ABSTRACT

MELI AULIA UTAMI. 1155030139. The Three Appeal Form of Rhetoric and Woman Language Features in Emma Watson Speech "Gender equality is your issue too" for UN in *HeforShe* Campaign. Undergraduate Thesis, English Department, Faculty of Adab and Humanities, Sunan Gunung Djati State Islamic Univesity Bandung. Advisors: 1. Deuis Sugaryamah, M.Pd. 2. Pepen Priyawan, S.S, M. Hum.

Key words: The three appeal form, woman language features.

This study focuses on analyzing Emma Watson speech for UN in "*HeforShe*" campaign as a goodwill ambassador under title "Gender equality is your issue too". This speech impacted the achieved goal of the campaign. How most of the audience gave standing applauses in between her speech is why this speech was chosen to be analyzed. Therefore, this study used rhetorical the three appeal form, a theory by Aristotle, in approaching and understanding this speech successful result. However this study is also interested in analyzing Emma Watson gender in using these appeal forms so woman language features theory by Robin Lakoff is involved too. Qualitative method is applied to analyze Emma Watson's rhetoric style in her speech. The result for the two research question is quite unpredictable. Emma Watson built her credibility as an expert in feminism movement rather than her strong popularity as a celebrity at the time she was delivering the speech. As the result to this, logos is the most dominant appeal form with 46% from the total result. As for woman language features analysis result, it is such a limited result that 69% of the speech can not be categorized as woman language features. It is in line with the thee appeal forms result which shows that logos is the most dominant one when the orator used more statistical and theories rather than emotional approach or friendship. However despite the fact that woman language features result is quite insufficient which is only 31% of data, Emma Watson was found to use hypercorrect grammar as the most dominant one.