strategy that needs to be implemented in the match.
4.	36:02	<b>I agree with the coach</b> , of course we know Japan is really good opponent and probably they are number one in Asia right now, but that doesn't mean we have no chance. Of course, we always have a chance and like I said before, <b>we believe, we believe in our team and our abilities</b>	Ethos, Pathos	to builds trust and increases the likelihood that the audience will accept his statement and to inspire the audience to share the same belief in the team's potential.
5.	36:25	So for us is just important that <b>give everything tomorrow</b> on the field and of course, <b>in the atmosphere, in GBK, and in the stadium</b> We know anything can happen, so <b>we really need your support</b> and <b>we gonna do our best tomorrow</b>	Ethos, pathos	to reflect the team's dedication and professionalism and to evoke empathy and emotional engagement from the audience.
6.	36:33	We know anything can happen, so <b>we really need your support</b> and we gonna do our best tomorrow	pathos	to build an emotional connection between the team and its supporters.

7.	44:37	Of course, you can see the last years and with a lot of new input, we've improved our national team. but I believe this is not the end for us. Hopefully we can do a lot of more things and <b>we can lay a best for the upcoming generation</b> because this is not only a project for upcoming years but for a long period of time	pathos	To build collective hope and shared responsibility.
8.	45:12	Because the teams we playing is are really good and if you look at the ranking, <b>I don't really want to look at the ranking</b> . But, if you look at the ranking we the lowest right now but I believe it sometimes will not end anymore so <b>we try for that</b>	pathos	To evoke empathy from the audience.
9.	47:36	They play at the highest level in a lot of countries, so we know what we're facing and it's a big challenge, <b>but that doesn't mean we don't have any chance</b> . So <b>we're trying to prepare in the best way possible</b> like every other game and what I said before, <b>we really confident in our own abilities</b> and in our own chance, so let's see tomorrow	Pathos, ethos	The pathos function is to foster hope and optimism and the ethos function is to build public trust in the team's readiness and capabilities.
10.	29:45	<b>The team is feeling good, we're working hard together</b> and I think <b>we need to show that tomorrow</b>	Pathos	To convey the team's current condition in a positive light and to highlight the team's unity and cohesiveness in preparing for the match which can foster a sense of collective strength.
11.	44:24	I think everyone who is here is <b>on the same mission, we trying everything we can</b> , to reach the <b>higher goal we have together</b>	Ethos, pathos	The ethos function is to emphasize the speaker's credibility as a committed individual who is giving their maximum effort and the pathos function is to reinforce the belief that both the team and supporters share a common goal, to foster collective spirit in achieving the best possible outcome.
12.	44:51	I think it's really important to stay focused instead of losing control because of the defeat. <b>We're</b>	Ethos	To build public trust in the team but also reinforce a collective

		<b>working really hard, preparing well the game tomorrow</b>		spirit leading up to the match.
13.	45:12	For me, actually nothing changed, we are still in a group. <b>Everything is still possible</b> , the main focuss is on the game tomorrow of course it's not nice to concede four goals but on the other hand I think <b>we can learn from it</b> as well. so, maybe it can help us in the next game like I said before, I think we started well against Japan we should have scored	Ethos, pathos	The ethos function is to strengthen the mentality of both the team and the supporters and the pathos function is to strengthen the audience's trust in the team.
14.	45:41	We made some mistakes and we conceded four goals but like coach said as well we analyze Saudi Arabia. <b>We try to learn from the things that went wrong and we take all the energy forward to the next game</b>	Ethos, pathos	The ethos function is to demonstrate the team's seriousness and evaluative attitude in preparing for the match and the pathos function is to convey that the team does not give up or despair after experiencing failure in the previous match.
15.	46:00	For me, <b>there's no doubt, we'll give everything for the higher goal</b> still. so it's important to keep the energy, work hard, and <b>give everything</b> tomorrow on the pitch	Pathos	To convince the audience that the Indonesian national team is fully committed to exerting maximum effort to achieve a big goal and to help restore the trust and morale of the supporters.
16.	47:22	The thing I want to say to everyone, to support us the fans, I think in the journey so far the support has been amazing even we play away. There's a lot of support from Indonesia so I think <b>that gives a lot of energy to the group, I understand like I said to lose and concede four goals is never nice</b> , so I respect the feeling of course from the fans as well	Pathos, ethos	The pathos function is to establish an emotional connection between the team and its supporters and the ethos function is to maintain public trust in the face of failure.
17.	48:00	I want to ask supporting us, <b>stay behind the team</b> . Like I said, <b>we give everything in the last days</b> , there's only one focus in the next game. like I've said, I think <b>when we play at home, it can be really special</b> in the stadium here	Pathos, ethos	The pathos function is to evoke empathy and emotional loyalty from the supporters and the ethos function is to build credibility and public confidence that the team will focus on one goal

				and will give their best performance.
18.	48:19	We're going to need the full support and I think, like I said, <b>we are fighting on the pitch</b> , but I really have a feeling also with the support we have, <b>we're fighting all together</b>	Ethos, pathos	The ethos function is to build the team's credibility by asserting that they are giving their effort during the match and the pathos function is to provide an emotional boost, encouraging supporters to continue offering their full support to the Indonesian national team.
19.	48:32	I want to keep that spirit, I think that's really Important and then <b>everything is still open</b> , so <b>I just want to ask support us like everyone has been doing</b> and <b>we will give everything on the pitch</b>	Pathos, ethos	The pathos function is to evoke the audience's emotions and persuade them to continue supporting the Indonesian national team and to reunite supporters. The ethos function is to establish the speaker's credibility as a figure of integrity and professionalism.