

Persuasive Strategy in Prabowo's Political Speech at National Agenda 2019

Imam Setyojati Sedyo Laksono¹, Hamamah², Nurul Chojimah³
Faculty of Cultural Studies, Brawijaya University
imamsetyojati@ymail.com, hamamah@ub.ac.id, nurulchoy2@yahoo.com

Abstract

This research aims to uncover the critical intent of Prabowo Subianto against the government. Through a persuasive strategy, Prabowo featured of words and phrases that have negative connotations. It is a strategy that affects the audience to agree that the governance system is wrong. Negative connotations are part of the pathos. Where, it is related to the fit that can provoke the emotions of listeners and make it agree with the statement conveyed by the speaker. Data used in the analysis of text in Prabowo's speech, Indonesia wins which he said on the national agenda 2019 in Jakarta. Lexical meanings are chosen as tools for analyzing data to analyze the exact meaning of the connotation in the speech.

Keywords: Prabowo, persuasive, pathos, connotation, lexical meaning.

Intisari

Penelitian ini bertujuan untuk mengungkap maksud kritikan dari Prabowo Subianto terhadap pemerintah. Melalui strategi persuasif, Prabowo menampilkan kata-kata dan frasa yang memiliki konotasi negatif. Hal tersebut merupakan strategi dimana mempengaruhi para audience untuk setuju dengannya bahwa system pemerintahan ada yang salah. Konotasi negative adalah bagian dari *pathos*. Dimana hal tersebut berkaitan dengan sesuatu yang dapat memancing emosional pendengar dan membuatnya setuju dan sepakat dengan pernyataan yang disampaikan oleh pembicara. Data yang digunakan dalam analisa adalah teks pidato Prabowo yang berjudul Indonesia Menang yang dia sampaikan pada Agenda Kebangsaan 2019 di Jakarta. Pengartian leksikal dipilih sebagai alat utk menganalisa data untuk menganalisa arti yang sebenarnya pada conotasi yang terdapat dalam pidato.

Kata Kunci: Prabowo, persuasif, *pathos*, konotasi, makna leksikal.

Introduction

The presidential election of 2019 becomes a great competition between two influential political figures in Indonesia there are incumbent President, Joko Widodo (Jokowi) and

Gerindra party chairmen, Prabowo Subianto. The both men had already been engaged fierce competition of the presidential election before in 2014, and that was won by Jokowi. However, Prabowo accepted the order of the Gerindra party for the second time to compete presidential candidate in the 2019 presidential election that scheduled at 17th April 2019.

Prabowo Subianto, as 2019 presidential candidate, is active in communicating his vision and mission to the society. Speech is his effective way to convey opinions and ideas in order to convince and persuade society (Black, 2005). In this case, building an equation in terms of thinking is quite important. Therefore, persuasion has main role in speech that delivered by politician. Persuasion is an interactive communicative process in which a message sender aims to influence the beliefs, attitudes and behavior of the message receiver to audience consist of persuasive elements (Black, 2005). Sornig (1989) as cited by Kouzouloglou (2015), persuasion appears as a variety of genres and defined as a speaker attempt to convince the interlocutor to engage about a particular opinion.

This research occurred in order to explore persuasive strategy on Prabowo's political speech entitle *Indonesia Menang* (Indonesia Victory) that aired by CNN Indonesia on 15th Januari 2019, Jakarta. The speech declared by Prabowo was one of the political speeches during presidential election 2019. Aristoteles's persuasive dimension utilized as the theory to investigate persuasive speech on Prabowo, especially in *pathos*. *Pathos* is a persuasive term attempting to touch emotion and feeling of the hearers. In other hand, *Pathos* is the feeling the speech drawing out to the hearers by the speaker. The interpretation of *pathos* was the root of the English word *pathetic*, then, it can be assumed *pathos* had a negative connotation according to Aristotle and the Greek readers. However, *pathos* referred to positive and distressing emotional responses that a speaker tries to stimulate a hearer belief (Griffin, et al, 2019).

The studies of Prabowo's speech had been conducted by some researchers. Persada and Syahrudin (2018), through the issue of Indonesian presidential election on previous period, their research purposed to display how one a single reality in International Politics and National Resilience are presented and viewed by the two majors of presidential candidates in the presidential election 2014. By using Van Dijk's framework that adopted form politics, ideology, and discourse used to identify the discursive structures within the transcription of political campaign debate, and to investigate the ideology. The macro strategies of positive

self-representation and negative other-representation and some strategies became the accurate criteria for the evaluation of attitudes, and opinions.

Cholid et al (2019) in their research, the analysis departures from issue of Prabowo's rhetorical utterance became trending in social media and conventional media such as The Body Politic (Unhealthy State Agency). This research discussed Prabowo's rhetoric of narrative utilized Pentad analysis by Kenneth Burke. Pentad analysis method consists of five points in analyzing symbolical text, for instance in conversation or a series of articles. The Five points that listed by Pentad including act, agent, agency, scene and purpose.

In contrast, the recent study attempts to focus on the persuasive strategies of Prabowo's speech in *Pidato Kebangsaan* agenda. It focuses on two research questions ;(1) *what linguistic strategies were applied by Prabowo to persuade his audience?* and (2) *how does Prabowo build relationship between audiences to convey the aims?*

Method

This research utilized Aristotle's persuasive theory focus on *pathos*. Aristotle stated that *pathos* is part of persuasion dimension which influenced the hearer through emotion and feeling. Hence, this research is conducted in order to know how does Prabowo influence society through *pathos*. The data was retrieved from www.news.okezone.com. Subsequently, the data was taken from word and phrase in the Prabowo's speech transcript that containing persuasive strategy, especially in *pathos*.

This research used qualitative approach. In collecting the data, the documentary procedure is conducted as follows: (i) collecting the data from Prabowo's transcript speech, (ii) classifying the data based on Aristotle's persuasive strategy, and (iii) classifying word and phrase based on data selected that indicated connotation.

Furthermore, in analyzing data, the researcher defined two subheadings there are word indicated negative connotation and phrase indicated negative connotation. Meanwhile, KBBI online and Merriam-Webster online dictionary are utilized as reference of lexical meaning. In addition, media and article are implemented for interpreting the data that related with context constructed by society.

Finding and Discussion

The authority tends to inject thoughts and ideologies through the powerful weapon of language. Prabowo organize the language to influence people for being his advocators in presidential election 2019. Therefore, Prabowo choose appropriate words and phrases to persuade them.

Linguistic Strategies Used by Prabowo to Persuade the Audiences

In his speech, Prabowo dominantly using some words and phrases that refer to negative connotation. It can be known that the discussion outline consists of something about critical of the social state of politics in various aspects. Prabowo also used various personal pronouns in different phase of discussion in his speech. The aim is to blend with the audiences.

Words having negative connotation for transferring information

The examples of negative connotations indicating information can be found in the following data.

Data (1) line 15:

*“Beberapa waktu yang lalu, saya mendapat laporan, seorang **buruh** tani, seorang bapak, bernama pak Hardi di Desa Tawangharjo, Grobogan, meninggal dunia karena gantung diri di pohon jati di belakang rumahnya”.*

Data (2) line 16:

“Almarhum gantung diri, meninggalkan isteri dan anak karena merasa tidak sanggup membayar utang, karena beban ekonomi yang ia pikul dirasa terlalu berat”.

Data (3) line 17

*“Selama beberapa tahun terakhir ini, saya mendapat laporan, ada belasan cerita **tragis** seperti almarhum Hardi ini”.*

(sources retrieved from <https://news.okezone.com/read/2019/01/15/605/2004622/ini-naskah-lengkap-pidato-kebangsaan-prabowo-indonesia-menang>).

The word “buruh” based on KBBI, the meaning is a worker who receives wages by working for other people. Generally, the stereotype of *buruh* is always connected with bad connotation, because this profession related with person who has a low economy and education. Seeing from the context, *buruh tani* that decalred by Prabowo means a profession of low economy people in village. The effect of economic demands, for low economy people it is extremely hard.

The word “tragis” based on KBBI, means something that consist of sad things, such as a tragedy or sad story. Based on the context, it is still connected with Prabowo’s statement in the previous lines that tells about a person who killed himself cause of economic demand.

Data (4) line 20:

*“Saya juga baru datang dari Klaten. Di situ, petani-petani beras bersedih, karena saat mereka panen 2 bulan yang lalu, **banjir** beras dari luar negeri”.*

Data (5) line 21:

*“Saya juga baru-baru ini dari Jawa Timur. Di sana, banyak petani tebu yang mengeluh, karena saat mereka panen, **banjir** gula dari luar negeri”.*

(sources retrieved from <https://news.okezone.com/read/2019/01/15/605/2004622/ini-naskah-lengkap-pidato-kebangsaan-prabowo-indonesia-menang>).

The word “banjir” based on KBBI, means plenty of water and flows heavily. The word indicated negative connotations because it is always connected with disaster. According to Prabowo, the word “banjir” accordance to the context is about agricultural trade sector. The word *banjir* refers to the overloaded imports of rice and sugar resulted in falling domestic prices. Therefore, it makes farmers income dropped and suffered a loss.

Data (6) line 37:

*“Apakah negara yang cadangan BBM nasionalnya hanya kuat untuk 20 hari, yang cadangan berasnya kurang dari 3 juta ton, dapat bertahan jika ada serangan, atau **krisis** keamanan?”.*

(sources retrieved from <https://news.okezone.com/read/2019/01/15/605/2004622/ini-naskah-lengkap-pidato-kebangsaan-prabowo-indonesia-menang>).

The word “krisis” based on KBBI, means precarious or dangerous circumstances. The word indicated negative connotation because it is connected with something bad and dangerous. It refers to Prabowo’s question about his statement about how the nation that has not enough fuel reserve and foodstuffs can resist with an assault.

Phrase having negative connotation for transferring information

Data (7) line 15:

*“Beberapa waktu yang lalu, saya mendapat laporan, seorang buruh tani, seorang bapak, bernama pak Hardi di Desa Tawangharjo, Grobogan, meninggal dunia karena **gantung diri** di pohon jati di belakang rumahnya”.*

Data (8) line 16:

*“Almarhum **gantung diri**, meninggalkan isteri dan anak karena merasa tidak sanggup membayar utang, karena beban ekonomi yang ia pikul dirasa terlalu berat”.*

(sources retrieved from <https://news.okezone.com/read/2019/01/15/605/2004622/ini-naskah-lengkap-pidato-kebangsaan-prabowo-indonesia-menang>).

The word “gantung diri” based on KBBI, means suicide by snatching the neck with a rope that is wrapped in a tree or someplace high. It is indicated negative connotation because always connected with a tragic thing. It is related with previous negative connotation word, *buruh*. Pak Hardi as victim of economic pressure, then, kills himself and left his family.

Words having negative connotation for argumentation

The examples of negative connotations indicating argumentation can be found in the following analysis.

Data (9) line 65:

“Bukan seperti sekarang. Pakar-pakar ekonomi mengatakan, sekarang sedang terjadi deindustrialisasi di Indonesia”.

(sources retrieved from <https://news.okezone.com/read/2019/01/15/605/2004622/ini-naskah-lengkap-pidato-kebangsaan-prabowo-indonesia-menang>).

The word “deindustrialisasi” based on KBBI means, declining in manufacturing sector contributions as known as the non-oil processing industry against GDP (Gross Domestic Product). It is the antonym of industrialization that has meaning efforts to promote industry in a country. The word *deindustrialisasi* is the borrowing language from English without change the meaning. Prefix *de-* in word *industrialisasi* has role to be opposite of the basic word, for example “deactive” is being the opponent of “active” (In The Merriam-Webster.com, 2019).

Data (10) line 68:

“Kami ingin anak-anak kita jadi pilot, nahkoda, pengusaha, bukan hanya jadi kacung bangsa lain!”.

(sources retrieved from <https://news.okezone.com/read/2019/01/15/605/2004622/ini-naskah-lengkap-pidato-kebangsaan-prabowo-indonesia-menang>)

The word “kacung” based on KBBI, means a person who ordered to do some works. The word indicated to negative connotation because it is connected with a stereotype of people with low economic and academic status. According to Prabowo, every Indonesian kid has an opportunity to get appropriate occupation such as, being pilot and entrepreneur, and not only being a labor in another country.

Data (11) line 84:

*“Kami akan memperbaiki tata kelola BPJS dan jaringan sosial lainnya untuk mencegah **defisit** dan meningkatkan layanan kesehatan yang berkualitas”.*

(sources retrieved from <https://news.okezone.com/read/2019/01/15/605/2004622/ini-naskah-lengkap-pidato-kebangsaan-prabowo-indonesia-menang>).

The word “defisit” based on KBBI means, lack of budget funds. Prabowo declare his statement that he will improve the governance of health insurance. As the result, people get health quality services.

Data (12) line 96:

*“Kami akan hentikan ancaman **persekusi** terhadap individu, organisasi dan insan pers yang berseberangan pendapat dengan Pemerintah”.*

(sources retrieved from <https://news.okezone.com/read/2019/01/15/605/2004622/ini-naskah-lengkap-pidato-kebangsaan-prabowo-indonesia-menang>).

The word “persekusi” based on KBBI, means an arbitrary hunting against one or a number of citizens and being hurt, troubled, and crushed. The word indicated to negative connotation because it is connected with an act of harm to someone or a community. Regarding to the context, Prabowo said, we live in democratic country. Then, he will stop the act that a person or community can convey the opinion freely without felling fear about some threats.

Data (13) line 103:

*“Kami akan pastikan tidak ada **intervensi** dan **politisasi** penegakan hukum dan pemberantasan korupsi di tanah air”.*

(sources retrieved from <https://news.okezone.com/read/2019/01/15/605/2004622/ini-naskah-lengkap-pidato-kebangsaan-prabowo-indonesia-menang>).

The word “intervensi” based on KBBI means, intervene in disputes between two parties. This word indicated to negative connotation because based on context it refers the aim of justice in the law-enforcement. Therefore, the word “politisasi” based on KBBI means, effort of change a situation being politic. Then, the word *politisasi* indicated to negative connotation because based on the social context, it can be interpreted as an abusing of the enforcement of legal authorities.

Phrases having negative connotation for argumentation

The examples of negative connotations indicating argumentation on phrases can be found in the following analysis.

Data (14) line 82:

*Gaji-gaji mereka harus kita perbaiki. Guru guru, terutama **guru-guru honorer** harus kita akomodir, harus kita perbaiki kualitas hidupnya”.*

(sources retrieved from <https://news.okezone.com/read/2019/01/15/605/2004622/ini-naskah-lengkap-pidato-kebangsaan-prabowo-indonesia-menang>).

The phrase “guru honorer” based on KBBI means, a teacher who did not pay as teachers remained. It is indicated to negative connotation because stereotype of *guru honorer* is always connected with low salary. Then, according to the text, Prabowo will improve their salary to get a welfare life.

Data (15) line 98:

*“Memang proklamasi kemerdekaan Republik Indonesia dikumandangkan di Jakarta. Tapi saya sampaikan di sini, kemerdekaan kita diuji di Jawa Timur, yang puncaknya adalah ditolaknya **ultimatum asing** oleh rakyat Jawa Timur, yang didukung resolusi jihad para ulama”.*

(sources retrieved from <https://news.okezone.com/read/2019/01/15/605/2004622/ini-naskah-lengkap-pidato-kebangsaan-prabowo-indonesia-menang>).

The phrase “ultimatum asing” based on KBBI means, the hazard warnings from other countries warning of threats. According to Prabowo based on the context, although the Proclamation of Indonesian Independence held in Jakarta, but the citizens have entailment to refuse a threat from the other country even they in East Java. The action supported by religious leaders of muslim.

Using of personal pronoun

In the speech, Prabowo used some several of personal pronouns such as, “I”, “We”, “Us”, and “They”. Every personal pronoun has meaning and also as representation of Prabowo self and his advocators. The description of various personal pronouns can be found in the following analysis.

Data (16) line 6:

*“**Saya** ingin membuka pidato saya malam ini dengan membacakan sebuah sajak. Sajak yang menggambarkan kenapa kita berkumpul di sini, atau terhubung pada malam hari ini”.*

Data (17) line 32:

*“Inilah kondisi yang **saya** sebut Paradoks Indonesia. Negara kaya, namun rakyatnya masih banyak yang miskin”.*

Data (18) line 44:

“Saya telah sampaikan, kenapa saya dan Sandiaga Salahuddin Uno, dan partai-partai yang mengusung dan mendukung kami, maju dalam Pemilihan Umum tahun ini”.

Data (19) line 45:

“Saya akan sampaikan apa yang kami akan lakukan, strategi apa yang kami gunakan, jika kami mendapatkan mandat untuk memimpin Indonesia dalam periode 5 tahun ke depan”.

(sources retrieved from <https://news.okezone.com/read/2019/01/15/605/2004622/ini-naskah-lengkap-pidato-kebangsaan-prabowo-indonesia-menang>).

The personal pronoun of “I” is represented about Prabowo himself. The using of (*I*) were applied in several phase of Prabowo’s speech, such as in the opening, giving criticizes, conveying the vision and mission, and even introduce himself and his partner as the presidential candidate to the audiences. By the using of (*I*) indirectly, Prabowo also represents of the Gerindra Party and some parties supported him to be the candidate.

Data (20) line 10:

“Malam ini ribuan dari kita berkumpul di sini, dan puluhan juta terhubung ke ruangan ini dengan teknologi, karena 92 malam lagi kita akan bersama-sama menentukan masa depan bangsa Indonesia”.

(sources retrieved from <https://news.okezone.com/read/2019/01/15/605/2004622/ini-naskah-lengkap-pidato-kebangsaan-prabowo-indonesia-menang>).

The personal pronoun of “us” is described a relation of Prabowo with his advocators. It is also represented of Prabowo’s feeling that same with the audience. Even Prabowo is the leader, he makes his status being equal to the audience. Implicitly, he has aim to bring the people aspiration that through his vision and mission.

Data (21) line 12:

“Atas dasar keyakinan ini, kami ingin agar seluruh masyarakat Indonesia mengerti betul apa yang akan kami perjuangkan selama lima tahun mendatang, jika kami dan partai-partai politik Koalisi Adil Makmur mendapat mandat rakyat pada Pemilihan Umum tanggal 17 April 2019 yang akan datang”.

(sources retrieved from <https://news.okezone.com/read/2019/01/15/605/2004622/ini-naskah-lengkap-pidato-kebangsaan-prabowo-indonesia-menang>)

The personal pronoun of “we” is represented of Prabowo and Sandiaga Uno as his partner, and also followed by the supporting political parties. Based on the context, the using of (*we*) can be interpreted that Prabowo and team claimed as a vice of people aspiration, and will bring the better governmental.

Data (22) line 31:

“Negara yang beberapa waktu yang lalu panik karena puluhan anak-anak di Kabupaten Asmat meninggal karena kelaparan, karena pejabat-pejabat Pemerintahnya tidak hadir untuk membantu mereka yang paling membutuhkan”.

(sources retrieved from <https://news.okezone.com/read/2019/01/15/605/2004622/ini-naskah-lengkap-pidato-kebangsaan-prabowo-indonesia-menang>).

The personal pronoun of “they” is represented to the low economy people. Based on the context, the connotation of low economy people are persons who life poverty circles. It can be known by looking their occupation that mostly gets cheap salary, such as, labor, farmer, maid, and etc.

As explained in the previous section, based on the linguistic strategies found in the Prabowo utterances in his speech, it can be inferred that refers to *pathos* term. According to Aristotle, *pathos* is the feeling of the speech, drawing out to the hearers in order to influence their belief. Based on the root of the English word *pathetic*, thus, making some people assumed, *pathos* is a persuasive term that has a negative connotation.

Negative connotations are dominantly displayed in Prabowo’s utterances in the speech. Those are containing the criticism of his political opponents that have sarcasm. Subsequently, he conveyed his critics implicitly to make himself still being authoritative and thoughtful in public view because he is a public figure. Additionally, using of negative connotations is stimulating the audiences emotional and making them agree with him that the governance system is wrong.

Conclusion

The connotations that dominantly appeared in Prabowo utterances are negative connotations. The aim is implicitly to criticize his opponent with stimulating the public emotional through persuasive. Negative connotations that displayed in Prabowo utterances are not evidence that Prabowo is a bad figure, but it is part of his strategy to influence people. The strategy is persuasive term that include of *pathos*. Furthermore, suggestion in the speech delivery is not to only use connotations, but the content should also be reflected to the real implementation.

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