



2025 ANPOR-APCA Annual Conference

November 4-7, Southeast Bangkok University, Bangkok & Amari Hotel, Pattaya, THAILAND

UNVEILING POWER STRATEGIES IN THE INDONESIAN PRESIDENT'S POLITICAL SPEECHES: A POLITICAL PRAGMATICS AND SPEECH ACT APPROACH

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ABSTRACT

The speech of a political leader goes beyond the literal meaning of the words, encompassing the underlying dialog and power dynamics that influence their language use. This study compares the political speech acts of Joko Widodo and Prabowo Subianto from a pragmatic perspective. This study uses the speeches of these two figures as a tool for analysis, which is tracked algorithmically through transcripts. The Corpus-Assisted Discourse Study (CADS) method is used to identify linguistic patterns representing discourse strategies. The constructed corpus dataset contains 419,492 tokens, including 135 transcripts of Prabowo's speeches collected between October 2024 and August 2025, totaling 119,220 tokens, and 388 transcripts of Jokowi's speeches collected between October 2019 and August 2020, totaling 300,272 tokens. An inductive approach was used by observing corpus data that led to the context in speech acts. Micro-linguistic analysis focused on the semantic patterns of personal pronouns, persuasive elements, and metaphors to examine modality in illocution and leadership discourse. The results of the study show that Jokowi's speech acts are directive-instructional, emphasizing consistency, obligations, and the roles of state and public officials. Prabowo's speech acts are commissive-projective, with promises of strategic national achievements that spark the collective imagination.

Keywords: Speech Act, Political Pragmatic, CADS, Power Strategies

INTRODUCTION

Van Dijk defines political speech as a discourse that focuses on politics and plays a direct functional role as part of political action in the political process. There are several key aspects of political speech, such as: (i) political speech involves public actors as participants, including political institutions, organizations, elite groups, and the public; (ii) political speech has a future-oriented predicate, often referring to or making threats about future developments, announcements, or promises about future actions; (iii) political discourse often uses semantic polarization between positive and negative self-presentation, following what van Dijk calls the "Ideological Box"; and (iv) political speech takes place in certain political contexts such as cabinet meetings, parliamentary debates,



2025 ANPOR-APCA Annual Conference

November 4-7, Southeast Bangkok University, Bangkok & Amari Hotel, Pattaya, THAILAND

election campaigns, rallies, interviews with the media, and demonstrations (van Dijk, 1997). The primary function of political speech is to influence political processes, such as decision-making, policy-making, rallying support, manipulating public opinion, and establishing the legitimacy of political power. As a form of rhetoric, political speech not only reflects the thoughts of the speaker but also becomes a means for politicians to exercise their power, such as issuing orders, giving signals to subordinates, and sending messages to friends and opponents (Drozдова & Robinson, 2019).

In line with Van Dijk's definition, scholars recognize that political speech cannot be separated from the political actors who are persuasive in achieving their political goals (Altikriti, 2016; Hashim, 2015; Oder, 2023). Political persuasion is a crucial part of how communicators try to convince others to consider political issues, where language is considered the most ancient and powerful persuasion tool (Altikriti, 2016). Political speech is a form of oral political text delivered by a political figure. Political speech has three main functions, namely: communication, announcement, and presiding. The objectives of political speech consist of: setting urgent tasks in a particular area of public life, providing recommendations for carrying out those tasks, and persuading, mobilizing, and congratulating the audience. Political speech is a powerful tool used by politicians to communicate ideas, influence public opinion, and shape the political landscape (Oder, 2023). Political speech is not just a statement of proposition, but involves complex linguistic strategies to achieve a specific political goal. Political speeches have the purpose of communicating directly with the public in order to convince the listener of the speaker's ideas. Some aspects of political speech, include: self-promotion, goal setting, performative action, and influence and persuasion (Hashim, 2015).

Political speech analysis can be carried out using a pragmatic approach in conjunction with speech act theory and linguistic and discourse studies. An analytical pragmatic approach in speech uncovers the underlying meaning of linguistic elements that expose the concealed ideologies and motivations of political actors to shape public opinion (Khater et al., 2024). The integration of speech theory with a pragmatic approach creates the possibility of a more profound understanding of how political language not only conveys information but also acts and exerts influence. Over the years, speech act theory has evolved concurrently with linguistic analysis of numerous political speech texts, which have been studied by scholars using four primary approaches: philosophical, experimental, corpus-based, and discursive (Jucker, 2024). This approach is more abstract and reflective, examining felicity conditions through a speech act categorization system. An experimental approach uses a controlled empirical method to test speech actions within a social context via discourse completion tasks and role plays. This third approach, which is based on a corpus and focuses on authentic data from real-life interactions, analyzes indicating devices for illocutionary points and meta-illocutionary expressions to identify patterns and the distribution of speech actions as they actually occur in natural language. This approach, which is discursive in the interactive speech act within a conversation, involves participants' dynamic interpretative process.

Numerous scholars have conducted research on political speech acts to examine the communication strategies employed by leaders in various countries. An investigation of speech in presidential speeches in Iran found variations in the use of illocution by candidates, finding variations in the use of illocution by candidates (Soleimani & Yeganeh,



2025 ANPOR-APCA Annual Conference

November 4-7, Southeast Bangkok University, Bangkok & Amari Hotel, Pattaya, THAILAND

2016). The theory of speech acts was also used to analyze Buhari's Nigerian statements, revealing the acts of locution and illocution and the effects of their perlocution (Aboh & Agbedo, 2020). A study of Barack Obama's campaign speeches in the United States observed a recurring pattern of employing certain words to persuade and reinforce his intentions (Rakaj, 2022). Another study used speech act theory in the context of analyzing the use of speech act strategies by presidential candidates in Iran in 2013 (Soleimani & Yeganeh, 2016). Data analysis was conducted using both qualitative and quantitative descriptive statistics. The researchers identified three types of speech act used by the candidates: locution, illocution, and perlocution. Speech act includes declarative, imperative, and interrogative forms, which are used almost equally by all candidates. However, significant differences exist in the use of illocutionary speech acts, including declarative, representative, directive, expressive, and commissive types. Regarding perlocution, the candidates mainly aim to inform their audience through affirmation, explanation, clarification, and argumentation. These studies show how politicians use various acts of speech to convey intentions, make commitments, and influence the public. Pragmatic analysis can be used in speech act studies to understand political communication and its impact on election results (Rakaj, 2022; Soleimani & Yeganeh, 2016).

Searle revealed that linguistics in communicating is related to the implementation of speech acts, not only words, symbols, and sentences. Thus, language is not just a concept in the mind but the process of producing understanding followed by action (Sari & Utomo, 2020). The speech of the president is also related to a country's development perspective (Warburton, 2016). Political speech is a linguistic modality used to assert power in texts (Jannatussholihah & Triyono, 2020). Political speech is a form of political communication carried out by the President to the public. Joko Widodo (Jokowi) was the President of the Republic of Indonesia (RI) from 2014-2024, while Prabowo Subianto (Prabowo) is the current president who has served since October 30, 2024. The Indonesian government has a presidential system. The president assumes a position of significant influence within the political sphere and frequently serves as the state's public face. This study draws on existing research that examines the speech actions of state leaders in Indonesia.

Jokowi and Prabowo's speech act in the 2019 Indonesian presidential election debate show that many expressive speech acts emerged, namely: thanks, greetings, apologies, praise, regret, complain, criticize, express hope, approve/vice versa, express optimism, express desires, satirize, appreciate, and joke (Abbas et al., 2021). The results of his research revealed that Jokowi tends to use words of hope and innuendo with an indirect communication style and maintain politeness, while Prabowo uses more blame, regret, criticism, gratitude, appreciation, and approval with a direct and personal communication style. Several speech categories were found in Jokowi's speech at the 2024 MPR Annual Session: expressive, assertive, directive, declarative, and commissive (Tuti et al., 2025). The results of research on Jokowi's speech act in handling the Covid-19 coronavirus show several types, namely asking, inviting, begging, commanding, and prohibiting (Sari & Utomo, 2020). Jokowi's request was submitted to regional leaders to act in accordance with policies and directions in handling COVID-19 in the local community. The invitation was aimed at the community, law enforcement officials, and health institutions to work together in dealing with the pandemic in Indonesia. Meanwhile, the ruling sentence



2025 ANPOR-APCA Annual Conference

November 4-7, Southeast Bangkok University, Bangkok & Amari Hotel, Pattaya, THAILAND

appears to be an effort to legitimize power so that all state officials follow the president's policies and directions. Prohibition is an effort to prevent people from taking actions that can increase the risk of contracting COVID-19. The results of other studies revealed that Jokowi includes wanting, wanting, invite, hope, help, ask, can, can, will, must, certainly, sure, don't, and be able (Jannatussholihah & Triyono, 2020). During his administration, Jokowi tended to be pragmatic, growth-oriented, and nationalist-statistical in his speeches (Warburton, 2016). The results of the research show that Jokowi is more dominant in echoing the past of the new order in his speech and does not touch on the aspects of eradicating corruption and ignoring the past, as well as the struggle for human rights. In the study of Jokowi's speech at the close of the G20 Summit, he has a dominant tendency to act in representative speech (facts and credibility), directive (invitation), expressive (praise), commissive (commitment to international issues), and declarative (authority) (Hadiati et al., 2024).

Research on Prabowo's speech in the context of the 2024 election debate revealed that Prabowo used a persuasive speech with an attitude of justice, unity, and not forgetting the nation's history as a learning process (Abbas et al., 2021). Prabowo also emphasized the importance of young people in gaining access that supports welfare to achieve a golden Indonesia in 2045 (Sosrohadi et al., 2025). A recent study on Prabowo's speech in the 2024 National Teachers' Day speech revealed that Prabowo's speech was predominantly expressive-praise, reflecting his emotional attitude on Indonesia's teachers' socio-economic conditions (Kartika et al., 2025). Previous studies comparing speeches between Prabowo, Jokowi, and Susilo Bambang Yudhoyono (SBY) show the distinctive leadership character of each individual (Hidayat et al., 2022), Prabowo, with his directive and commissive speech, shows a strong mass mobilization strategy with the formation of a firm image; Jokowi tends to be inclusive and simple with expressive and commissive speech that builds emotional closeness; and SBY tend to be institutional and diplomatic with assertive speech that prioritizes political legitimacy, the image of statesmanship, and the stability of the government.

Previous studies tend to analyze the speech actions of presidents and presidential candidates in Indonesia in a momentum, such as: political hearings (Tuti et al., 2025), Political Meetings (Hadiati et al., 2024), Debate Politics (Abbas et al., 2021; Sosrohadi et al., 2025), and a moment of statehood (Hadiati et al., 2024; Hidayat et al., 2022; Kartika et al., 2025). The majority of the qualitative approaches employed in these studies utilized a limited number of speech scripts, resulting in a dominant subjectivity due to the less representative data. Researcher contend that a significant gap persists in conducting research on the Indonesian president's actions using mixed methods, including both quantitative and qualitative approaches. This study compares Prabowo's speech during the initial nine months of his leadership with Jokowi's speech during the second nine months of his leadership. An inductive approach specifically constructed for this study was adopted to examine the distribution of linguistic aspects within each corpus dataset. The corpus-assisted discourse study (CADS) method represents a quantitative and qualitative approach that enables researcher to explore the distinct perspectives of each speech style based on large datasets. This method involves a vertical rather than a horizontal analysis of the text.



2025 ANPOR-APCA Annual Conference

November 4-7, Southeast Bangkok University, Bangkok & Amari Hotel, Pattaya, THAILAND

Speech Act Theory

Speech act theory is closely related to linguistics, with the premise that individual's linguistic expressions contain meaning reinforced by words, phrases, and sentences to convey information about objects, properties, and events. J.L Austin began to develop the theory of speech act because he was interested in William James's lecture delivered in Harvard 1955 (Allan, 1997). In 1962 Austin revealed that words that arise from a person's speech not only have an explicit meaning but also relate to the speaker's context and goals (Cooren, 2015). Allan (1997) revealed that the speech act has a hierarchical structure, beginning with speech, which involves merely uttering something that can be recognized. This is followed by locution, where language expressions are pronounced with identifiable structures, process, and meanings. Ultimately, locution supports the formation of propositional and referential actions. In the act of illocution, the speaker declares, promises, requests, commands, or invites. The goal is to generate perlocutionary, such as approval, answers, following directions, or acceptance, from listeners.

Speech act theory examines the relationship between words and the world through the speaker's mediation and involves intentions in certain interaction processes (Brown & Matusitz, 2019). This theory is useful for analyzing how words become actions derived from propositional content (description), consisting of three aspects: locution (the act of saying something as a linguistic representation of a situation), illocution (intent or attitude toward the content), and perlocution (the effect of speech on the listener) (Brown & Matusitz, 2019; Marsen & Ali-Chand, 2022; Witek, 2015). Locution and illocution are simultaneously present in the total speech act in a total speech situation. The meaning and power of speech are determined not only lexically and grammatically but also by constructing a context that can produce a perlocutionary impact (Witek, 2015).

The classification of illocution types in speech act theory is constantly evolving from Austin, Vendler, Searle, Bach and Harnish, and Allan (Allan, 1997). First, Austin illocution types are classified as expositives, commissive, behabitives, exercitives, and verdictives. Vendler uses almost the same categories, namely expositives, commissive, behabitives, interrogatives, exercitives, verdictives, and operatives. Searle simplifies it into the following five main groups: assertive, commissive, expressive, directive, and declarations. Bach and Harnish have a similar category to Searle: assertive, commissive, acknowledgment, directive, verdictive, and effective. Meanwhile, Allan uses simpler terms, such as statements, commissive, expressive, invitationals, and authoritative. Although each expert uses different terms, these experts try to classify speech act in their communicative functions, such as: expressing, committing, expressing emotions, directing actions, and making decisions. The act of locution refers to the words that are actually spoken, and the act of illocution is related to the function intended in speech, such as assertive, commissive, expressive, declarative, and performative. Illocution in speech is the belief that a statement can have the value of truth or falsehood (Marsen & Ali-Chand, 2022).

Based on the results of recent studies, there are several types of illocution speech acts: assertive, directive, commissive, declarative, expressive, and interrogative.

First, an act of assertive speech is a statement that expresses beliefs or factual information that can be evaluated for truth (Hart & Cap, 2014; Khater et al., 2024). In crisis situations, assertive speech, including political communication from state leaders, is



2025 ANPOR-APCA Annual Conference

November 4-7, Southeast Bangkok University, Bangkok & Amari Hotel, Pattaya, THAILAND

effectively used to expose factual conditions (Marsen & Ali-Chand, 2022).

Second, directive are used to give orders, instructions/ directions, and advice that deliberately aim to persuade listeners to take certain actions (Marsen & Ali-Chand, 2022). This speech act is process of transferring the speaker's action plan to recipient to meet certain expectations (Hart & Cap, 2014). In directive speech, the primary objective is to alter the situation in several forms, including encouraging specific parties to act in a particular manner, which can be achieved through various means : 1) ordinary orders, 2) subtle orders, 3) requests, 4) invitations and expectations, 5) prohibitions or negative orders, and 6) omissive (Marsen & Ali-Chand, 2022).

Third, commissive speech is a statement that binds the speaker through a promise to do something in the future (Khater et al., 2024). Its function is to express a willingness and commitment to comply with certain obligations in the future (Hart & Cap, 2014). Commissive speech is divided into several themes, namely promises of action and affirmation of policies, warnings, and threats (Marsen & Ali-Chand, 2022).

Fourth, the declarative type that serves to make the propositional content spoken into reality through the act of speech itself, thereby changing reality (Hart & Cap, 2014). Declarative speech is a statement that changes something in the external world through speech, for example a judge says "I declare you husband and wife," which means that legally they are now a married couple (Khater et al., 2024). Declaratives express direct actions that affirm the authority of the speaker (Marsen & Ali-Chand, 2022).

Fifth, expressive speech as a speech that expresses the speaker's feelings/attitudes, for example: "I am also sad for your loss" (Khater et al., 2024). Some themes in expressive speech are: sympathy, gratitude, and apology (Marsen & Ali-Chand, 2022). Another type of speech is interrogative as speech when the speaker is in a situation of not knowing something, wants to get information by asking the other party, and assumes that the person being asked knows the answer (Hart & Cap, 2014).

A speech act can also be a hybrid speech act, which is a combination of several types of speech actions (Tuti et al., 2025). For example, a combination of directive-expressive and assertive-expressive types shows the speaker's ability to convey facts with emotional elements to strengthen the message and build closeness to the audience. The power of illocution can be seen in the words used, such as expressive expressions such as "I am grateful" or "I am sorry." However, the perlocution effect appears in other performative speech, such as insults or threats, without having to be spoken directly. People don't say "I'm insulting you" or "I'm threatening you," but the person you're talking to still feels the effects of the insult or threat (Marsen & Ali-Chand, 2022) . Illocution in political speech has implications for political communication strategies (Hidayat et al., 2022).

The cognitive linguistic approach is one way of conducting text-based speech studies, as it provides conceptual typologies, including categorization, metaphors, modalities, and deixis, which depend on a broader cognitive system and activate a variety of ideological discourse strategies (Hart & Cap, 2014, p. 154). The identification of modalities can lead to discourse dismantling. Modality is the attachment between the speaker and his/her statement. The choice of the word modality has consequences on the discourse as a representation of social relations, knowledge systems, and meanings (Jørgensen & Phillips, 2002). Modality is a key aspect in the study of speech and discourse actions. Modality is the realization of the whole speech in the form of explicit and implicit



2025 ANPOR-APCA Annual Conference

November 4-7, Southeast Bangkok University, Bangkok & Amari Hotel, Pattaya, THAILAND

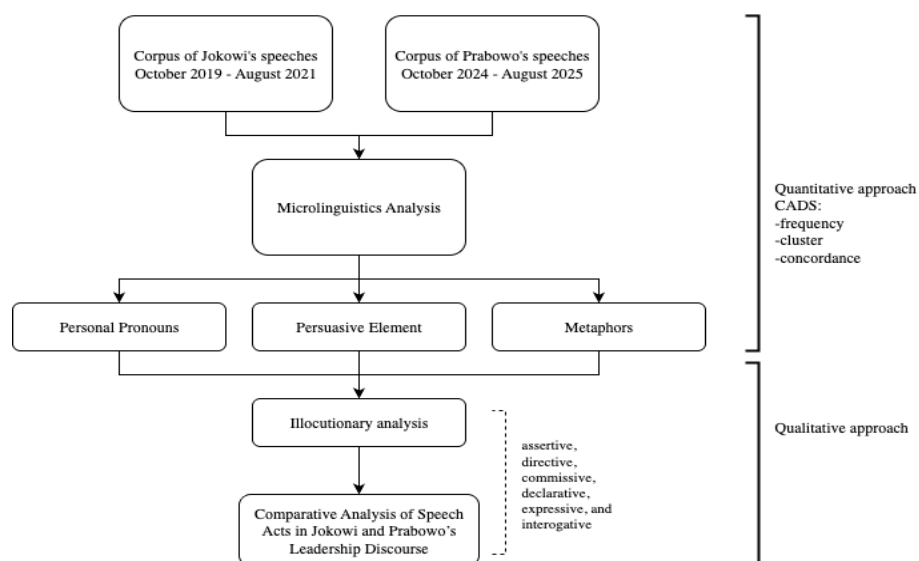
meanings that cannot be separated from the interpersonal aspect of the speaker who represents the attitude based on the proposition that follows it (Kravchenko et al., 2021; Wojtalewicz & Reppen, 2021). Deconstruction of Discourse through Epistemic and Deontic Modalities: The epistemic modality concerns the speaker's effort/motivation in building group development, whereas the deontic modality is related to the speaker's perception of appropriateness and desire in the community group (Hart & Cap, 2014; Kravchenko et al., 2021).

Jørgensen & Phillips (2002) identify two types of modalities: truth, which is related to the speaker's commitment to his/her statement, and the licensing modality, which builds social relationships. In representing discourse, the modality is also divided into four types (Wojtalewicz & Reppen, 2021): desires, directives/obligations, intentions/predictions, and abilities. Personal desires describe the desires or goals of the speaker. A directive about the attitude of "must" to perform certain attitudes/actions. Intentions/predictions as an expression of hope in the future. Ability to demonstrate the capacity to perform an action. Speech acts can be studied at several analysis levels, including macro speech acts, illocutionary, and micro speech acts. Macro speech acts as an action that represents a global goal, the meaning of discourse formed from primary local linguistic strategies (promises, hopes, requests), and supporters (praise, congratulations, complaints) as a form of micro speech act (Hidayat et al., 2022).

The macro linguistic level is concerned with sociolinguistic aspects, as well as the speaker's view of social groups in the past, present, and future as discursive events (Hart & Cap, 2014; Hidayat et al., 2022). Meanwhile, at the micro level, it examines linguistic patterns from semantic aspects, such as: the use of pronouns, words with persuasive elements, references, greetings, and metaphors (Hart & Cap, 2014; Hidayat et al., 2022).

Figure 1

Conceptual Framework



This research adopts an inductive methodology, which entails the observation and analysis of a collection of speeches given by Jokowi and Prabowo. The analysis centres on



2025 ANPOR-APCA Annual Conference

November 4-7, Southeast Bangkok University, Bangkok & Amari Hotel, Pattaya, THAILAND

micro linguistic features, namely personal pronouns, persuasive components, and metaphors, in order to offer a comprehensive insights into the corpus. The results of the corpus linguistic analysis will influence the examination of illocutionary acts, allowing for a comparison of the speech actions between Jokowi and Prabowo and providing insight into their leadership discourse.

RESEARCH METHODOLOGY

This research applies the corpus-assisted discourse study (CADS) method, which combines both quantitative and qualitative approach, to identify and dismantle discourse in the social context and uncover dominant messages in political context through the application of computational methods. CADS is an approach in critical discourse analysis approach that vertically examines a text by combining linguistic corpus analysis with corpus discourse analysis using big data (Ancarno, 2020; Taylor, 2013). CADS as a breakthrough method to answer criticism from critical discourse analysis to text analysis that is considered too subjective. The discourse practice in the dismantled text expected to be more representative (Baker, 2006). The research stages include building a research corpus, analyzing the linguistic corpus, and analyzing speech and discourse actions. The research corpus development stage involves the following: a) Transcript data were obtained from the State Secretariat of the Republic of Indonesia website. b) The transcript data are downloaded using *Octoparse*, which involves two stages: downloading URLs and downloading the text based on the URLs. c) Saving transcripts in .xlsx format. d) Complete text selection and removal of irrelevant data using punctuation cleaning. e) Covert each transcript into .txt format.

Next, the linguistic corpus was constructed using the Antconc software. Frequency and concordance linguistic corpus analysis were used. Frequency analysis is calculation of each word that appears repeatedly to highlight distinctive grammar, which can later guide the researcher to find concordance themes/ topics, context, representation, and discourses in concordance (Eriyanto, 2022; Partington et al., 2013).

Table 1

Corpus Dataset Transcript Indexing Overview

Dataset	Jokowi	Prabowo
Time range	October 2019 - August 2020	October 2024 - August 2025
Number of indexed transcripts	394	140
Total number of transcripts	388	135
Token	300.272	119.220

Source: Researcher data analysis, 2025

The specific corpus in this study consisted of the speech corpus of Jokowi and Prabowo (Table 1). Prabowo's transcript data was compiled in the October 2024 - August 2025 time frame, with a total of 135 transcripts analyzed, with 119,220 tokens. Meanwhile, the



2025 ANPOR-APCA Annual Conference

November 4-7, Southeast Bangkok University, Bangkok & Amari Hotel, Pattaya, THAILAND

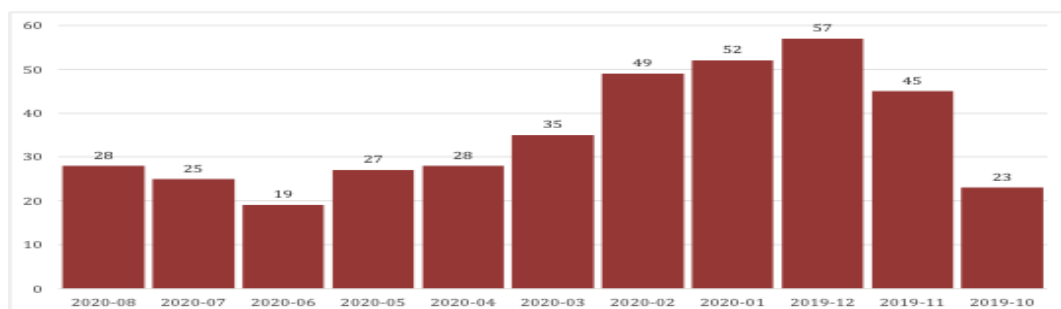
dataset of Jokowi's speeches analyzed in October 2019-August 2020 period was 388 transcripts with 300,272 tokens.

FINDINGS AND DISCUSSION

In the period from October 2019 to August 2020 during the Jokowi administration, there were 388 transcripts of speeches, 300,272 tokens. Some of the dominant transcripts are related to limited meetings for handling Covid-19. The amount of political communication carried out by Jokowi was also influenced by the country's situation at that time which was in the midst of the Covid-19 pandemic. The number of transcripts of Jokowi's speech began to increase in November 2019 (45 transcripts), culminating in December 2019 (57 transcripts), until February 2020 (49 transcripts) (Figure 2). In fact, this situation is becoming a global concern, so it is natural for Jokowi to continue to present himself in front of the public as a leader who is present in the midst of a crisis situation. In addition, Jokowi also inaugurated many infrastructure developments that have been completed since his first term of leadership in 2014-2019. This is proven that in September 2024, infrastructure development in Indonesia has reached 2,103 km of toll roads, 40 dams, 27 new airports, and several other major projects such as MRT and LRT stations, including the capital city of the archipelago (Sutrisno, 2024). The highest number of transcripts in December 2019 (57 transcripts) was largely themed on the inauguration of infrastructure in the regions. During the Jokowi administration, infrastructure development was very massive. Not only in urban areas, but also in regions, for example the construction of terminals that support public transportation facilities by land.

Figure 2

Number of Transcripts of Jokowi's Speeches October 2019 - August 2020



Source: Researcher data analysis, 2025

Prabowo's speech transcript data for the period October 2024 - August 2025 is 135 transcripts, 119,220 tokens. This shows that in the same period of time during Prabowo's leadership, he did not make as many political speeches as Jokowi. Prabowo was inaugurated as President of the Republic of Indonesia at the end of October 2024, where Indonesia has gone through the Covid-19 pandemic crisis and is gradually improving. Prabowo's political speeches tend to be based on momentum and in accordance with the state agenda. The highest number of transcript spreads in November 2025 (Figure 3), 25 transcripts. Prabowo made many state visits during his eight months in office. Some of the



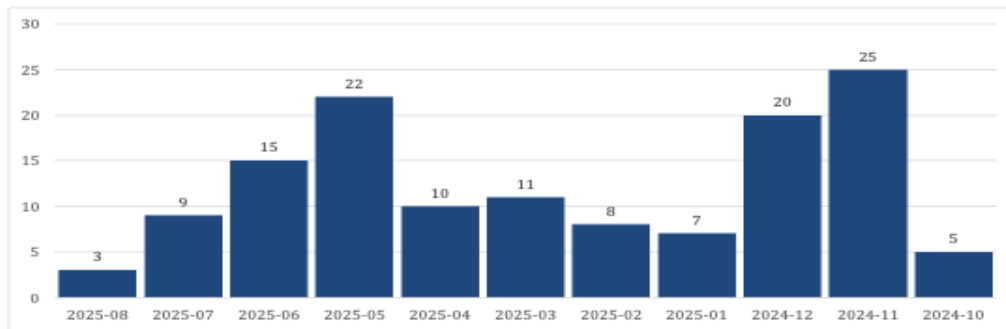
2025 ANPOR-APCA Annual Conference

November 4-7, Southeast Bangkok University, Bangkok & Amari Hotel, Pattaya, THAILAND

titles of the speech transcripts show some of the countries visited, namely: Peru, China, Brazil, Singapore, the United Kingdom, and the United States.

Figure 3

Number of Transcripts of Prabowo's Speeches October 2024 - August 2025



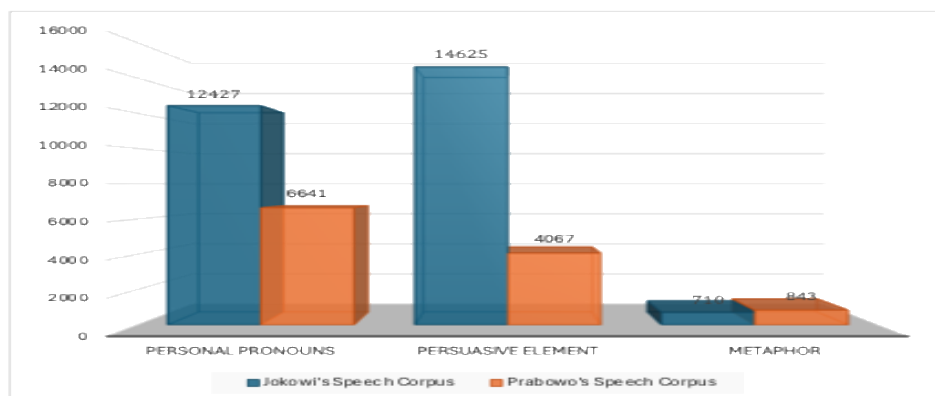
Source: Researcher data analysis, 2025

In 2019-2020, Indonesia during the Covid-19 pandemic crisis made Jokowi's intensity even higher. Although the intensity of Prabowo's speech was not as much as Jokowi's, Prabowo had a political communication strategy that led to bringing Indonesia to play a role at the international level.

Furthermore, the micro linguistic analysis of Jokowi and Prabowo's corpus is divided into three aspects, namely: *personal pronouns*, *persuasive elements*, and *metaphors* to examine speech actions. In Jokowi's speech corpus, the highest frequencies were persuasive elements (14,625), personal pronouns (12,427), and metaphors (710). Meanwhile, in Prabowo's speech corpus, the highest frequency was personal pronouns (6,641), persuasive elements (4,067), and metaphors (843). This frequency shows that Jokowi uses more words for the purpose of persuading his audience. Meanwhile, Prabowo dominantly uses personal pronouns that lead to pronouns.

Figure 4

Frequency in Prabowo and Jokowi's Speech Corpus



Source: Researcher data analysis, 2025



2025 ANPOR-APCA Annual Conference
November 4-7, Southeast Bangkok University, Bangkok & Amari Hotel, Pattaya, THAILAND

Table 2

Frequency Analysis

Categorization	Word (ID)	English Translation (Contextual Meaning)	Jokowi Frequency	Prabowo Frequency
Personal Pronouns	kita	we / us (inclusive)	6444	3511
	saya	I / me	5983	2448
	mereka	they / them	255	280
	kami	we (exclusive, excluding listener)	382	402
Persuasive Element	akan	will / shall	1679	759
	banyak	many / much	666	—
	besar	big / great	705	267
	betul	correct / true / right	1123	—
	cepat	fast / quick	323	—
	dapat	can / able to / may	319	—
	harus	must / have to	1580	509
	hati	carefulness / caution (as in <i>hati-hati</i>)	572	—
	ingin	want / desire	692	240
	jangan	don't / do not	580	—
	mau	want / willing	489	150
	memberikan	give / provide	295	—
	nanti	later / afterward	1054	—
	sekali	very / once / extremely	785	—
	sekarang	now / currently	642	230
	semuanya	all / everything	1069	—
	terus	continue / keep / go on	579	150
	tidak	no / not	1473	781
	bekerja	work / to work	—	164
	masih	still / yet	—	158
	minta	ask / request	—	97
	pembangunan	development	—	111
	penting	important / essential	—	140
	pertama	first / firstly	—	158
	punya	have / own / possess	—	153
Metaphor	anak	child / children	351	172
	dunia	world	359	203
	bangsa	nation / people	—	468

Source: Researcher data analysis, 2025



2025 ANPOR-APCA Annual Conference

November 4-7, Southeast Bangkok University, Bangkok & Amari Hotel, Pattaya, THAILAND

In Table 2 there are several similarities in the words that appear in the corpus of Jokowi and Prabowo's speeches. The researcher chose several words based on the results of frequency analysis to analyze the actions and differences in political discourse between Jokowi and Prabowo. The words represent each category. Categories of personal pronouns "I", "we (inclusive)", "they", and "us"; The persuasive elements "will", "no", "should", "want", "want", and "continue", and the metaphor "world" and "child".

Personal Pronouns in Jokowi and Prabowo's Speeches

The frequency analysis in each of Jokowi and Prabowo's speech corpus aims to obtain a representation of the distribution of each microlinguistic aspect, consisting of: personal pronouns, greetings, persuasive elements, metaphors, and references (Hidayat et al., 2022). The results of observations in the corpus show that Jokowi and Prabowo use personal pronouns: *me*, *us*, *us*, and *them* (Table 2). In order from the highest frequency, Jokowi used the words "we" (we, inclusive), "me" (I), "we", "father", and "they". Jokowi uses the words "we", 6,444, and "we", 382 indicating an effort to build emotional closeness to the community with an inclusive attitude. Meanwhile, in the corpus of Prabowo's speeches, the order of the highest is "we", "me", "us", "them", and "father". The frequency of the word "we", 3,931 and "I", 2,473 as a symbol of the legitimacy of his authority as the leader of the state.

Table 3

Analysis of the personal pronouns "Kita-"

Jokowi	Prabowo
harus terus bekerja keras - must continue to work hard	akan menjadi lumbung pangan dunia- will become the world's food barn
harus terus belanja belanja -must continue to shop	akan menjadi negara yang makmur - will be a prosperous country
harus terus dipercepat -must continue to be accelerated	akan menjadi negara yang kita cita citakan -will be the country we aspire to
harus terus konsisten menjalankan program -must continue to consistently run the program	akan menjadi negara industri yang tidak kalah -will become an industrial country that is not inferior
harus terus melangkah maju - must keep moving forward	akan menjadi bangsa yang maju -will become a developed nation
harus terus menerus memperbaiki ekosistem -must continuously improve the ecosystem	akan menjadi eksportir yang paling utama - will be the most important exporter
harus terus mengembangkan cara cara baru -must continue to develop new ways of	akan menjadi semakin kuat -will get stronger and stronger

Source: Researcher data analysis, 2025



2025 ANPOR-APCA Annual Conference

November 4-7, Southeast Bangkok University, Bangkok & Amari Hotel, Pattaya, THAILAND

Jokowi and Prabowo consistently use the word “we” (Table 2) as a symbol of inclusiveness. The sense of collectivism using the word “we” narrows the distance between public officials and civil society. Table 3 shows the modality aspects of the speech acts used by both. Jokowi consistently uses the phrase “we must continue...” as a directive to carry out obligations. Jokowi conveys the necessity for public officials and the community to act with the principle of sustainability (the word: “continuously”). Jokowi prioritizes performance encouragement, which is the government's role in carrying out its duties. The words work, accelerate, consistent, step, and continuously signify the instructions given by Jokowi in continuity. Meanwhile, the modality in Prabowo's speech act is marked by the words “will - we will...”. Prabowo expressed his aspirations as a leader to make Indonesia a world food barn, a prosperous and strong country, an industrial country, and a leading exporter. The word “we” in Prabowo's speech reinforces national ideals, symbolizing that achievements are not only made by the government, but also with the support of the people. Based on this analysis, it shows that Jokowi's speech is directive-instructive, while Prabowo's speech is commissive-projective. Jokowi requires concrete action as a state instruction for the government and the community, while Prabowo evokes a collective imagination that is projective in nature, while Jokowi tends to call for concrete action.

Table 4

Analysis of the personal pronouns "kami..." ("we"... right context)"

Jokowi	Prabowo
juga bisa belajar dari beliau → <i>also can learn from him</i>	juga ingin belajar dari pengalaman Uni Arab → <i>also wants to learn from the experience of the Arab Union</i>
juga bisa diperbaiki → <i>also can be improved</i>	juga ingin fokus kepada ketahanan rantai pasok → <i>also wants to focus on supply chain resilience</i>
juga sudah bisa melakukan swab test di → <i>also can already conduct swab tests in</i>	juga ingin memajukan pencak silat bela diri → <i>also wants to advance the martial art pencak silat</i>
juga melaporkan bahwa saat ini juga selalu → <i>also reported that at present (they) also consistently</i>	juga ingin meningkatkan pengembangan dan standarisasi industri → <i>also wants to enhance industrial development and standardization</i>
juga melibatkan TNI kemudian anggota Polri → <i>also involved the military (TNI) and then members of the police</i>	juga membahas upaya untuk meningkatkan investasi Singapura → <i>also discussed efforts to increase Singaporean investment</i>

Source: Researcher data analysis, 2025

The word “kami” -we (Table 4) refers to the privileges of the country's leader and his administration. Jokowi uses the word “kami” to report to the public on the work that has been done and the role of the government. The word “bisa” -should in Jokowi's speech indicates the government's ability to play a practical and tangible role. “Bisa” represents Jokowi's ability to lead the government in resolving the current issue, namely Covid-19.



2025 ANPOR-APCA Annual Conference

November 4-7, Southeast Bangkok University, Bangkok & Amari Hotel, Pattaya, THAILAND

Meanwhile, Prabowo uses the word “we” followed by “also want” in the context of realizing the national vision. The dominance of the word ‘want’ in Prabowo's speech indicates the modality of unfulfilled hopes. Prabowo uses the word “we” projectively as a promise from the government to the public.

Table 5

Analysis of the personal pronouns "mereka..."("they"... right context)"

Jokowi	Prabowo
bisa bekerja semuanya → <i>everyone can work</i>	yang tidak bekerja dengan baik → <i>those who do not work well</i>
bisa naik kelas ke kelas yang lebih → <i>can move up to a higher class</i>	yang tidak bersenjata tapi sama-sama berjuang → <i>those who are unarmed but still fight together</i>
bisa naik levelnya Akan keliatan nanti sekolah → <i>can rise to the next level; it will be seen later in schools</i>	yang tidak mampu dan menciptakan rasa aman → <i>those who are underprivileged and create a sense of security</i>
bisa berkolaborasi Maka kalau rekomendasi ini benar → <i>can collaborate; so if this recommendation is correct</i>	yang tidak punya pertahanan yang kuat → <i>those who do not have strong defense</i>
bisa bertahan dan tidak melakukan PHK → <i>can survive and avoid layoffs</i>	yang paling lemah untuk mencapai kesejahteraan sejati → <i>the weakest ones to achieve true prosperity</i>

Source: Researcher data analysis, 2025

The word “they” in Jokowi and Prabowo's speech acts is related to the modal keywords “can” (Jokowi) and “who cannot” (Prabowo) (Table 5). Jokowi's speech acts in using the word ‘they’ tend to be optimistic, where they are oriented towards the ability to act. Meanwhile, Prabowo uses pessimistic modality by using the word “cannot.” There is a symbol of government exclusivity to play an important role in alleviating poverty and providing protection to marginalized groups in Indonesia. In addition to state exclusivity, Prabowo's speech also emphasizes the difference between the prosperous group (us) and those who are limited in resources.

Next, an analysis of the concordance of the personal pronoun “I” in the speech corpus of Jokowi (Table 6) and Prabowo (Table 7). In his speech, Jokowi uses the word ‘I’ as part of the formal opening of the speech. The word “I” is associated with sentences that convey respect. The words used by Jokowi symbolize his sincerity as president to state officials. In the left-hand context, Jokowi uses greetings such as: “*Shalom Om Swastiastu Namo Buddhaya, Assalamu'alaikum, Salam sejahtera, and Selamat pagi*” to represent religious norms. Jokowi paid his respects to the Vice President, the Coordinating Minister for Economic Affairs, and the audience (the public). This shows the politeness in Jokowi's political communication.



2025 ANPOR-APCA Annual Conference

November 4-7, Southeast Bangkok University, Bangkok & Amari Hotel, Pattaya, THAILAND

Table 6

Concordance Analysis of the Word "Saya" in Jokowi's Speech Corpus

Concordance Analysis of the Word "Saya" in Jokowi's Speech Corpus
<i>Shalom Om Swastiastu Namu Buddhaya Salam Kebajikan Yang saya hormati Bapak Wakil Presiden Bapak Ibu sekalian</i>
<i>Selamat pagi Salam sejahtera bagi kita semuanya Yang saya hormati Bapak Wakil Presiden beserta para Menko</i>
<i>Assalamu alaikum warahmatullahi wabarakatuh Yang saya hormati Bapak Wakil Presiden para Menko</i>
<i>Salam sejahtera bagi kita semuanya Om Swastiastu Yang saya hormati Bapak Wakil Presiden Pak Menko</i>
<i>Bismillahirrahmanirrahim Yang saya hormati Bapak Wakil Presiden para Menko</i>
<i>Shalom Om Swastiastu Namu Buddhaya Greetings of Virtue The Honorable Vice President Ladies and Gentlemen</i>
<i>Good morning peace and prosperity be upon us all The Honorable Vice President and the Coordinating Ministers</i>
<i>Assalamu alaikum warahmatullahi wabarakatuh The Honorable Vice President and the Coordinating Ministers</i>
<i>Peace and prosperity be upon us all Om Swastiastu The Honorable Vice President and the Coordinating Minister</i>
<i>In the name of Allah the Most Gracious the Most Merciful The Honorable Vice President and the Coordinating Ministers</i>

Source: Researcher data analysis, 2025

Prabowo used the word "I" to close his speech. In the left-wing context, Prabowo displayed his autocratic leadership style (Table 7). Symbols of power appear in strong words, such as "stop," "Indonesia is behind me," and "consult directly with me (in Indonesia "saya")," showing that Prabowo has the power to control the state apparatus. This symbolizes the power of the state leader to control and decide on actions that lead to policy.



2025 ANPOR-APCA Annual Conference
November 4-7, Southeast Bangkok University, Bangkok & Amari Hotel, Pattaya, THAILAND

Table 7

Concordance Analysis of the Word "Saya" in Jokowi's Speech Corpus

Concordance Analysis of the Word "Saya" in Prabowo's Speech Corpus
<i>Yang kita ingin ciptakan adalah suasana pemerintah bersih saya kira itu yang ingin saya sampaikan</i>
<i>Pencurian dan penyelewengan berhenti berhenti berhenti terima kasih saya kira itu yang ingin saya sampaikan</i>
<i>Penting semua pihak dapat konsultasi langsung dengan saya saya kira itu yang ingin saya sampaikan</i>
<i>Indonesia berada di belakang saya Saudara saudara sekalian saya kira itu yang ingin saya sampaikan</i>
<i>Kita akan investasi besar besaran tahun ini saya kira itu yang ingin saya sampaikan</i>
What we want to create is a clean government atmosphere I think that is what I want to convey
Theft and embezzlement must stop stop stop thank you I think that is what I want to convey
It is important that all parties can consult directly with me I think that is what I want to convey
Indonesia is behind me My brothers and sisters I think that is what I want to convey
We will make large scale investments this year I think that is what I want to convey

Source: Researcher data analysis, 2025

Elemen Persuasif dalam Tindak Tutur Jokowi dan Prabowo

The persuasive elements in Jokowi and Prabowo's speech acts were analyzed based on several words that appeared predominantly in both corpora, specifically: "akan", "tidak", "harus", "ingin", "mau", and "terus", which translate to "will", "no", "must", "want", "willing", and "continue".

The concordance analysis of words in Jokowi and Prabowo's speech corpora that point to persuasive elements revealed several semantic patterns (table 8). Optimism is evident in both their speech act through the words "want" and "willing". Furthermore, Jokowi and Prabowo use the pronoun "we" in their speeches, indicating similarities in their political communication strategies that encourage collectivism. A notable difference was observed in the use of the word "want". Jokowi emphasizes the aspect of joint development, and Prabowo emphasizes his individual perspective. Additionally, a distinction is seen in their use of the word "willing". Jokowi focuses on practical matters, whereas Prabowo emphasize sustainability.



2025 ANPOR-APCA Annual Conference
November 4-7, Southeast Bangkok University, Bangkok & Amari Hotel, Pattaya, THAILAND

Table 8

Semantic Patterns of Persuasive Elements

Semantic Patterns in Jokowi's Speech Acts	Semantic Patterns in Prabowo's Speech Acts
kita + akan + berikan, lakukan → <i>we will give, do</i>	akan + kita + beri, ciptakan, alokasikan → <i>will be given, created, allocated by us</i>
tidak + bisa + saya → <i>I cannot / not able to</i>	tidak ada + yang bisa, yang lebih penting → <i>there is no one who can / nothing more important</i>
harus + kita + lakukan → <i>we must do / must be done by us</i>	harus + kita + laksanakan, jaga → <i>we must carry out, maintain</i>
ingin + kita + bangun → <i>we want to build</i>	ingin + saya + sampaikan → <i>I want to convey</i>
mau + dipakai → <i>want to be used</i>	mau + terus-menerus → <i>want continuously / repeatedly</i>

Source: Researcher data analysis, 2025

An analysis of the concordance of persuasive elements in Jokowi's speech reveals several sectors that were mentioned, such as: food strategy, trade, finance and banking, and regulation. In the left context, several keywords appear that represent the ideas of Jokowi's speech, such as: "...China is Indonesia's new partner, so we must continue to develop this sense of optimism...". Cooperation between Indonesia and China has been going on for more than 70 years in the fields of economy, trade, investment, politics, and socio-culture (Oratmangun, 2022). At the beginning of Jokowi's first term in office from 2014-2017, there were 36 MoUs between Indonesia and China (Andika & Aisyah, 2017).

In 2020, China became Indonesia's main trading partner with a trade investment value of USD 78,5billion, funding the Jakarta-Bandung high-speed rail infrastructure project, the Morowali industrial area, cooperation between the Belt and Road Initiative and the Global Maritime Fulcrum, the Regional Economic Partnership (RCEP), and the "10 Bali Baru" tourism sector project (Oratmangun, 2022). This proves that Jokowi's leadership direction for infrastructure development is being carried out on massive scale, with investment and trade becoming one of the priorities in Indonesia's development. The emergence of the words "political parties (Golkar), ministers, public officials, and regional figures is a form of Jokowi's respect for politicians and community leaders.



2025 ANPOR-APCA Annual Conference
November 4-7, Southeast Bangkok University, Bangkok & Amari Hotel, Pattaya, THAILAND

Table 9

Concordance Analysis of Persuasive Elements in Jokowi's Speech Acts

hit "akan"
<i>karena ini menyangkut cadangan strategis pangan kita akan kita berikan kepada Pak Menhan yang tentu</i> <i>juga sebentar lagi di awal bulan Agustus ini akan kita berikan kepada 12 juta UMKM kita yang akan kita kerjakan kerja kerja besar yang akan kita lakukan dalam lima tahun ke depan</i> because this concerns our strategic food reserves we will give them to the Minister of Defense who of course also soon at the beginning of August we will give this to our 12 million MSMEs the major works we will carry out in the next five years
hit "tidak"
<i>seluruh Sekjen dari seluruh partai yang tidak bisa saya sebut satu per satu</i> <i>Beserta seluruh senior senior Golkar yang hadir yang tidak bisa saya sebut satu per satu ketemu dan tokoh tokoh Aceh yang lainnya yang tidak bisa saya sebut satu per satu</i> all the Secretary Generals of all parties that I cannot mention one by one together with all the Golkar seniors who attended that I cannot mention one by one met with Acehnese figures and others that I cannot mention one by one
hit "harus"
<i>perjanjian perdagangan harus kita lakukan secara terus menerus tanpa henti</i> <i>Nasional Pencegahan Korupsi ini Karena upaya pencegahan korupsi harus kita lakukan secara besar-besaran</i> <i>riset sampai pada tahapan diproduksi secara massal yang harus kita lakukan bukan hanya hilirisasi industri</i> trade agreements must be carried out continuously without stopping this National Corruption Prevention effort because corruption prevention must be done on a massive scale research up to the stage of mass production must be done not only industrial downstreaming



2025 ANPOR-APCA Annual Conference
November 4-7, Southeast Bangkok University, Bangkok & Amari Hotel, Pattaya, THAILAND

Table 9

Concordance Analysis of Persuasive Elements in Jokowi's Speech Acts (Contd.)

hit "ingin"
<i>ke depan harus dibersihkan karena yang ingin kita bangun adalah sebuah trust, sebuah kepercayaan</i> <i>enggak ada macet Dan yang paling penting yang ingin kita bangun adalah sebuah peradaban baru</i> <i>baik di bidang pemerintahan Saya kira memang yang ingin kita bangun ini adalah trust internasional</i> in the future it must be cleaned up because what we want to build is trust no traffic jams and most importantly what we want to build is a new civilization even in the field of government I think indeed what we want to build is international trust
hit "mau"
<i>Oke Pak Zainal ini mau dipakai untuk agunan ke bank</i> <i>Sembilan ratus meter persegi Mau dipakai untuk agunan atau pinjaman ke bank</i> <i>Saya hanya titip kalau ini mau dipakai untuk jaminan ke bank untuk agunan</i> okay Mr Zainal this is going to be used as collateral for the bank nine hundred square meters want to be used as collateral or bank loan I just remind you if this is going to be used as bank collateral
hit "terus"
<i>regulasi nasional harus terus kita benahi Regulasi yang tumpang tindih</i> <i>beberapa negara Saya yakin dengan reformasi struktural yang terus kita jalankan secara konsisten</i> <i>China baru Indonesia Sehingga rasa optimisme ini harus terus kita kembangkan jangan sampai kita itu selalu</i> national regulations must continue to be improved overlapping regulations I am confident that with structural reform which we continue to carry out consistently new China new Indonesia therefore this sense of optimism must continue to be developed do not let us always

Source: Researcher data analysis, 2025

The word "will" indicates the government's promise in the food and MSME sectors. The word "no" as respect and politeness of speech. The use of the word must be Jokowi's speech explaining the role of the state in national ideals. The word wants to contain a



2025 ANPOR-APCA Annual Conference

November 4-7, Southeast Bangkok University, Bangkok & Amari Hotel, Pattaya, THAILAND

statement of hope to build public trust in the government. Jokowi's words that greet civil society implicitly affirm that he is part of a pure society (Wicaksana, 2022). Jokowi's background as a working-class man born in the city of Solo brought him to political popularity with a strong sense of humor. However, analysis shows that at the beginning of his second term of leadership, Jokowi actually tended to be more directive and instructive in directing state elements to work according to policy directions with an optimistic attitude for the common good, namely the community.

Analysis of persuasive elements in Prabowo's speech reveals distinct semantic patterns. Notably, he frequently uses the word "want" in his speech, which suggest an attempt to guide the public toward embracing his leadership vision. The analysis of Prabowo's speech acts reveals several key themes, including the government's commitment to promoting development and welfare, the importance of the agricultural sector and national resources for sovereignty, the moral character of a state leader, and the need for consistency in joint efforts. Words such as "kesehatan", "lapangan kerja", "hilirisasi", "kekayaan", and "makmur" (health, employment, downstreaming, wealth, and prosperity) are associated with symbol of national development and welfare. The emergent semantic patterns, including "we will feed, allocate, and create" appear to outline Prabowo's government work plan.

One of Prabowo's flagship programs is Free Nutritious Meals (MBG), the word "will" as a modality for realizing promises in his program. The program with funding support of Rp71 trillion by 2025 with the aim of providing free nutritious food for all students in Indonesia (Abadi et al., 2025). The program has so far received a lot of criticism on social media and online media that reported poor realization, from the quality of the food to its distribution. There is a need for an inclusive approach so that MBG produces sustainable value, both from the quality and nutrition process in the food provided, the process of transparency of implementation, and distribution (Abadi et al., 2025; Soma et al., 2024).

The realization of food procurement with quality local products is not only from the aspect of hygiene, but also pays attention to the quality of nutrition with professional nutritionists and involves schools and parents of students. This program is expected to prioritize disadvantaged and low-income areas with a priority scale and structured performance. In addition, the program implementation process is also ensured to run transparently, not wasteful, and corruption-free. The program is not only to improve the nutritional status of children, but can also reduce inequality, support local agriculture, and combat hunger that is still happening in Indonesia (Abadi et al., 2025).



2025 ANPOR-APCA Annual Conference

November 4-7, Southeast Bangkok University, Bangkok & Amari Hotel, Pattaya, THAILAND

Table 10

Concordance Analysis of Persuasive Elements in Prabowo's Speech Acts

hit "akan"
<i>dari pemerintah pusat kita siap semua anak Indonesia akan kita beri makan tahun 2025 ini</i> <i>untuk Bulog melakukan tugasnya Secara keseluruhan Rp164,4 triliun akan kita alokasikan di tahun 2026</i> <i>manusia Indonesia Hilirisasi akan kita perluas lapangan kerja akan kita ciptakan nilai tambah</i> from the central government we are ready all Indonesian children will be given food in 2025 for Bulog to carry out its duty overall Rp1644 trillion will be allocated in 2026 Indonesian people downstreaming will be expanded jobs will be created value added
hit "tidak"
<i>keluhan rakyat kalau panen harga jatuh panen tidak ada yang ambil Sekarang kita ubah kita</i> <i>pemimpin bekerja mengabdikan dengan tulus ikhlas untuk rakyat tidak ada yang bisa bendung kebangkitan Indonesia Selalu</i> <i>teruskan jaga kerukunan jaga kemesraan di antara kita tidak ada yang lebih penting daripada kerukunan perdamaian</i> complaints from the people when harvest prices fall harvest not taken now we change it leaders work sincerely and wholeheartedly for the people there is not anything that can stop the rise of Indonesia maintain harmony maintain closeness among us there is not anything more important than peace
hit "harus"
<i>kehidupan rakyat kita harus segera Ini sesuatu yang harus kita laksanakan dan kita terbuka perusahaan perusahaan</i> <i>makmur negara kita kaya Yang penting kekayaan itu harus kita jaga harus kita kelola sebesar-besarnya</i> <i>rakyat yang di bawah harus kita berdayakan pendidikan harus kita perbaiki</i> the life of our people must be improved this is something we must carry out openly companies our rich country the important thing is that the wealth must be protected must be managed for the greatest prosperity the people below must be empowered education must be improved



2025 ANPOR-APCA Annual Conference

November 4-7, Southeast Bangkok University, Bangkok & Amari Hotel, Pattaya, THAILAND

Table 10

Concordance Analysis of Persuasive Elements in Prabowo's Speech Acts (Contd.)

hit "ingin"
<i>adalah suasana pemerintah bersih Saya kira itu yang ingin saya sampaikan</i> <i>kelemahan berarti kita akan mengatasi kelemahan Itu yang ingin saya sampaikan</i> <i>bagi masa depan Indonesia Saya kira ini yang ingin saya sampaikan</i> it is the atmosphere of a clean government I think that is what I want to convey weakness means we will overcome weakness that is what I want to convey for the future of Indonesia I think this is what I want to convey
hit "mau"
<i>negara berkembang tidak mau ikut blok manapun</i> <i>Tidak mau ikut blok barat tidak mau ikut blok timur berada di tengah menghormati</i> <i>bangsa Indonesia tidak mau dijajah bangsa Indonesia tidak mau jadi bangsa kuli</i> developing countries do not want to join any bloc do not want to join the western bloc do not want to join the eastern bloc standing in the middle respecting the Indonesian nation does not want to be colonized the Indonesian nation does not want to become a slave nation
hit "terus"
<i>meminta adanya konferensi pertama untuk bantuan dan upaya terus menerus agar</i> <i>perdamaian ini kembali</i> <i>politik pemimpin masyarakat pemimpin agama pemimpin pengusaha saya terus menerus</i> <i>menekankan pentingnya persatuan</i> <i>kerja keras karena saya terus menerus monitor saya terus menerus menuntut</i> <i>penghematan</i> calling for the first conference for aid and efforts to continuously restore peace political leaders community leaders business leaders I continuously emphasize the importance of unity hard work because I continuously monitor I continuously demand efficiency

Source: Researcher data analysis, 2025

The use of the word "tidak" (no) - Jokowi uses it as part of an expression of collegial politeness, while Prabowo uses the word "tidak" in relation to agriculture and the spirit of nationalism with the words "harmony", "affection", and "the rise of Indonesia". Meanwhile, the word "must" is used as a directive, not a directive that leads to collectivism. The government does not work alone but involves the community (*i.e., we must implement*



2025 ANPOR-APCA Annual Conference

November 4-7, Southeast Bangkok University, Bangkok & Amari Hotel, Pattaya, THAILAND

or maintain). Concordance analysis of the word "want" in Prabowo's speech corpus as part of his closing speech reveals his discourse on bringing Indonesia to the international level. Prabowo also declares that Indonesia does not side with either the East or the West (non-bloc). The phrase "Indonesia does not want to be colonized" reflects Prabowo's direction in defining Indonesia through the lens anti-oppression, independence, and pragmatic orientation in expanding Indonesia's global role.

In a year of his leadership, Prabowo has signed two Joint Statement agreements in November 2024 and declared to join the BRICS bloc in January 2025 which redefines Indonesia's position as an active free country that tends to prioritize strategic compromises with the goal of development and improvement of international status (Putra, 2025). Prabowo's remarks in his speech emphasized "sustainability" which can be interpreted that Prabowo will continue economic cooperation with China that has been carried out by the previous president (Jokowi). This closeness was seen when Prabowo began to obtain a position in President Joko Widodo's government as Minister of Defense of the Republic of Indonesia, where in that year Jokowi became part of the largest accommodation politics and coalition to emerge in Indonesia (Mietzner, 2020).

Prabowo's remarks during his nine months of leadership are quite contradictory to his actions. Prabowo mentioned many words with nuances of nationalism. There are three arenas of nationalism mobilization, namely territorial, economic, and cultural nationalism (Aspinall, 2016). Prabowo's narrative emphasizes a lot on territorial and economic nationalism, where Indonesia can excel because of the wealth of human resources. This is influenced by Prabowo's background of having served in the military as a Lieutenant General of the Indonesian National Army (TNI) Prabowo comes from an elite technocrat family the son of Soemitro Djojohadikusumo, one of the economists of the New Order. Prabowo's remarks led to the value of nationalism as a struggle against Dutch colonial exploitation and oppression. Prabowo's actions show that there is a direction in contemporary nationalism that often appears with calls for foreign threats and the struggle for national dignity. This actually shows that there is a vulnerability to democratic values in Indonesia. In his study of democratization in Indonesia, Prabowo reflects the paradox between procedural democracy and authoritarian populism with Prabowo's rhetorical style emphasizing national sovereignty, criticism of political elites, and promises of socio-economic improvement, widely understood within the framework of nationalist populism (Hadiz & Robison, 2017).

The Metaphor of "*Children and the World*" in Jokowi and Prabowo's Speech

Children's issues in Indonesia are a high priority for the government. Jokowi referred to children as "our young people", using the word "we" to emphasize the shared responsibility of empowering the younger generation. Jokowi linked children to the quality of human resources, employment, and entrepreneurship. In contrast, an analysis of Prabowo emphasize education as the solution to drive change, whereas Jokowi takes a more popular expressive approach. Jokowi uses words such as "liked" to refer to "hobby", "music" and "creative" to refer to culture that convey a factual situation. Prabowo's speeches are assertive, using phrases such as "I will change the regulations" and "we must be prepared" to convey a directive tone with structural approach. Both Jokowi and Prabowo view children as a symbol of a country's future development. The government aims to facilitate the development of superior human resources that can adapt to changing



2025 ANPOR-APCA Annual Conference

November 4-7, Southeast Bangkok University, Bangkok & Amari Hotel, Pattaya, THAILAND

times through its policies.

Table 11

Concordance Analysis of "Anak" (child) in Jokowi & Prabowo's Speech Acts

Jokowi
<i>keunggulan SDM Nasib bangsa ini sangat ditentukan oleh anak anak muda kita</i> <i>Diperlukan anak anak muda</i> <i>mana Membuka lapangan pekerjaan yang seluas luasnya pada anak anak muda kita</i> <i>pada masyarakat kita larinya</i> <i>Ini media media memang disukai anak anak kita anak anak muda kita Musik itu nomor</i> <i>dua</i> <i>production yang akan menciptakan lapangan kerja baru bagi anak anak muda kita</i> <i>serta mendorong usaha mikro</i> <i>saya percaya bahwa Indonesia butuh lebih banyak lagi anak anak muda yang kreatif</i> <i>yang punya entrepreneurship</i> the excellence of human resources The fate of this nation is determined by our young people We need young generations to open as many job opportunities as possible for our young people as that is where our society moves these media are indeed liked by our young people music is number two productions that will create new jobs for our young people and encourage micro enterprises I believe Indonesia needs more young people who are creative and have entrepreneurial spirit
Prabowo
<i>siapkan awaknya kita harus siapkan manajer manajer muda anak anak muda yang</i> <i>pintar pintar pintar otak</i> <i>regulasi akan saya ganti akan saya copot Banyak anak anak muda yang menunggu</i> <i>diberi kesempatan Saya</i> <i>keberatan tidak bersedia tidak menerima tantiem berhenti Banyak anak anak muda</i> <i>yang mampu yang siap menggantikan</i> <i>persetujuan baru dan terutama kami ingin meningkatkan jumlah anak anak muda</i> <i>Indonesia untuk belajar di Rusia</i> <i>Saya juga sangat gembira dan bangga melihat bahwa anak anak muda kita sudah</i> <i>beperan sangat aktif</i> we must prepare our teams and managers young people who are intelligent and capable



2025 ANPOR-APCA Annual Conference

November 4-7, Southeast Bangkok University, Bangkok & Amari Hotel, Pattaya, THAILAND

Table 11

Concordance Analysis of "Anak" (child) in Jokowi & Prabowo's Speech Acts (Contd.)

I will change the regulations Many **young people** are waiting to be given a chance

many **young people** are capable and ready to take over

we want to increase the number of **young Indonesians** studying in Russia

I am very happy and proud that **our young people** are already playing an active role

Source: Researcher data analysis, 2025

In Jokowi's speech, the left context of the word "world" refers to economic, political, and security conditions with uncertainty (Table 12). Jokowi compares efforts to convey information in a global context that has an impact on the domestic situation. Based on the timeframe of Jokowi's speech in October 2019 - August 2021 Indonesia was experiencing the Covid-19 pandemic. This became a global issue, with the pandemic impacting the economic and political conditions in various countries. During the pandemic, Indonesia implemented Large-Scale Social Restrictions (PSBB), which included restrictions such as home schooling, working from home, restrictions on public transportation operations, and the closure of various public facilities. The Covid-19 pandemic had a significant impact on: 1) Indonesia's economic growth, which has slowed down; 2) a decline in the number of tourist visits; 3) a decline in income for MSMEs in several sectors, namely commodities, food and beverages, transportation and warehousing, followed by the construction, manufacturing, and trade industries; and 4) an increase in the number of unemployed people, which has implications for the poverty rate (Nursjanti & Amaliawati, 2021). Jokowi used the word "world" to represent global reality to the public, thereby demanding vigilance and directing them toward various strategic preventive measures. The reality of the global situation became the context established in the directive speech.

Table 12

Concordance Analysis of "Dunia" (world) in Jokowi & Prabowo's Speech Acts

Jokowi

*keamanan terlebih dahulu kita harus waspada terhadap politik **dunia** yang sekarang ini ada kecenderungan untuk mudah...*

*golkar mampu merespons perubahan perubahan zaman perubahan perubahan **dunia** yang sekarang ini sangat cepat mungkin itu...*

*trap menuju negara maju apalagi kita berhadapan dengan **dunia** yang berubah dengan cepat inovasi teknologi telah...*

*kita menyaksikan dunia yang dipenuhi dengan ketidakpastian **dunia** yang dipenuhi dengan dinamika yang sangat tinggi...*

*cepatnya agar tidak kena imbas dari pertumbuhan ekonomi **dunia** yang melambat karena 215 negara itu sama keadaannya...*

we must first ensure security and be vigilant toward the political **world** which now has a tendency to change easily...



2025 ANPOR-APCA Annual Conference

November 4-7, Southeast Bangkok University, Bangkok & Amari Hotel, Pattaya, THAILAND

Table 12

Concordance Analysis of "Dunia" (world) in Jokowi & Prabowo's Speech Acts (Contd.)

Jokowi
golkar is able to respond to the changing times and the rapid transformations of the world today perhaps that is it...
the path toward becoming a developed nation especially as we face a world that is changing rapidly with technological innovation
we are witnessing a world filled with uncertainty and great dynamism...
so that we are not affected by the slowdown of the global economy as 215 countries are experiencing the same situation...
Prabowo
<i>mencerdaskan kehidupan bangsa dan kita ikut melaksanakan ketertiban dunia kita juga berperanan tapi bagaimana kita berperanan...</i>
<i>tropis yang sangat besar bisa dikatakan paru paru dunia kita juga memiliki sumber sumber alam yang...</i>
<i>bersepakat bahwa dunia islam bisa menjadi solusi bagi dunia kita bisa dan kita harus menghadirkan perdamaian...</i>
<i>saya sangat yakin kita akan menjadi lumbung pangan dunia kita bisa menjadi solusi bagi masalah banyak...</i>
<i>bio energi indonesia harus menjadi pelopor energi bersih dunia kita harus capai 100 persen pembangkitan listrik dari...</i>
to enlighten the life of the nation and to participate in maintaining the order of the world we also play a role but how do we play that role...
our vast tropical lands can be called the lungs of the world we also possess abundant natural resources...
it was agreed that the islamic world could be a solution for the world we can and must bring peace...
i am very confident that we will become the food barn of the world we can be the solution to many problems...
indonesia bioenergy must become a pioneer of clean energy in the world we must achieve one hundred percent electricity generation from it...

Source: Researcher data analysis, 2025

Prabowo's statements regarding the world offer a different context from Jokowi's. Prabowo emphasizes natural resources (forest, energy, food) as a defense that promotes Indonesia's role in the global community. The narrative that Indonesia can become a great nation reveals Prabowo's geopolitical discourse. The "world" in Prabowo and Jokowi's speeches is not from geographical perspective, but as a metaphor for building a collective moral arena and policy strategy.



2025 ANPOR-APCA Annual Conference

November 4-7, Southeast Bangkok University, Bangkok & Amari Hotel, Pattaya, THAILAND

CONCLUSION AND LIMITATIONS

Research employing the CADS approach to analyze Jokowi and Prabowo's speech acts reveal distinct differences between the two. A micro linguistic analysis at the semantic level identified the illocutionary function of modality in speech acts. Jokowi's speech acts were characterized as directive-instructional, emphasizing consistency, obligation, and the roles of state and public officials. In contrast, Prabowo's speech acts are commissive-projective, aiming to mobilize the state's collective imagination, leadership promises, and strategic achievements. Both leaders use the word "we" as a modality of inclusiveness. Jokowi focuses on the current work situation, whereas Prabowo is committed to the future. The metaphor "children" is used by both to refer to the young generation who will support the nation's future. Jokowi emphasizes creativity and transformational entrepreneurship, whereas Prabowo emphasizes education and global competition. Jokowi's use of the word "world" frames the risks and uncertainties of the global situation, whereas Prabowo uses it as a symbol of Indonesia's role in the geopolitical arena. Jokowi's speech style is closely associated with the value of political politeness, whereas Prabowo's is associated with military-style assertiveness. This disparity in speech style is influenced by their personal backgrounds, with Jokowi's background as a Javanese civilian and Prabowo's background as a military aristocrat. Notably, despite their differences, both leaders' speech acts represent non-ideological nationalist values, indicating that the political discourse of the country's leaders remains populist in nature.

The CADS approach strengthens replication and narrows subjectivity by linking frequency and concordance with speech act types in the leadership discourse framework. More data are expanded to be more representative. However, this research is a limited initial stage in text analysis; therefore, further research is highly recommended. Semantic micro linguistic analysis has not been thoroughly conducted, and discourse analysis can be deepened by exploring emergent themes based on corpus analysis. Understanding the asymmetry of context and the imbalance of the corpus is necessary. In this study, Jokowi's speeches were during the COVID-19 pandemic and his second term in office, while Prabowo's speeches were during his new term in office. Comparability analysis is subjective. Jokowi focused on strengthening governance and sustainable execution, whereas Prabowo emphasized commitment and global achievements. Further research with an extended period, additional pragmatic annotations, collocation and dispersion analysis, public perception triangulation, and multimodality analysis are required.

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DISCLAIMER

Researcher used several software programs to support their research: data collection was performed using Octoparse (<https://www.octoparse.com/>) series v8.7.7.041713 and Trink AI (<https://www.trinka.ai/>) for grammar checking with an official Institutional Access license from Atma Jaya Catholic University.