THE ANALYSIS OF PERSUASIVE TECHNIQUES USED IN SHARK TANK'S PITCH PRESENTATION

*ABDUL HAMID SATRIO PINASTHIKO, **MARIANA ULFAH HOESNY, ***PRITANTINA YUNI LESTARI

State Polytechnic of Malang

*[*ah.satrio0@gmail.com,](mailto:ah.satrio0@gmail.com) [**marianah.ulfah@polinema.ac.id,](mailto:marianah.ulfah@polinema.ac.id) [***pritantinayi@polinema.ac.id](mailto:pritantinayi@polinema.ac.id)*

ABSTRACT

The research project focuses on a case study involving a pitch presentation video on Shark Tank's official YouTube account. The objectives of this research were: (1) to identify the verbal persuasive techniques utilized in the pitch presentations on Shark Tank (2) to compare the persuasive techniques used by start-up presenters from the FNB and Daily Necessities industries. The results of the study can be summarized as follows: First, the analysis revealed that not all identified verbal persuasive techniques were utilized in the pitch presentations, with "repetition" being the most commonly employed technique among the 18 observed. the FNB category demonstrated a higher frequency of using verbal persuasive techniques compared to the Daily Necessities industry. Nonetheless, commonalities were observed in the use of specific verbal persuasive techniques (e.g., anecdote, appeals, evidence, exaggeration, and logic). The methods employed for this research included observation and documentation. The author also used a table as the research instrument.

Keyword: verbal communication, persuasive techniques, pitch presentation

I.   INTRODUCTION

According to Saussure & Rocci (2016) defined verbal communication as the most common form of communication in human societies. Verbal communication refers to the production of spoken language to send an intentional message to a listener McDuffie (2019). In conclusion, verbal communication involved the interaction of two parties, namely the sender and the receiver. The process entailed the production of spoken language to effectively convey desired information. It can be pointed that verbal communication utilizing language stands as the most readily comprehensible and embraced method of conveying ideas and information. The essence of human interaction lies in verbal communication, which acts as the foundation of societal discourse.

Persuasion techniques are a powerful set of language tools for changing attitudes and influencing responses, which do not explicitly impose views upon the recipient. Instead of raising sales, persuasive techniques are employed in advertising for building rapport and increasing brand awareness (Cockcroft et al., 2014) cited in (Romanova & Smirnova, 2019). Persuasive techniques are that whatever the rhetorical situation and genre, the rhetor first and foremost appeals to his or her audience, presenting evidence in support of the argument about the subject at hand, whatever that argument may be. it can be argued that the essence of rhetoric lies in its ability to captivate the audience and present evidence to substantiate arguments about the given subject. persuasive techniques comprised a collection of language tools that were used to modify attitudes and influence responses, without explicitly imposing viewpoints on the recipients (Hoesny et al.,

2020). These techniques were utilized in advertising to establish connections and boost brand awareness. Speakers could convey their thoughts to bolster rational arguments while simultaneously fostering an environment of emotional involvement.

According to Lamb (2019), verbal persuasive techniques can be classified into the several categories; s. Alliteration, analogy, anecdote, appeals, assonance, attacks, cliché, connections, emotive language, euphemism, everyday/colloquial language, evidence, exaggeration, generalization, inclusive language, imagery, jargon, logic/reason, metaphor, repetition, rhetorical question, sarcasm, and simile. Although the main goal was to persuade the targets, these techniques still needed to be adapted to various factors such as the situation and the audience. As a result, users of persuasive techniques were required to develop the appropriate and effective strategy. If the user could develop the right and effective strategy for using persuasive techniques, he or she would be able to achieve successful persuasive results.

Aulet and Anderson (2012), as cited in Williams (2013) stated that any generic pitch can be evaluated in general based on the content or delivery of the pitch. The pitch consists of twenty minutes slide presentation, giving an overview of the new enterprise to investors. The term "pitch" was first used in this context around the mid-nineteenth century ("Pitch," 1989) cited in (Coughter, 2012), at the tail end of the Western Industrial Revolution and the concurrent globalization of previously geographically constrained markets. It can be inferred that a pitch consisted of a concise presentation aimed at introducing the company and its various novel aspects to potential investors. The primary goal of such promotional efforts was to attract investors and secure investments in the product.

II.   METHOD

This research using a case study as the research design and qualitative research was deemed an appropriate method for this research. Persuasive techniques and pitch presentations were two examples of social phenomena that were prevalent in contemporary society. the focus of analysis was on pitch presentation videos from Shark Tanks's Global official YouTube account. To be more specific, the focus was only on the pitch presentation. These videos were published in 2022. A total of 6 videos were analyzed, with the first three videos belonging to the category of Daily Necessities industry, and the remaining videos falling under the category of Food and Beverage (FNB). In order to collect data, the author utilized observation and documentation methods. The researchers also utilized worksheets as a research's instrument to facilitate the analysis of the collected research data.

A.   Data analysis

Typically, content analysis is performed on forms of human communications; this may include permutations of written documents, photographs, film or video, and audiotapes, but can also include street signs, graffiti, personalized license plates, and names of online avatars (Lune & Berg, 2017). This aligns with the subject of the current research, specifically focusing on video pitch presentations. Tables were employed to facilitate the analysis process, aiding in the identification of cases related to persuasive techniques, encompassing both verbal and nonverbal cues

III.   RESULTS

The researcher described the result that had been found regarding to persuasive techniques used in Shark Tank's pitch presentation.

Table 1 The Result of Analysis on Verbal Persuasive Techniques used in Video 1

No.	Verbal persuasive techniques	Amount	Percentage
1	Anecdote	1	3%
2	Appeals (hip pocket nerve)	1	3%
3	Connotation	5	14%
4	Everyday/colloquial language	1	3%
5	Evidence	9	25%
6	Exaggeration	4	11%
7	Logic/reason	5	14%
8	Repetition	8	22%
9	Simile	2	6%
	Total	36	100%

Based on the data in the table 1, the video pitch presentation 1 contains verbal persuasive techniques such as; 1 time anecdote, 1 time hip pocket nerve type appeals, 5 times connotation, 9 times evidence, 4 times exaggeration, 5 times logic/reason, 8 times repetition and 2 times simile. Verbal persuasive technique evidence was the most frequently employed during the presentation. For instance, the following sentences was taken from utterance in video 1:

"Just north of $100k only in four months"
"We burned on brown and gravy tomato sauce, cheese, and mustard onto a glass stove top and a stainless-steel pan."

In the first sentence, the presenter aimed to persuade the audiences by providing information about the company's revenue within just 4 months. Information about revenue can be categorized as quantitative or statistical data, representing factual evidence. Therefore, this sentence can be classified as verbal persuasive techniques evidence. Moving on to the second sentence, the presenter delivered his utterance while conducting a live product demonstration. This indicates that the presenter's statement can be substantiated by providing a product usage demonstration. It is this aspect that classifies this sentence as verbal persuasive techniques, where the spoken information is supported by evidence in the form of a demonstration.

Table 2 The Result of Analysis on Verbal Persuasive Techniques used in Video 2

No.	Verbal persuasive techniques	Amount	Percentage
1	Alliteration	2	4%
2	Anecdote	1	2%
3	Appeals (hip pocket nerve, fear, and compassion)	3	7%
4	Euphemism	1	2%
5	Everyday/colloquial language	1	2%
6	Evidence	10	22%
7	Exaggeration	2	4%
8	Generalization	3	7%
9	Logic/reason	4	9%

10	Metaphor	1	2%
11	Repetition	14	30%
12	Rhetorical question	2	4%
13	Simile	2	4%
	Total	46	100%

According to the table 2, several verbal persuasive techniques can be found in the video 2 in the form of; 2 times alliteration, 1 anecdote, 3 times appeals (hit pocket nerve, fear, and compassion), 1 euphemism, 1 everyday/colloquial language, 10 times evidence, 2 times exaggeration, 3 times generalization, 4 times logic/reason, 1 metaphor, 14 times repetition, 2 times of rhetorical question, and also for simile. It can be observed that verbal persuasive technique repetition has the highest frequency of usage. For instance, the following sentences were utterance found in video 2:

"The results **pure** water from a **pristinely** clean bottle."
"The result over one million of these guys are consumed every single minute and that's no good for your health and even worse for the environment."

In the first sentence, the presenter conveyed information about the features of their product. The presenter used the words "pure" and "pristinely," which have similar meanings, to emphasize the idea of the product's features. This categorizes the sentence under verbal persuasive technique repetition due to the repetition of words to emphasize the idea about the product's features in the statement. As for the second sentence, the presenter aimed to provide information about the current issues faced by society. Here, the presenter brought back the topic of the adverse effects of using plastic bottles, which they had already discussed earlier regarding the shortcomings of other products in the bottle market. The presenter sought to emphasize the topic of their product's features by reiterating the topic related to the deficiencies of other products in the bottle market, enabling the audience to recognize the potential of his product in the bottle market.

Table 3 The Result of Analysis on Verbal Persuasive Techniques used in Video 3

No.	Verbal persuasive techniques	Amount	Percentage
1	Alliteration	1	3%
2	Anecdote	3	9%
3	Appeals (fear, common sense, and hip pocket nerve)	3	9%
4	Assonance	1	3%
5	Connotation	1	3%
6	Everyday/colloquial language	1	3%
7	Evidence	9	28%
8	Exaggeration	2	6%
9	Expert opinion	1	3%
10	Generalization	2	6%
11	Logic/reason	3	9%
12	Repetition	4	13%
	Total	32	100%

The table 3 shows that the video 3 contains verbal persuasive techniques such as; 1 alliteration, 3 anecdote, 3 appeals (fear, common sense, and hit pocket nerve), 1 assonance, 1

connotation, 1 everyday/colloquial language, 9 evidence, 2 exaggeration, 1 expert opinion, 2 generalization, 3 logic/reason, and 4 repetition. It can be observed that the use of verbal persuasive technique evidence was the most prevalent. For instance, the following sentences was taken from utterance in video 3:

"Can I say one other thing on the $150k in sales? we have a hundred thousand a profit"
"The two packs are $6.99 to $8.99"

In the first sentence, the presenter aimed to convey information about the sales performance of their product. Product's sales information represents quantitative data and serves as an indicator of a factual statement. Undoubtedly, this statement was aimed at capturing the audience's interest. Consequently, the first sentence can be categorized as evidence of verbal persuasive techniques.

Similarly, in the second sentence, the presenter intended to communicate the price of their product. Product's price is an informational aspect containing quantitative data. Based on these explanations, this sentence falls under the classification of evidence for verbal persuasive techniques.

Table 4 The Result of Analysis on Verbal Persuasive Techniques used in Video 4

No.	Verbal persuasive techniques	Amount	Percentage
1	Alliteration	4	11%
2	Anecdote	1	3%
3	Appeals (3 times family values, tradition, fairness, and hip pocket nerve)	6	16%
4	Connotation	4	11%
5	Emotive language	1	3%
6	Everyday/colloquial language	2	5%
7	Evidence	5	13%
8	Exaggeration	2	5%
9	Generalization	2	5%
10	Logic	8	21%
11	Metaphor	2	5%
12	Rhetorical question	1	3%
	Total	38	100%

Based on table 4, it can be found several verbal persuasive techniques that is used in video 4. There are 4 times alliteration, 1 anecdote, 6 times appeals with details 3 times of family values, 1 for tradition, 1 for fairness, and 1 for pocket nerve hit. Then, there are also 4 times connotation, 1 emotive language, 2 times everyday/colloquial language, 5 times evidence, 2 times of exaggeration and generalization, 8 times logic/reason, 2 times for metaphor, and 1 rhetorical question.

Based on the findings above, it can be concluded that verbal persuasive techniques logic/reason were the most frequently employed in video 4. For instance, the following sentences were utterance taken from video 4:

"We're here today seeking $75k in return for 20% equities in our company"

"It was a big challenge though trying to figure out how to keep them fresh and intact, and that's when we came up with the idea of shipping them in a jar."

In the first sentence, the presenter conveyed their intentions and objectives as a participant in Shark Tank. The statement presented a logical argument as the presenter expressed the need for business capital, which would be exchanged for shares in their company. Undoubtedly, this offer was aimed at capturing the audience's interest. Based on this explanation, this sentence can be classified as a verbal persuasive technique employing logic/reason.

Moving on to the second sentence, the presenters sought to provide information about the challenges they faced in distributing their product. This statement can be deemed as logically sound since their product, being food, had a limited shelf life, and perishable items naturally undergo decomposition over time. This aspect supports the classification of this sentence as a verbal persuasive technique employing logic/reason, intended to convey to the audience that the challenges at hand could be resolved with their assistance.

Table 5 The Result of Analysis on Verbal Persuasive Techniques used in Video 5

No.	Verbal persuasive techniques	Amount	Percentage
1	Alliteration	2	4%
2	Anecdote	1	2%
3	Appeals (hip pocket nerve, fairness, compassion, and family values)	4	8%
4	Attacks	3	6%
5	Connotation	2	4%
6	Evidence	6	11%
7	Exaggeration	3	6%
8	Generalization	4	8%
9	Logic/reason	8	15%
10	Metaphor	2	4%
11	Repetition	15	28%
12	Rhetorical question	3	6%
	Total	53	100%

Based on the data in the table 5, the video pitch presentation 5 contains verbal persuasive techniques such as; 2 of alliteration, 1 anecdote, 4 times (hip pocket nerve, fairness, compassion, and family), 3 times attacks, 2 times of connotation, 6 times evidence, 3 times exaggeration, 4 times generalization, 8 times logic/reason, 2 times metaphor, 15 times repetition, and 3 times rhetorical question.

It can be observed that the verbal persuasive technique repetition has the highest frequency of usage. For example, the following sentence was taken from the utterance in video 5:

"So, what I'm about to do is take these **green** apples and turn them into billions of **green** dollars."
"Here's what I can tell you, I didn't have to start the business if I did not see the market opportunity, I would not put my life savings into it, but I do work around the clock it is definitely not a part-time gig in the way that that you've described it"

In the first sentence, the presenter aimed to convey the objectives they wanted to achieve in their business. The presenter sought to capture the audience's attention by using the repetition of the word "green" in their statement. Therefore, the first sentence can be categorized under verbal persuasive techniques repetition.

As for the second sentence, the presenter intended to provide information about their experiences and accomplishments during the business development phase. The presenter aimed to persuade the audience by emphasizing their dedication to running the business. With their confidence, the presenter made the audience aware that they would not be at a disadvantage with the offer presented.

Table 6 The Result of Analysis on Verbal Persuasive Techniques used in Video 6

No.	Verbal persuasive techniques	Amount	Percentage
1	Alliteration	1	4%
2	Anecdote	2	8%
3	Appeals (fairness, compassion, and family values)	3	12%
4	Attacks	1	4%
5	Connotation	2	8%
6	Evidence	4	15%
7	Exaggeration	2	8%
8	Logic	4	15%
9	Repetition	5	19%
10	Rhetorical question	2	8%
	Total	26	100%

According to the table 6, there are verbal persuasive techniques can be found in the video 6 such as; 1 alliteration, 2 anecdotes, 3 appeals (fairness, compassion, and family values), 1 attack, 2 connotations, 4 evidences, 2 exaggerations, 4 logics/reasons, 5 repetitions, 2 rhetorical questions. Based on the findings above, it can be concluded that repetition was the most frequently used verbal persuasive technique. For example, the following sentences were utterance taken from video 6:

"I played for the then Saint Louis Cardinals and then I came back and I retired in Cleveland in 1990."
"We cook the product with the bone in it, and when the product is fully cooked then we remove the bones then we quick chill it and then it's packed right away."

In the first sentence, the presenter aimed to convey information about their career as an NFL athlete. In doing so, the presenter used the repetition of the word "I" followed by the narration of their career journey. The presenter wanted their audience to know and emphasize the topic that they were a former athlete with a fairly long career. This was intended as an attraction in presenting their background. Therefore, this sentence can be classified as verbal persuasive technique repetition.

As for the second sentence, the presenter intended to provide information about the procedure for creating their product. In their delivery, the presenter used the repetition of the word "we" followed by the steps in the product creation process. The presenter aimed to

emphasize the topic of the product creation procedure in their statement. Based on this explanation, the second sentence can be categorized as verbal persuasive technique repetition.

Table 7 The Result of Analysis on Verbal Persuasive Techniques used in Shark Tank's Pitch Presentation

No.	Verbal persuasive techniques	Amount	Percentage
1	Alliteration	10	4%
2	Anecdote	9	4%
3	Appeals	20	9%
4	Assonance	1	1%
5	Attacks	4	2%
6	Connotation	14	6%
7	Emotive language	1	1%
8	Euphemism	1	1%
9	Everyday/colloquial language	5	2%
10	Evidence	43	17%
11	Exaggeration	15	6%
12	Expert opinion	1	1%
13	Generalization	11	5%
14	Logic/reason	32	14%
15	Metaphor	5	2%
16	Repetition	47	18%
17	Rhetorical question	8	3%
18	Simile	4	2%
	Total	231	100%

The comprehensive analysis of verbal persuasive techniques employed in pitch presentations on Shark Tank reveals a total of 231 observations. These observations are further categorized and presented in the table 8. The findings of the analysis on verbal persuasive techniques used in Shark Tank pitch presentations indicate that repetition was the most frequently employed verbal persuasive technique.

Verbal persuasive technique repetition can be identified through the use of the same word or phrase more than once within a single statement. Its purpose is to draw attention to a specific topic, idea, or concept being conveyed. The art of repeating words can make the intended message sound more captivating to the audience. Moreover, repetition can also apply to the repetition of ideas, topics, or concepts themselves. This serves to emphasize the information being presented to the audience. Consequently, the audience can become more convinced of the ideas, topics, or concepts conveyed in the statements.

Analysis of Similarities and Differences on Persuasive techniques used in Pitch Presentation by Presenters from Categories of FNB and Daily Necessities industry.

Table 8 The Result of Analysis on Verbal Persuasive used in Daily Necessities Industry's Pitch Presentation

	Techniques	V1	V2	V3	Total
Verbal persuasive	Alliteration		V	V	66%
	Anecdote	V	V	V	100%
	Appeals	V	V	V	100%
	Assonance			V	33%

Attacks				0%
Connotation	V	V	V	100%
Emotive language				0%
Euphemism		V		33%
Everyday/colloquial language	V	V	V	100%
Evidence	V	V	V	100%
Exaggeration	V	V	V	100%
Expert opinion			V	33%
Generalization		V	V	66%
Logic/reason	V	V	V	100%
Metaphor		V		33%
Repetition	V	V	V	100%
Rhetorical question		V		33%
Simile	V	V		66%
Total	9	14	12	

Table 8 includes categories of presenters from the Daily Necessities industry, denoted as v1, v2, and v3. Based on the findings, it reveals that presenters from the Daily Necessities industry commonly utilize various verbal persuasive techniques during their presentations. Notably, anecdote, appeals, connotation, everyday/colloquial language, evidence, exaggeration, logic/reason, and repetition are the most frequently employed strategies, each with a significant occurrence rate of 100%. Additionally, alliteration, generalization, and simile were also commonly used but to a slightly lesser extent, with a frequency of 66%. Conversely, other techniques such as assonance, euphemism, expert opinion, metaphor, and rhetorical question were employed to a lesser degree, with an occurrence rate of 33%.

Table 9 The Result of Analysis on Verbal Persuasive used in Daily Necessities Industry's Pitch Presentation

	Techniques	V4	V5	V6	Total
Verbal persuasive	Alliteration	V	V	V	100%
	Anecdote	V	V	V	100%
	Appeals	V	V	V	100%
	Assonance				0%
	Attacks		V	V	66%
	Connotation	V	V	V	100%
	Emotive language	V			33%
	Euphemism				0%
	Everyday/colloquial language	V			33%
	Evidence	V	V	V	100%
	Exaggeration	V	V	V	100%
	Expert opinion			V	33%
	Generalization	V			33%
	Logic/reason	V	V	V	100%
	Metaphor	V	V		66%
	Repetition		V	V	66%
	Rhetorical question	V	V	V	100%
	Simile				
	Total	12	11	11	

Table 9 show the categorization for presenters from the FNB industry involved the use of v4, v5, and v6. It provides valuable insights into the persuasive techniques employed by all presenters from the Food and Beverage (FNB) industry during their product presentations. Notably, several verbal persuasive techniques were frequently used, with alliteration, anecdote, appeals, connotation, evidence, exaggeration, and rhetorical question being the most prevalent, each exhibited with a significant occurrence rate of 100%. Additionally, attacks, metaphor, and repetition were also commonly employed, though to a slightly lesser extent, with a frequency of 66%. Conversely, emotive language, everyday/colloquial language, expert opinion, and generalization were used to a lesser degree, each with an occurrence rate of 33%.

Based on the preceding explanations, it can be deduced that distinct differences exist in the techniques employed by the two presenters' groups. In the category of the FNB industry, a higher number of verbal persuasive techniques were identified, totaling 117 findings, while the Daily Necessities industry category yielded a total of 114 findings only. Participants from the Daily Necessities industry utilize specific verbal persuasive techniques like assonance, euphemism, expert opinion, and simile, which were not observed in the pitch presentations conducted by participants from the FNB industry. Conversely, FNB industry participants incorporate the verbal persuasive techniques attack and emotive language, the strategies not found in the presentations of their counterparts from the Daily Necessities industry. However, both groups demonstrate a commonality in using certain verbal persuasive techniques such as; anecdote, appeals, evidence, exaggeration, and logic, as integral elements of their presentations..

IV.   DISCUSSION

In the category of presenters from the Daily Necessities industry, it is evident that the verbal persuasive technique 'evidence' yielded a substantial number of findings, comprising 28% of the total. These findings supported by the findings of the previous research conducted by Vazquez and Delgado (2020), the positive valuation of rational arguments, particularly those related to economic or business aspects, by investors when financing a project. These findings also supported by the findings of the previous research conducted by Romanova and Smirnova (2019), where they found an 8% proportion of logos (appeal to rationality). Moreover, these findings also in line with the research's findings of the previous research conducted by Al-Ghamdi and Alghofaily (2019). The findings indicate that 75% of participants, both from America and Saudi Arabia, used statistics. In the context of this research, the term "statistics" can be equated with "evidence" in the current research. Undoubtedly, this further strengthens the findings of the use of verbal evidence techniques in the present research. This characteristic appears to be well-suited for implementation in the Daily Necessities industry, where providing rational statements about products can create a trustworthy and convincing impression.

In the category of Daily Necessities industry, the verbal persuasive technique with the least number of findings is "expert opinion". These findings differ from the results of the previous research conducted by Al-Ghamdi and Alghofaily (2019). Among all the identified verbal persuasive techniques, no instances of verbal generalization were found. Similar results were also

found in the previous research conducted by Santiago-Guervos (2019), which did not identify the use of verbal generalization techniques. The analysis only found the use of informal language, formal speech patterns, technicism, business jargon, totally scalable models, repetition, and product simplification. However, distinct findings are presented, showcasing the previous research conducted by Mayer (2021), which showed that out of the analyzed data, 16 successful pitchers referenced their expertise in their presentations, compared to nine unsuccessful pitchers. The findings indicate that, despite the significant influence of verbal persuasive technique's 'expert opinion' in its usage, its occurrence in pitch presentations remains relatively scarce.

On the other hand, within the FNB industry category, the most frequently identified verbal persuasive techniques were 'logic/reason' and 'repetition,' both accounting for 20% of the total findings. These techniques hold considerable potential for implementation in the FNB sector as effective means to persuade the audience and captivate their interest. The findings presented in the current research are in line with previous research conducted by Santiago-Guervos (2019), who identified the use of verbal repetition techniques in their analysis results. The selection of specific words and sentence structures in speech delivery supports the argument being presented. Repetition of certain phrases aids in memory retention and emphasizes the most important ideas. These findings align with the previous research's findings obtained by Al-Ghamdi and Alghofaily (2019), who found that participants utilized a range of persuasive techniques, including tone, rhetorical questions, repetitions, weasel words, slogans, alliteration, connections, simile, and statistics. These findings supported by the findings of the previous research conducted by Vazquez and Delgado (2020), where they identified 20 factors with potential persuasive influence, categorized into rational arguments, rational credibility, emotional references, and ethical appeals. The results obtained after the discourse analysis highlighted the positive valuation of rational arguments, particularly those related to economic or business aspects, by investors when financing a project.

In the category of the FNB industry, there was also a verbal persuasive technique with the lowest number of findings, namely "emotive language". However, this finding differs from previous research conducted by Al-Ghamdi and Alghofaily (2019), where they did not find any instances of emotive language usage in their research. Conversely, Valeiras-Jurado (2019) found no instances of verbal emotive language in their study. Their research focused on analyzing pitch presentations using four categories of multimodal persuasive strategies, including attention-getting, control responses, emphasis, and rapport. This finding is further supported by Vazquez and Delgado's (2020) research, which categorized similar verbal aspects under elocutio (the lexicon and syntax that support the argumentation are chosen). However, no evidence was found of the use of emotive language in pitch presentations in their study. From the findings of previous research, it becomes evident that the usage of verbal persuasive technique "emotive language" in pitch presentations remains infrequent. This disparity in findings could be attributed to differences in the guiding theoretical frameworks for analysis, as the current research employs Lamb's theory of verbal persuasive techniques

V.   CONCLUSION

After conducting the analysis, conclusive insights have been drawn from the current research. The analysis focused on six Shark Tank video pitch presentations, emphasizing verbal persuasive techniques and nonverbal communication. Not all verbal persuasive techniques were employed in the pitch presentations, with "repetition" being the most frequently utilized. Furthermore, this study revealed both similarities and differences in verbal persuasive techniques between the two distinct industry categories, Daily Necessities and FNB. The FNB category exhibited a higher frequency of using verbal persuasive techniques compared to Daily Necessities. Commonalities were observed in the use of verbal persuasive techniques (e.g., anecdote, appeals, evidence, exaggeration, and logic). Fundamentally, persuasive techniques are employed to convince the target audience, a principle that also holds true in pitch presentations. Utilizing persuasive techniques in pitch presentations significantly enhances the likelihood of success. Consequently, crafting appropriate strategies for employing persuasive techniques is essential to achieving successful pitch presentations.

VI.   ACKNOWLEDGMENT

REFERENCES

Al Hakim, R. N. A., & Novitasari, I. (2020). An Investigative Study of Code Mixing Among the EFL University Students in Universitas Sembilanbelas November Kolaka. *Tamaddun*, *19*(2), 108-117.

Baharuddin, B. (2020). Analyzing the Switch Segments and Types of Switch in Indonesian-English Code Switching and Code Mixing Phenomenon of Elite People in Makassar. *IDEAS: Journal on English Language Teaching and Learning, Linguistics and Literature*, *8*(1), 163-183.

Basurto Santos, N. M., Hernández Alarcón, M. M., & Mora Pablo, I. (2016). Fillers and the development of oral strategic competence in foreign language learning.

Berthele, R. (2021). The Extraordinary Ordinary: Re-engineering Multilingualism as a Natural Category. *Language Learning*, *71*(S1), 80-120.

Delahunty, G. P. (2010). *The English language: from sound to sense*. South Carolina: Parlor Press.

Durán, D. (1994). *The history of the Indies of New Spain*. University of Oklahoma Press.

Duran, L. (1994). Toward a Better Understanding of Code Switching and Interlanguage in Bilinguality: Implication for Bilingual Instruction. Retrieved from http://www.ncela.gwu.edu/pubs/jeilms/vol14/duran.htm

Fasold, R. & Connor-Linton, J. (2006). *An Introduction to Language and Linguistics.* New York: Cambridge University Press.

Harmer, J. (2007). *The practice of English language teaching.* Pearson Longman.

Hoesny, M. U., Cahyani, H., & Aziz, I. N. (2020). The Use of Edmodo in Esp Classroom: A Study on Students'perception and Classroom Activities. *Journal of Languages and Language Teaching*, *8*(3), 237–250.

Hornberger, N. H., & McKay, S. (Eds.). (2010). *Sociolinguistics and language education* (Vol. 18). Bristol: Multilingual Matters.

Hudson, R.A. (1980). Sociolinguistics Cambridge University Press, Melbourne Sydney.

Hymes, D. (1976). Towards linguistic competence. *Sociologische gids*, *23*(4), 217-239.

Kachru, B. (1992). World Englishes: Approaches, issues, and resources. *Language teaching*, *25*(1), 1-14.

Lado, R. (1957). *Linguistics across cultures: Applied linguistics for language teachers.* University of Michigan Press.

Metz, M. (2021). Ideology, identity, and pedagogy in English language arts teachers' linguistic styling in U.S. classrooms. *Linguistics and Education 64 (2021) 100942.* Elsevier Inc.

Ninsiana, W. (2018, November). The Relationship between Language and Culture: a Sociolinguistic Perspective. In *International Seminar on Recent Language, Literature, and Local Cultural Studies (BASA 2018)* (pp. 326-330). Atlantis Press.

Numan, D. and Carter, D. (2001). Teaching English to Speakers of Other Language Cambridge: Cambridge University Press. The Internet TESL Journal. (http://iteslj.org/Articles/SertCodeSwitching.html).

Onwuegbuzie, A. J., & Leech, N. L. (2005). A typology of errors and myths perpetuated in educational research textbooks. *Current Issues in Education*, *8*.

Patton, M. Q., & Cochran, M. (2002). A guide to using qualitative research methodology.

Rabiah, S. (2012). Language as a Tool for Communication and Cultural Reality Discloser. In *the 1st International Conference on Media, Communication, and Culture, "Rethinking Multiculturalism: Media in Multicultural Society."*

Riadil, I. G. (2021). Investigating EFL learners' "Indonglish" usage by English department students: A qualitative study. *International Journal of Humanity Studies (IJHS)*, *5*(1), 47-56.

Riadil, I. G., & Dilts, N. (2022). ENVISAGING CODE-MIXING AND CODE-SWITCHING IN ENGLISH CONVERSATION AMONG THAI STUDENTS: BREACHING THE MOTIVES FROM SOCIOLINGUISTIC PERSPECTIVES. *International Journal of Humanity Studies (IJHS)*, *6*(1), 139-154.

Romaine, S. (2000). Language in Society an Introduction to Sociolinguistics. New York: Oxford University Press.

Sakti, P. (2020). Analysis of Types and Reasons Indonesian-Arabic Code-switching by Sociolinguistics Approach.

Sukirman, S. (2021). Beberapa Aspek dalam Kedwibahasaan: (Suatu Tinjaun Sosiolinguistik). *Jurnal Konsepsi*, *9*(4), 191-197.

Sutiyatno, S. (2018). The effect of teacher's verbal communication and non-verbal communication on students' English achievement. *Journal of Language Teaching and Research*, *9*(2), 430-437.

Sutopo, H. B. (2006). Penelitian Kualitatif: Dasar Teori dan Terapannya dalam Penelitian. Edisi – 2. Surakarta: Universitas Sebelas Maret.

Tseng, A. (2020). Identity in home-language maintenance. *Handbook of home language maintenance and development*, 109-129.

Tussa'diah, H., Anggaini, E., & Hasibuan, S. H. (2021). Code switching utterances of public figures' vlog in YouTube channel. *PROJECT (Professional Journal of English Education)*, *4*(3), 513-520.