



CONSTRUCTING PERSUASIVE APPEALS THROUGH ILLOCUTIONARY ACTS: A PRAGMATIC ANALYSIS OF DINO PATTI DJALAL'S CLIMATE CHANGE SPEECH

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ABSTRACT

This study aims to investigate how illocutionary acts construct persuasive appeals in Dino Patti Djalal's *We Can Beat Climate Thanos!* speech delivered at the Indonesia Net-Zero Summit 2025. This study employs a descriptive qualitative approach. The research data consist of 199 utterances obtained from the official transcript of the speech. The data were collected from the transcript and video of the speech and analyzed using Searle's Speech Act Theory to identify the types of illocutionary acts and Aristotle's rhetorical appeals to examine how ethos, pathos, and logos are constructed through those speech acts. The findings reveal that assertive acts are the most dominant illocutionary act (67.8%), followed by directive acts (27.1%) and expressive acts (5.0%), while commissive and declarative acts are absent. Regarding persuasive appeals, pathos is the most dominant appeal (55.8%), followed by logos (31.2%) and ethos (13.1%). The findings further indicate that assertive acts construct both logical and emotional persuasion, while directive and expressive acts mainly function to generate emotional engagement. This study contributes to the literature by applying the combined framework of Speech Act Theory and Aristotelian rhetorical appeals to an Indonesian diplomatic speech on climate change, providing a broader understanding of how illocutionary acts and rhetorical appeals interact in persuasive climate change communication.

Keywords: *Illocutionary Act, Persuasive Appeals, Aristotelian Rhetoric, Speech Act Theory, Climate Change Speech.*

1. INTRODUCTION

Climate change has emerged as one of the most pressing global challenges of the twenty-first century, posing significant threats to environmental sustainability, socioeconomic development, and international collaboration (Kumar et al., 2025; Martinez, 2022; Musa et al., 2012). As nations and international institutions intensify their efforts to address this complex issue, public communication including speeches, awareness campaigns, and media discourse has become an essential instrument for fostering environmental awareness and encouraging collective action (de Vries, 2020; Pontillas, 2020; Shi et al., 2024). Beyond communicating scientific evidence, climate

change speeches are strategically constructed to persuade audiences to acknowledge the severity of the climate crisis and to motivate their participation in mitigation and adaptation efforts (O'Callaghan et al., 2025; Ardiyansah & Auliya, 2023; Nisak & Ariyanti, 2021).

Persuasion constitutes a central function of public speaking, as speeches are designed not only to disseminate information but also to shape audiences' beliefs, attitudes, and behavioral intentions (Alfiany et al., 2026; Syazali & Sobri, 2023; Tuspekova et al., 2020). To achieve this objective, speakers typically establish credibility, evoke emotional responses, and construct logical arguments that resonate with their audiences.

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Because persuasive communication relies on the strategic use of language within particular social and communicative contexts, it can be effectively examined through the lens of pragmatics (Amri, 2024; Setiawati & Arista, 2018; Nuraeni Mitra et al., 2024). Pragmatics investigates how meaning is negotiated and interpreted in relation to contextual factors surrounding language use (Leech, 2016; Birner, 2025; Blitvich & Sifianou, 2019). Within this discipline, Speech Act Theory, originally introduced by Austin (2018) and subsequently refined by Searle (2019), proposes that every utterance performs a communicative action, referred to as an illocutionary act. While this theoretical perspective explains the functional dimension of language use, it provides only limited insight into the persuasive mechanisms through which such communicative actions influence audiences.

To address this limitation, the present study adopts Aristotelian rhetorical theory (Aristotle, 2007; Bigs et al., 2022), particularly its three classical persuasive appeals: ethos, pathos, and logos. Ethos is concerned with establishing the speaker's credibility and trustworthiness, pathos seeks to influence the audience through emotional engagement, whereas logos emphasizes persuasion through logical reasoning and evidence. Although Aristotelian rhetoric offers a comprehensive account of persuasive strategies, it pays relatively little attention to the specific communicative actions performed by individual utterances. Consequently, integrating Speech Act Theory with Aristotelian rhetoric provides a more comprehensive analytical framework by explaining both the communicative functions of utterances and the rhetorical mechanisms through which those utterances generate persuasive effects.

An illustrative example of persuasive discourse in climate change communication is Dino Patti Djalal's speech entitled *We Can Beat Climate Thanos*. As an Indonesian diplomat and the founder of the Foreign

Policy Community of Indonesia (FPCI), Dino Patti Djalal frequently addresses global challenges, including climate change, through various public forums. This speech is particularly significant because it combines scientific evidence, personal narratives, and popular cultural references most notably the metaphor of "Climate Thanos" to communicate complex environmental issues in a manner that is both accessible and engaging for diverse audiences. These distinctive characteristics make the speech an appropriate case for examining how illocutionary acts interact with rhetorical appeals to strengthen persuasive communication.

Previous studies have explored persuasion and speech acts from a variety of analytical perspectives. Hussein and Mubarak (2025), for instance, examined persuasive appeals in English TEDx Talks by integrating Speech Act Theory with rhetorical appeals and demonstrated that particular persuasive appeals tend to correspond with specific categories of speech acts. Similarly, Pratika (2025) investigated illocutionary acts in the 2024 United States presidential debate using Searle's Speech Act Theory and reported that assertive acts predominated within political discourse. Furthermore, Ruaidah et al. (2024) analyzed persuasive strategies in Indonesian motivational discourse and found that speakers employed multiple persuasive techniques to influence audience perceptions and responses effectively. Collectively, these studies highlight the important roles of speech acts and persuasive strategies in shaping persuasive communication. Nevertheless, relatively little attention has been devoted to investigating how distinct types of illocutionary acts function in constructing specific rhetorical appeals within climate change speeches delivered in diplomatic settings.

Despite their valuable contributions, previous research has generally examined speech acts and rhetorical appeals independently or has employed persuasive

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frameworks other than Aristotelian rhetoric (Aristotle, trans. Kennedy, 2007). Consequently, limited scholarly attention has been directed toward understanding how illocutionary acts contribute to the construction of Aristotelian persuasive appeals in climate change speeches delivered by Indonesian public figures. To address this gap, the present study investigates Dino Patti Djalal's *We Can Beat Climate Thanos* by integrating Searle's Speech Act Theory with Aristotle's rhetorical framework. Specifically, the study seeks to identify the types of illocutionary acts employed throughout the speech, examine how these communicative acts realize the rhetorical appeals of ethos, pathos, and logos, and explain their persuasive functions in the context of climate change communication. By synthesizing pragmatic and rhetorical perspectives, this study offers a more comprehensive understanding of persuasive discourse and contributes to the broader scholarship on contemporary public speaking and environmental communication.

2. LITERATURE REVIEW**2.1 Pragmatics**

Pragmatics is the branch of linguistics concerned with meaning as it is shaped by context, rather than meaning derived purely from the linguistic form of an utterance. (Leech, 1983) defines pragmatics as the study of how utterances convey meaning through their relationship to the situational context in which they occur, including factors such as the speaker's intention, the relationship between speaker and hearer, and the circumstances surrounding the communicative event. Similarly, (Yule, 2019) describes pragmatics as the study of speaker meaning, emphasizing that the same utterance can carry different meanings depending on who produces it, to whom it is addressed, and under what circumstances. These definitions indicate that pragmatics goes beyond the literal meaning

of language by examining how speakers use utterances to achieve communicative purposes within particular contexts. This perspective is particularly relevant to the present study because persuasion depends not only on what is said but also on how utterances function in context.

2.2 Context in Pragmatics

Context plays a central role in pragmatic analysis, as the meaning of an utterance cannot be fully understood without reference to the situation in which it is produced. Leech (1983) identifies several components that constitute the context of an utterance, including the addressor and addressee (the participants involved in the communicative event), the context of utterance (the situational background in which the utterance occurs), and the goal of the utterance (the communicative purpose the speaker intends to achieve). According to Leech (1983), these contextual elements shape how an utterance is produced and interpreted, as the same linguistic form may realize different meanings and functions depending on who is speaking, to whom, and under what circumstances.

This contextual perspective is particularly relevant to the present study, as the persuasive function of an utterance cannot be determined by its linguistic form alone (Nasarudin et al., 2024). Rather, identifying the illocutionary act and persuasive appeal realized by an utterance requires attention to the surrounding situational context, including the specific segment of the speech in which the utterance occurs, the relationship between the speaker and the audience at that moment, and the communicative goal the speaker seeks to achieve. Accordingly, this study incorporates contextual information as an integral part of the analysis, presented alongside each datum to support the identification of its illocutionary act and persuasive appeal.

2.3 Speech Act Theory

Speech Act Theory was originally introduced by Austin (1988), who argued that utterances do not merely describe reality but also perform actions. Austin distinguished three dimensions of a speech act: the locutionary act, which refers to the production of a meaningful utterance; the illocutionary act, which refers to the communicative intention behind the utterance; and the perlocutionary act, which refers to the effect that the utterance has on the hearer. Building upon Austin's framework, further developed Speech Act Theory by proposing a systematic classification of illocutionary acts based on the speaker's communicative intention (Bach, 2017; Ria & Setiawan, 2023; Hågemark & Gärdenfors, 2025).

Searle (1969) classifies illocutionary acts into five categories. Assertives commit speakers to the truth of a proposition through acts such as stating, claiming, and reporting. Directives attempt to make hearers perform an action through requests, suggestions, or commands. Commissives commit speakers to future actions, including promising or offering. Expressives convey speakers' psychological states, such as gratitude, apology, or regret. Declaratives bring about changes in institutional or social reality through the utterance itself. Among these categories, the present study focuses on illocutionary acts because they reveal the communicative intentions underlying each utterance. This five-way classification serves as the primary analytical framework for identifying the illocutionary acts employed in Dino Patti Djalal's "*We Can Beat Climate Thanos!*" speech.

2.4 Aristotelian Rhetorical Appeals

Persuasion refers to the communicative process through which a speaker attempts to influence an audience's beliefs, attitudes, or actions (Ruaidah et al., 2024). In public speaking, persuasion plays a central role because speeches are designed

not only to convey information but also to encourage audiences to adopt particular viewpoints or take specific actions (Arianto, 2023). As a communicative medium, public speech enables speakers to combine verbal content with rhetorical strategies that establish credibility, evoke emotional responses, and present logical reasoning. To explain how these persuasive effects are rhetorically achieved, this study adopts Aristotle's classical theory of rhetoric, which identifies three modes of persuasive appeal: ethos, pathos, and logos (Aristotle trans. Kennedy, 2007).

Ethos refers to persuasion achieved through the speaker's credibility and character, including the audience's perception of the speaker's competence, integrity, and goodwill. Speakers establish ethos by demonstrating their knowledge, drawing on relevant experience, and projecting sincerity and trustworthiness.

Pathos refers to persuasion achieved by appealing to the audience's emotions, such as concern, hope, urgency, or empathy. Emotional appeals are commonly realized through personal narratives, descriptive language, and emotionally charged language that strengthens the audience's emotional engagement with the speaker's message.

Logos refers to persuasion achieved through logical reasoning and evidence, including facts, statistics, examples, and cause-and-effect arguments that encourage audiences to evaluate the message rationally.

These three persuasive appeals are not mutually exclusive; a single utterance may simultaneously realize more than one appeal depending on its communicative context. Nevertheless, Aristotle's framework remains widely applied in contemporary discourse analysis because it provides a systematic explanation of how persuasive effects are constructed across various forms of public communication, including political speeches.

2.5 Relationship between Illocutionary Acts and Persuasive Appeals

Although Speech Act Theory and Aristotelian rhetoric originate from different theoretical traditions, they complement each other in analyzing persuasive communication. Speech Act Theory focuses on the communicative functions of utterances (Searle, 1969) whereas Aristotelian rhetoric explains how persuasion is achieved through the rhetorical appeals of ethos, pathos, and logos. Together, these two frameworks provide a more comprehensive understanding of how speakers use language to persuade their audiences. Speech Act Theory explains what action a speaker performs through an utterance, while rhetorical theory explains how that action functions to persuade an audience. Viewed together, illocutionary acts can be understood as the linguistic mechanisms through which persuasive appeals are realized in discourse, the type of action a speaker performs through an utterance shapes, at least in part, the type of persuasive effect that utterance is likely to achieve.

Based on the theoretical perspectives of Searle (1969) and Aristotle, as well as findings from previous studies (Hussein & Mubarak, 2025), this study proposes an analytical framework to examine how illocutionary acts may contribute to the construction of persuasive appeals.

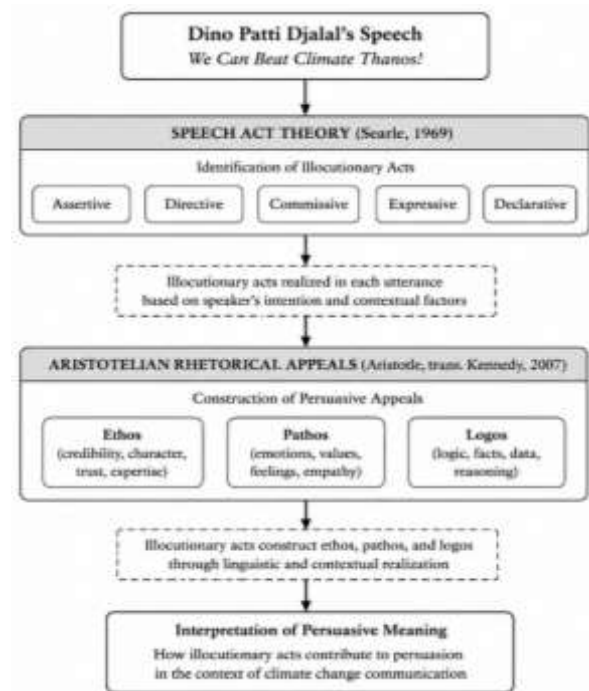


Figure 1. Conceptual Research Framework

3. METHODS

3.1 Type and Research Approach

This study employs a descriptive qualitative approach because it seeks to interpret linguistic meaning within its context of use rather than quantify or generalize findings statistically. Qualitative research allows researchers to explore linguistic phenomena in depth, focusing on how meaning is constructed and interpreted in language use (Creswell, 2022; Tisdell et al., 2025; Patton, 2020).

A descriptive design is appropriate because the study aims to identify and describe the types of illocutionary acts employed in Dino Patti Djalal's *We Can Beat Climate Thanos* speech and to explain how these acts function in constructing persuasive appeals. Rather than testing hypotheses, the study focuses on providing a contextual interpretation of linguistic patterns as they occur in the speech.

3.2 Research Object and Data Source

The object of this study is Dino Patti Djalal's speech, *We Can Beat Climate Thanos*, which addresses climate change and

calls for collective climate action. The data consist of utterances transcribed from this speech, accessed the official YouTube channel of the Foreign Policy Community of Indonesia (FPCI), uploaded on September 8, 2025 (<https://youtu.be/P73mlPmSVTo>). As the speech was delivered orally, it was transcribed verbatim by the researcher prior to analysis to ensure the accuracy of the linguistic data used.

The unit of analysis in this study is the individual utterance. The transcript was segmented into utterance units, each treated as a single datum, resulting in a total of 199 data for analysis. Utterances that function purely as discourse markers or procedural transitions (e.g., "Next question," "Thank you, next") were excluded from the analysis, as they do not carry identifiable illocutionary force related to persuasive appeal construction. Only utterances realizing a substantive communicative function were retained as data.

3.3 Data Collection Technique

Data were collected through a documentation technique, in which the speech was obtained from its official published source and transcribed into written form. This technique was chosen because the required data the verbal content of the speech is fixed and permanently available in its original audio/video form, allowing for accurate and repeatable transcription (Creswell, 2022).

The data were collected through several steps. First, the speech recording was obtained from its official source. Second, the speech was transcribed verbatim into a written transcript. Third, the transcript was divided into individual utterances, which served as the units of analysis (Anufia, 2019; Daruhadi & Sopiati, 2024; Mauliddiyah, 2021).

3.4 Data Analysis Technique

Data were analyzed through two interrelated stages. First, each utterance was classified according to Searle (1969) categories of illocutionary acts assertive, directive, commissive, expressive, or declarative based on the communicative function it performs. Second, each utterance was examined to identify which persuasive appeals ethos, pathos, and logos it realizes within its speech context. Rather than assuming a fixed correspondence between illocutionary act types and persuasive appeals, this second stage of analysis was conducted contextually, as a single illocutionary act may realize different persuasive appeals depending on its communicative purpose and surrounding discourse context.

Each datum is presented and analyzed following a consistent structure: (1) Data the utterance as transcribed, (2) Context the situational context in which the utterance occurs within the speech, and (3) Analysis identification of the illocutionary act type and the persuasive appeals it realizes, with justification grounded in the utterance's communicative function and context.

3.5 Research Procedure

The steps of this research include: (1) identifying the research problem and formulating research questions; (2) obtaining and transcribing the speech data; (3) segmenting the transcript into individual utterance units; (4) classifying each utterance according to illocutionary act categories (5) analyzing each utterance to identify the persuasive appeals it realizes, (6) drawing conclusions based on the patterns observed across the analysis.

4. RESULTS AND DISCUSSION

4.1 Result

This study identified a total of 199 utterances in Dino Patti Djalal's speech, "We Can Beat Climate Thanos!", delivered at the Indonesia Net-Zero Summit 2025. Each

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utterance was analyzed in two stages: first, according to its illocutionary act type based on the five categories proposed by (Searle, 1969). second, according to the persuasive appeals it realizes based on Aristotle's rhetorical framework. The following section presents the distribution of illocutionary acts and persuasive appeals identified in the data, followed by a discussion of how specific illocutionary acts function to construct ethos, pathos, and logos throughout the speech.

Table 1 presents the distribution of illocutionary acts identified across the 199 utterances analyzed. The results show that assertive acts overwhelmingly dominate the speech, while commissive and declarative acts did not occur in the data at all.

Table 1. Distribution of Illocutionary Acts

Illocutionary	Frequency	Percentage
Assertive	135	67.8%
Directive	54	27.1%
Expressive	10	5.0%
Commissive	0	0%
Declarative	0	0%
Total	199	100%

As shown in Table 1, assertive acts account for more than two-thirds of the total data (67.8%), indicating that the speaker predominantly relies on stating, claiming, and reporting propositions whether factual, hyperbolic, or evaluative to construct his message. This finding is consistent with previous studies on political and persuasive discourse, which similarly report the dominance of assertive acts in argumentative public speech (Pratika, 2025). Directive acts constitute the second most frequent category (27.1%), realized primarily through tag questions (e.g., "right?"), rhetorical questions, and direct appeals to the audience, reflecting the speaker's consistent effort to actively engage listeners throughout the speech. Expressive acts occur far less frequently (5.0%), typically appearing as spontaneous affective reactions (e.g., "Oh my god."). No commissive or declarative acts were

identified, which is expected given that the speech functions as a persuasive public address rather than a context of formal commitment-making or institutional pronouncement.

To further illustrate how these illocutionary acts are realized within their situational context, the following section presents representative data accompanied by their contextual background and analysis.

Assertive Acts

Assertive speech acts are performed when the speaker reports a statement to provide information to the audience, committing to the truth of what is said. For further explanation, consider the following data:

Datum 3: *"That's like 2%."*

This quote shows an assertive utterance, as it binds the speaker to the truth of what is said, conveyed with the intention of reporting a factual result. According to Searle (1969), this phrase indicates an assertive, reinforced by the fact that the speaker directly reports a numerical outcome rather than requesting an action or expressing a feeling. The situation in the speech above is that Dino Patti Djalal has just conducted a live audience poll asking whether the audience feels optimistic or pessimistic about achieving net-zero emissions by 2050; in terms of context (Leech, 1983), the addressor is the speaker, the addressee is the summit audience, and the goal of the utterance is to report the poll result, which turns out to reveal a strikingly low level of optimism.

Datum 64: *"As we said earlier, the first half of 2024 was the warmest year on record."*

This quote shows an assertive utterance, as the speaker commits to the truth of a verifiable factual claim regarding global temperature records. According to Searle

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(1969), this phrase indicates an assertive, reinforced by the speaker's use of a checkable climate record rather than a hyperbolic or emotionally charged statement. The situation in the speech above is that Dino Patti Djalal is building his argument on the escalating impact of climate change, following a series of claims regarding wildfires and extreme weather events; in terms of context (Leech, 1983), the goal of the utterance is to reinforce the scientific basis of his broader claim that the climate crisis is intensifying.

Directive Acts

Directive speech acts are performed when the speaker attempts to get the hearer to do something, such as asking a question or making a request. For further explanation, consider the following data:

Datum 1: *"Are you optimistic or pessimistic that the world will reach net zero emission by 2050?"*

This quote shows a directive utterance, as it attempts to elicit a response from the hearer. According to Searle (1969), this phrase indicates a directive, reinforced by the interrogative structure that explicitly requests the audience's opinion. The situation in the speech above is that Dino Patti Djalal opens his speech with a live audience poll; in terms of context (Leech, 1983), the goal of the utterance is to solicit the audience's personal outlook on the climate crisis before presenting his main argument.

Datum 42: *"Right?"*

This quote shows a directive utterance, functioning as a tag question that solicits agreement from the hearer. According to Searle (1969), this phrase indicates a directive, reinforced by its position immediately following a hyperbolic claim. The situation in the speech above is that the speaker has just described climate change as

"the greatest enemy, the greatest warrior ever faced by the human race" within the extended "Climate Thanos" metaphor; in terms of context (Leech, 1983), the goal of the utterance is to seek the audience's emotional validation of this dramatic framing.

Expressive Acts

Expressive speech acts are performed when the speaker conveys their psychological state, such as surprise, gratitude, or regret. For further explanation, consider the following data:

Datum 9: *"Oh my god."*

This quote shows an expressive utterance, as it conveys the speaker's spontaneous psychological reaction rather than a factual proposition. According to Searle (1969), this phrase indicates an expressive, reinforced by its brevity and lack of propositional content. The situation in the speech above is that the speaker appears surprised by the result of a live audience poll on nuclear energy; in terms of context (Leech, 1983), the goal of the utterance is to express genuine surprise, reinforcing the informal, conversational tone of the interactive polling segment.

Commissive and Declarative Acts

No commissive or declarative acts were identified in the data. This absence is consistent with the communicative nature of the speech, as commissive acts require the speaker to bind themselves to a specific future action (e.g., promising or pledging), which rarely occurs in a persuasive public address aimed at mobilizing a general audience rather than making personal commitments. Similarly, declarative acts require institutional authority to bring about an immediate change in reality through the utterance itself (e.g., officially declaring, pronouncing, or ratifying), a function that is more typical of formal ceremonial or legal

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contexts rather than a motivational speech at a public summit. The absence of these two categories therefore reflects the persuasive, audience-engaging function of the speech rather than a limitation of the analysis.

Table 2. Distribution of Persuasive Appeals

Persuasive Appeal	Frequency	Percentage
Pathos	111	55.8%
Logos	62	31.2%
Ethos	26	13.1%
Total	199	100%

Table 2 shows that pathos is the most dominant persuasive appeal, accounting for more than half of the total data (55.8%), followed by logos (31.2%) and ethos (13.1%). This distribution suggests that the speaker relies most heavily on emotional engagement particularly through hyperbolic framing, extended metaphor, and audience-directed rhetorical questions to construct persuasive appeal, while logical argumentation and credibility-building play comparatively smaller, though still substantial, roles. This finding aligns with Hussein and Mubarak's (2025) observation that pathos tends to dominate persuasive discourse aimed at building emotional engagement with a broad audience, particularly when the topic concerns urgent, high-stakes issues such as climate change.

To illustrate how these patterns are realized in the actual data, representative utterances for each persuasive appeal are presented below, along with their contextual background.

Pathos

Pathos refers to persuasion achieved by appealing to the audience's emotions, such as concern, fear, hope, or empathy. For further explanation, consider the following data:

Datum 41: *"And this guy is the greatest enemy, the greatest warrior ever faced by the human race."*

This quote shows an utterance that realizes a pathos appeal, as it evokes fear and a sense of existential threat rather than presenting verifiable evidence. According to Aristotle (trans. Kennedy, 2007), this utterance is classified as pathos, reinforced by the use of hyperbolic language ("the greatest enemy," "the greatest warrior ever faced") that intensifies the emotional weight of the claim rather than inviting rational evaluation. The situation in the speech above is that Dino Patti Djalal has just introduced the extended "Climate Thanos" metaphor, personifying climate change as a fictional supervillain; in terms of context (Leech, 1983), the goal of the utterance is to construct an emotionally vivid frame that encourages the audience to experience climate change as an imminent, personified threat rather than as a distant statistical trend.

Datum 1: *"Are you optimistic or pessimistic that the world will reach net zero emission by 2050?"*

This quote shows an utterance that realizes a pathos appeal, as it invites the audience to reflect on their own emotional stance toward the climate crisis. According to Aristotle (trans. Kennedy, 2007), this utterance is classified as pathos, reinforced by the fact that the question addresses the audience's personal feelings (optimism/pessimism) rather than requesting a rational or evidence-based judgment. The situation in the speech above is that the speaker opens with a live audience poll before presenting his main argument; in terms of context (Leech, 1983), the goal of the utterance is to establish early emotional engagement, setting up the audience's own pessimism as a rhetorical premise for the rest of the speech.

Logos

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Logos refers to persuasion achieved through logical reasoning and evidence, including facts, statistics, and authoritative sources. For further explanation, consider the following data:

Datum 85: *"We are seeing 60 countries according to IMF facing monetary crisis."*

This quote shows an utterance that realizes a logos appeal, as the claim is supported by a specific statistic attributed to an authoritative institution. According to Aristotle (trans. Kennedy, 2007), this utterance is classified as logos, reinforced by the reference to the International Monetary Fund (IMF), which lends objective, evidence-based credibility to the claim rather than relying on the speaker's personal opinion. The situation in the speech above is that Dino Patti Djalal is addressing the intersection between climate change and global economic instability; in terms of context (Leech, 1983), the goal of the utterance is to substantiate his argument with measurable evidence of the global impact of climate change.

Datum 64: *"As we said earlier, the first half of 2024 was the warmest year on record."*

This quote shows an utterance that realizes a logos appeal, as the claim is grounded in an empirical climate record rather than in hyperbolic or emotionally charged language. According to Aristotle (trans. Kennedy, 2007), this utterance is classified as logos, reinforced by the speaker's reference to a specific, checkable temperature record. In terms of context (Leech, 1983), the goal of the utterance is to reinforce the scientific basis of the speaker's broader claim regarding the escalating climate crisis, encouraging the audience to accept the claim on a rational basis.

Ethos

Ethos refers to persuasion achieved through the speaker's credibility and character, including competence, integrity, and goodwill. For further explanation, consider the following data:

Datum 67: *"But believe me, it will come to us."*

This quote shows an utterance that realizes an ethos appeal, as the phrase "believe me" functions as an explicit credibility marker asking the audience to trust the speaker's personal assurance independent of supporting evidence. According to Aristotle (trans. Kennedy, 2007), this utterance is classified as ethos, reinforced by the direct personal appeal to the audience's trust rather than to logic or emotion. The situation in the speech above is that Dino Patti Djalal is addressing Indonesia's current lack of severe climate impact; in terms of context (Leech, 1983), the goal of the utterance is to convince the audience, through personal conviction, that the country will eventually be affected by the climate crisis.

Datum 28: *"Sorry, my wife."*

This quote shows an utterance that realizes an ethos appeal, as it functions to build the speaker's goodwill (*eunoia*) rather than his competence or logical argument. According to Aristotle (trans. Kennedy, 2007), this utterance is classified as ethos, reinforced by the self-deprecating, humorous tone that presents the speaker as approachable and relatable. The situation in the speech above is that Dino Patti Djalal is telling a humorous personal anecdote about his wife; in terms of context (Leech, 1983), the goal of the utterance is to create a closer, more personal relationship with the audience, making the speaker feel more human and trustworthy rather than solely authoritative.

Table 3. Cross-Tabulation of Illocutionary Acts and Persuasive Appeals

Illocutionary	Ethos	Pathos	Logos	Total
Assertive	18	62	55	135
Directive	5	43	6	54
Expressive	3	6	1	10
Total	29	111	62	199

Table 3 shows a distinctive pattern in how each type of illocutionary act is used to construct rhetorical appeals. Among the assertive acts, pathos is the most frequently realized appeal, with 62 occurrences, followed closely by logos with 55 occurrences, indicating that the speaker uses assertions to construct both emotional and logical appeals in a relatively balanced manner. By contrast, directive acts are primarily associated with pathos, with 43 occurrences, whereas only 6 occurrences are associated with logos. Similarly, expressive acts are also mainly associated with pathos, with 6 occurrences, reflecting their function of expressing the speaker's emotional responses. Overall, these findings indicate that assertive acts serve a dual persuasive function by constructing both logical and emotional appeals, whereas directive and expressive acts primarily function to strengthen emotional engagement in the speech.

4.2 Discussion

The findings indicate that pathos is the dominant persuasive appeal, primarily realized through the interaction of assertive and directive illocutionary acts, particularly through the "Climate Thanos" metaphor that makes climate change more emotionally engaging. This finding supports Hussein and Mubarak (2025), who identified pathos as the dominant persuasive appeal, while extending their study by showing how multiple illocutionary acts jointly construct emotional persuasion.

Logos is mainly realized through assertive acts supported by statistical evidence and references to authoritative institutions such as the IMF. Consistent with

Searle (1969), assertive acts function to present propositions as truthful and credible, thereby strengthening logical persuasion. This finding also supports Pratika (2025), but further demonstrates that assertive acts contribute not only as speech act types but also as rhetorical strategies for evidence-based persuasion.

Ethos is constructed through credibility markers, self-deprecating humor, and personal anecdotes that portray Dino Patti Djalal as both credible and approachable. This finding aligns with Aristotle's concept of ethos and is consistent with Ruaidah et al. (2024), who found that Indonesian persuasive speakers build credibility by combining authority with audience-oriented and relatable communication.

Overall, the findings demonstrate that the relationship between illocutionary acts and persuasive appeals is dynamic and context-dependent. The persuasive function of an utterance emerges from the interaction between its illocutionary force, rhetorical appeal, and communicative context. By integrating Speech Act Theory (Searle, 1969) with Aristotelian rhetoric, this study provides a more comprehensive explanation of persuasive meaning in climate change speeches and extends the application of both theories to the analysis of an Indonesian diplomatic speech.

5. CONCLUSION

Based on the results, assertive acts were the most dominant illocutionary act (67.8%), followed by directive (27.1%) and expressive acts (5.0%), with no commissive or declarative acts found. Pathos was the most frequently realized persuasive appeal (55.8%), followed by logos (31.2%) and ethos (13.1%), showing that the speaker relied primarily on emotional engagement, while assertive acts served a dual function in constructing both logical and emotional persuasion. By combining Speech Act

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Theory and Aristotelian rhetorical appeals, this study shows that persuasive function depends on communicative purpose and context rather than illocutionary act type alone. As this study is limited to a single speech, future research is encouraged to examine a wider range of speakers and contexts.

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