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Rhetorical Appeals Across Different Contexts: A Comparative Analysis of Steve Jobs' Promotional and Motivational Speeches

Jesse Hykel Zachary, Sri Gustiani, Wirda Ningsih

Language and Tourism Department, Politeknik Negeri Sriwijaya, Palembang, Indonesia
Corresponding author: srigustiani@polsri.ac.id

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ABSTRACT

Persuasive communication is a critical determinant of success in contemporary business, yet few studies have examined how a single business leader adapts classical rhetorical appeals across contrasting communicative contexts. This study analyzed the use of persuasive language in two speeches delivered by Steve Jobs: the 2005 Stanford Commencement Address, a motivational speech, and the 2007 iPhone Launch Presentation, a commercial product presentation. Using a qualitative descriptive approach grounded in Aristotle's rhetorical framework, utterances containing ethos, pathos, and logos were identified from publicly available transcripts that were manually cross-checked against the original video recordings, classified using a theory based coding checklist, classified using a theory-based coding checklist, and analyzed following Miles and Huberman's model of data reduction, data display, and conclusion drawing. The findings show that Jobs employed all three appeals in both speeches but shifted his rhetorical emphasis according to audience and purpose. Pathos dominated the Stanford address through vulnerable personal storytelling about adoption, failure, and mortality, whereas logos and ethos dominated the iPhone presentation through competitor comparison, feature-based reasoning, and appeals to Apple's record of innovation. The study concludes that effective business persuasion is context-dependent: speakers calibrate emotional and logical appeals to fit their objectives. The findings could potentially offer practical insights for business communication instruction in vocational higher education.

Keywords: *business speech; ethos; logos; pathos; persuasive language; rhetorical appeals*

INTRODUCTION

In contemporary business, persuasive communication has become a critical determinant of organizational success, enabling leaders to align stakeholder behavior, build brand authority, and execute strategic objectives (Carroll & Flood, 2011; Mulyono et al., 2024). Communicative persuasiveness is regarded as central to entrepreneurial leadership, encompassing clarity of vision, rational thinking, and the ability to inspire action (Arora & Sharma, 2017). Beyond delivering information, persuasion strategically shapes the perceptions, attitudes, and behaviors of employees, investors, customers, and partners. Persuasive communication also plays a pivotal role in modern marketing and business operations, and mastering the art of persuasion

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is considered essential for present-day leadership effectiveness (Carroll & Flood, 2011; Mulyono et al., 2024). This ability has become particularly crucial in an era of information overload, in which capturing and maintaining audience attention requires communicative strategies that resonate on both intellectual and emotional levels.

Among business leaders, Steve Jobs is a well-known example of persuasive public speaking. As co-founder and CEO of Apple Inc., he transformed not only the technology industry but also the standards of corporate presentation. His persuasive style was marked by simple language, storytelling, and strong emotional appeal. Given his exceptional persuasive impact, analyzing Jobs' speeches through Aristotle's rhetorical framework of ethos, pathos, and logos, introduced in Rhetoric (Aristotle, 2007), offers a systematic approach to understanding his effectiveness and bridges classical rhetorical theory with contemporary entrepreneurial communication.

Persuasive language can be understood as communication that employs specific linguistic features, such as present tense, declarative sentences, and intensifiers, to influence the decision-making of listeners (Rao et al., 2025). Perloff (2020) similarly describes persuasion as a conscious process in which communicators use specific linguistic and rhetorical tools to change other people's attitudes or behaviors, a practice fundamentally executed through Aristotle's rhetorical appeals. Higgins and Walker (2012) demonstrate that Aristotle's three proofs, namely ethos (credibility), pathos (emotion), and logos (logic), remain a powerful analytical lens in modern communication research, suggesting that persuasion continues to rely on building trust, connecting with feelings, and using clear reasoning.

Each appeal operates in a distinct way. Ethos appeals to the audience's perception of the speaker as reasonable, believable, and knowledgeable (Mohamad, 2022); Condit (2019) further

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describes it as a flexible, relational tool that public figures actively construct on stage rather than a static reputation they possess. Logos builds arguments through factual information, logical sequencing, and direct appeals to the audience's reason (Afzal et al., 2021), inducing cognitive responses through concrete substantiation, statistics, and structured reasoning (Mohamad, 2022). Pathos appeals directly to the emotions of the audience, using targeted language choices, socio-cultural values, and situational contexts to act as a motivational catalyst that makes listeners more inclined to accept the speaker's argument (Krishnan et al., 2020); when it is underutilized, messages tend to be less effective in stimulating engagement and behavioral response (Voci, 2022).

These appeals are particularly relevant to the genre of the business speech. Wang and Li (2021) describe business speech as a communicative tool rooted in commerce and marketing in which speakers combine voice, gestures, and visual elements to promote products, facilitate decision-making, or conduct training, strategically balancing professional vocabulary that establishes authority with accessible language that maintains engagement. Imani and Habil (2015) similarly characterize the business speech as an autonomous oral discourse and a form of rhetorical leadership that depends on deliberate verbal strategies and ideological framing to advance corporate interests.

While previous research has thoroughly documented Steve Jobs' oratory through the linguistic lenses of speech acts (Yuniar, 2022) and grammatical coherence (Rizki, 2015), these approaches focus on structural mechanics rather than the persuasive mechanisms of classical rhetoric. Within broader rhetorical scholarship, studies utilizing Aristotle's framework have confirmed the modern efficacy of *ethos*, *pathos*, and *logos* in digital storytelling (Sulmayanti, 2025) and entrepreneurial leadership (Arora & Sharma, 2017). However, existing Aristotelian analyses predominantly examine single speeches in isolation or compare entirely different

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speakers. There remains a significant gap regarding *comparative intra speaker adaptation* specifically, how a single corporate leader structurally alters their rhetorical emphasis when shifting between distinct communicative genres. Methodologically, this study moves beyond general conceptual reviews by applying a systematic, theory-based coding checklist (Miles & Huberman, 1994) to map how Jobs calibrated his classical appeals across a commercial product reveal versus a reflective motivational address.

To address this gap, the present study compares two of Jobs' most iconic yet fundamentally different public addresses: the deeply personal 2005 Stanford Commencement Address and the high-stakes, commercially driven 2007 iPhone Launch Presentation. By juxtaposing a motivational, reflective address with a strategic corporate product reveal, the study highlights how dynamically Jobs shifted between establishing credibility, evoking emotion, and deploying logical reasoning according to his audience and objectives. Accordingly, this study addresses two research questions: (1) how are persuasive techniques (ethos, pathos, and logos) used in Steve Jobs' selected speeches? and (2) Which rhetorical appeal is most used in each speech? The findings are expected to help students, particularly at the Diploma level, understand the practical application of rhetorical theory in real communication contexts and to contribute to the limited research on rhetorical analysis of business speeches within vocational education.

METHOD

This study employed a qualitative descriptive approach. The unit of analysis was the utterance containing persuasive techniques in Steve Jobs' selected speeches. The population consisted of over 150 publicly recorded speeches and presentations delivered by Steve Jobs found in https://stevejobsarchive.com/, from which two keynote speeches were selected

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through purposive sampling: the Stanford Commencement Address (2005) and the iPhone Launch Presentation (2007). Three criteria guided the selection. First, the speeches were delivered within a close time period (2005–2007), providing a consistent view of the speaker's communication style in that era. Second, both speeches are widely recognized and together garnering nearly one hundred million views in YouTube alone, ensuring that they had a significant public impact. Third, and most importantly, they represent two contrasting communicative contexts, a personal motivational address and a strategic commercial product presentation, which allows a comparison of how the speaker adapted his persuasive strategies for different audiences and purposes. Non-verbal aspects such as body language, visual presentation, and audience response were outside the scope of the analysis.

The data were sourced from the official video recordings of the two speeches available on YouTube (Jobs, 2005, 2007), together with their transcripts. The videos were watched repeatedly to gain a comprehensive understanding of the context, content, and delivery, and the transcripts were carefully read and cross-checked against the recordings to ensure that the spoken content was captured accurately and completely. All utterances containing persuasive techniques were then identified, highlighted, and recorded in a data sheet for analysis.

The main instrument was a document analysis checklist developed directly from the theoretical indicators of Aristotle's three rhetorical appeals, which ensured that the data collection process remained systematic, focused, and objective. Developed directly from the theoretical indicators of Aristotle’s three rhetorical appeals ethos, pathos, and logos this checklist served as a strict coding guideline to help identify and classify the persuasive utterances found within the speech transcripts. By using this specific tool, every selected utterance could be accurately categorized based on predetermined theoretical criteria. Specifically, ethos was measured by indicators such as the sharing of personal experience,

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credibility statements, and the demonstration of professional expertise. Pathos was measured through personal storytelling and the use of narratives with clear emotional arcs, including stories about life, death, or overcoming adversity. Finally, logos was measured by indicators such as the use of data and statistics, including citing specific numbers, market share

The data were analyzed using the interactive model of Miles and Huberman (1994), consisting of data reduction, data display, and conclusion drawing. The collected utterances were first organized in a data table, then classified into ethos, pathos, and logos, and interpreted in terms of how and why each utterance was persuasive in its context. Patterns were subsequently analyzed across the two speeches, and the occurrences of each appeal among the identified key utterances were counted to indicate the relative rhetorical emphasis of each speech. Because the frequencies were derived from key utterances identified qualitatively rather than from an exhaustive count of every clause, they are treated as indicative of rhetorical emphasis rather than as statistical measures. Finally, conclusions were drawn to explain how the persuasive techniques were used and which appeal was dominant in each speech.

FINDINGS AND DISCUSSION

Findings

The analysis identified ten key persuasive utterances in the Stanford Commencement Address and eight in the iPhone Launch Presentation. All three Aristotelian appeals appeared in both speeches, but their distribution and character differed markedly. Table 1 and Table 2 present representative utterances from each speech with their classification and interpretation.

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Table 1. Rhetorical Appeals in the Stanford Commencement Address (2005)

Appeal	Sample Utterance	Interpretation
Ethos	*"Truth be told, I never graduated from college, and this is the closest I've ever gotten to a college graduation." (para. 1)*	Openly admitting he has no degree to an audience of graduates builds trust through honesty; he appears as a genuine, independent thinker rather than a superior figure.
Ethos	*"Woz and I started Apple in my parents' garage when I was 20... in 10 years Apple had grown... into a $2 billion company with over 4,000 employees." (para. 12)*	His record of building Apple, and later NeXT and Pixar, proves he has the experience to give life and career advice.
Pathos	*"She refused to sign the final adoption papers. She only relented... when my parents promised that I would go to college." (para. 4)*	The adoption story creates sympathy and shows the emotional struggles of his early life, connecting him deeply with the audience.
Pathos	*"My doctor advised me to go home and get my affairs in order, which is doctor's code for prepare to die." (para. 21)*	Confronting death and farewell to his children makes the narrative intensely emotional and serious.
Pathos	*"Stay Hungry. Stay Foolish." (para. 27)*	The closing message inspires passion, curiosity, and courage in the graduating students.
Logos	*"If I had never dropped in on that single course in college, the Mac would have never had multiple typefaces or proportionally spaced fonts." (para. 8)*	A cause-and-effect argument: dropping out enabled the calligraphy class, which later shaped Macintosh typography, proving that the dots connect in hindsight.
Logos	*"Death is very likely the single best invention of Life. It is Life's change agent. It clears out the old to make way for the new." (para. 23)*	An emotional topic is reframed as a logical proposition: death is a necessary mechanism of renewal, so fear of failure is irrational.

In the Stanford address, ethos was built through authentic personal experience and a proven record of success. Rather than presenting himself as an elite businessman, Jobs deliberately reduced the social distance between himself and the graduates by admitting that he never completed college, while his achievements with Apple, NeXT, and Pixar demonstrated that his advice was grounded in real accomplishment. Pathos was the dominant strategy: vulnerable narratives about his adoption, his very public dismissal from Apple, and his cancer diagnosis transformed him from a famous CEO into an ordinary human being who has known fear, failure, and uncertainty, and his closing exhortation functioned as emotional encouragement. Logos supported the life lessons through cause-and-effect reasoning, most

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notably the calligraphy-to-Macintosh chain and the reframing of death as a rational reality that removes the fear of loss.

Table 2. Rhetorical Appeals in the iPhone Launch Presentation (2007)

Appeal	Sample Utterance	Interpretation
Ethos	*"In 1984, we introduced the Macintosh. It didn't just change Apple; it changed the whole computer industry." (para. 1)*	Jobs establishes authority as Apple's CEO by invoking past industry-changing successes; the Macintosh and iPod precedents make the promise to reinvent the phone credible.
Ethos	*"One of the pioneers of our industry, Alan Kay... 'People who are really serious about software should make their own hardware.'" (para. 16–17)*	Quoting a respected computing pioneer demonstrates deep industry knowledge and validates Apple's philosophy of integrating hardware and software.
Pathos	*"Today we're introducing three revolutionary products... Are you getting it? These are not three separate devices. This is one device." (paras. 2–3)*	The suspenseful three-in-one reveal builds anticipation and surprise, turning a product announcement into an emotionally engaging event.
Pathos	*"We have invented a new technology called multi-touch, which is phenomenal. It works like magic." (para. 12)*	Charged vocabulary such as "phenomenal" and "magic" elevates the emotional excitement surrounding the technology.
Logos	*"They all have these keyboards that are there whether you need them or not... You can't run around and add a button to these things." (para. 7)*	A logical competitor analysis: the fixed keyboards of Motorola, BlackBerry, Palm, and Nokia devices are framed as a practical design problem requiring a solution.
Logos	*"It turns out we have solved it. We solved it in computers 20 years ago... get rid of all these buttons and just make a giant screen." (paras. 9–10)*	The touch screen is presented as the rational solution by analogy with a proven historical precedent, the mouse and bitmapped display.
Logos	*"iPhone runs OS X... It's got multitasking, it's got the best networking, it already knows how to power manage." (para. 15)*	Feature-based justification compares the iPhone's desktop-class software directly against the limited software of standard phones.

In the iPhone presentation, Jobs constructed ethos through professional authority and technological expertise rather than personal vulnerability, positioning himself as a visionary leader with a record of transforming industries. Pathos generated excitement and anticipation rather than sympathy: the dramatic three-in-one reveal and charged vocabulary such as "revolutionary" and "magic" made the audience feel they were witnessing a historic moment. Logos was central to the argument, as Jobs systematically identified the weaknesses of existing

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smartphones before presenting the iPhone's interface, multi-touch technology, and operating system as the rational solution.

Table 3. Distribution of Rhetorical Appeals across the Two Speeches

Speech	Ethos	Pathos	Logos
Stanford Commencement Address (2005)	3	4	3
iPhone Launch Presentation (2007)	3	2	3

As Table 3 shows, pathos was the most frequent appeal among the key utterances of the Stanford address, reflecting its dominance through the adoption story, the dismissal from Apple, the cancer diagnosis, and the farewell message, while ethos and logos each appeared three times. In the iPhone presentation, ethos and logos shared dominance with three occurrences each, while pathos was least frequent and served mainly to generate product excitement. The most striking difference between the two speeches therefore lies in their primary mode of persuasion: emotional vulnerability at Stanford versus commercial logic at the iPhone launch. Despite these differences, both speeches shared a strong foundation of credibility. At Stanford, trust was built through raw authenticity; at the launch, authority was established through Apple's industry-changing record.

Discussion

The findings confirm that ethos played an important role in establishing trust with different audiences, consistent with Mohamad's (2022) view of ethos as a strategy that presents the speaker as believable and knowledgeable, and with Higgins and Walker's (2012) argument that persuasion becomes more effective when the speaker is perceived as credible. Notably, Jobs did not rely only on his public reputation as Apple's CEO; he actively constructed credibility during the speeches themselves, supporting Condit's (2019) argument that ethos is

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built through self-presentation rather than automatically possessed. The contrast between the two speeches further shows that ethos is adaptable: in a motivational context, credibility was strengthened through authenticity and emotional honesty, whereas in a business presentation it was strengthened through expertise, achievement, and professional authority.

The use of pathos likewise reflects the theoretical accounts of Krishnan et al. (2020), who describe emotional appeal as a motivational catalyst that bridges the gap between communicator and receiver, and of Voci (2022), who emphasizes its role in driving engagement. Jobs tailored his emotional appeals to the occasion: at Stanford, vulnerable storytelling created deep empathy with the graduates, a finding consistent with Sulmayanti's (2025) observation that emotional engagement remains effective in contemporary communication contexts, whereas at the iPhone launch pathos generated excitement and anticipation. This demonstrates that pathos is not limited to evoking sadness or sympathy; it can equally be deployed to build enthusiasm in promotional communication.

The analysis of logos supports Afzal et al.'s (2021) characterization of the appeal as argument-building through factual information and logical sequencing, and Mohamad's (2022) account of structured reasoning directed at the rational mind. At Stanford, Jobs applied a philosophical life logic, constructing cause-and-effect arguments about how apparently unrelated experiences connect in hindsight. At the iPhone launch, logos took the form of comparative, problem–solution reasoning about competitor weaknesses and product features. The stronger reliance on logos in the product launch is consistent with Wang and Li's (2021) explanation that business speeches depend on structured communication and rational explanation to influence audience decisions, since audiences expect evidence and comparison before accepting a new product.

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Taken together, the findings indicate that the dominant rhetorical appeal changed according to communication context, audience, and purpose, which supports Perloff's (2020) view of persuasion as a conscious process in which speakers strategically select rhetorical techniques for different situations. Pathos dominated the commencement address because the audience expected inspiration and life lessons rather than technical explanation; logos, anchored by ethos, dominated the product launch because the audience required convincing evidence of the product's usefulness and superiority. Effective business persuasion is therefore highly flexible: successful speakers calibrate their balance of emotional and logical language, on a foundation of credibility, to align with the goals of the presentation and the expectations of the listeners.

CONCLUSION

This study examined how Steve Jobs used Aristotle's rhetorical appeals in two contrasting business speeches. In answer to the first research question, Jobs employed all three appeals in both speeches but in context-specific ways: at Stanford, he built ethos through authentic self-disclosure, pathos through vulnerable personal storytelling, and logos through cause-and-effect life reasoning, whereas at the iPhone launch he built ethos through Apple's record of innovation, pathos through anticipation and excitement, and logos through competitor comparison and feature-based argumentation. In answer to the second research question, the dominant appeal depended on the speech's purpose: pathos was most frequent in the 2005 Stanford Commencement Address, while logos and ethos were most frequent in the 2007 iPhone Launch Presentation.

Theoretically, the study demonstrates how classical rhetorical theory functions in real-world business contexts and extends the understanding of rhetorical adaptation by showing

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how the same speaker modifies his appeals for different audiences and goals. It also adds to the limited body of rhetorical analysis conducted within vocational education. Practically, the results offer a reference for students, entrepreneurs, and business leaders: successful persuasion requires consciously adjusting the balance of emotional and logical language, built on credibility, to fit the goals of a presentation and the expectations of its listeners.

Several limitations should be acknowledged. The qualitative classification of utterances depends on the researcher's interpretation, and the frequencies reported reflect key utterances rather than an exhaustive count; other analysts might categorize some utterances differently. The analysis relied on written transcripts, which cannot fully capture vocal tone, pauses, and other delivery features central to pathos. Finally, Aristotle's classical framework, while robust, may not capture all persuasive strategies of twenty-first-century business communication. Future research should expand the sample to other business leaders to test whether the patterns identified here are unique to Jobs, incorporate multimodal analysis of vocal and visual delivery, and apply contemporary communication theories alongside the classical framework.

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