

## A Critical Discourse Analysis of Presidents' Inaugural Speeches in Indonesia: A Fairclough Perspective

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**Abstrak** Penelitian ini bertujuan untuk menelaah hubungan antara bahasa dan struktur sosial budaya dengan membandingkan teks pidato perdana Presiden Joko Widodo (2014) dan Prabowo Subianto (2024) melalui perspektif Analisis Wacana Kritis Fairclough. Penelitian ini berupaya menjawab tiga pertanyaan: (1) bagaimana pilihan kebahasaan digunakan untuk merepresentasikan visi politik kedua presiden? (2) ideologi apa yang terkandung dalam pidato mereka? dan (3) bagaimana praktik wacana mencerminkan konteks sosial-budaya yang lebih luas? Hasil penelitian menunjukkan bahwa pidato perdana Joko Widodo merefleksikan ideologi nasionalisme populis melalui penekanan pada kerja keras, gotong royong, dan persatuan yang menekankan kolektivitas dan inklusivitas. Sebaliknya, pidato Prabowo Subianto mengandung ideologi reformisme otoritatif yang ditandai dengan wacana pemberantasan korupsi, swasembada pangan, dan “demokrasi santun” untuk membangun legitimasi melalui bahasa ketertiban, otoritas moral, serta kedaulatan bangsa. Dengan demikian, pidato perdana tidak hanya menyajikan arah kebijakan, tetapi juga membangun posisi ideologis yang memengaruhi legitimasi politik kepemimpinan masing-masing.

**Kata Kunci:** Pemilihan Presiden 2014 dan 2024, Analisis Wacana Kritis, Ideologi, Joko Widodo, Prabowo Subianto, Pidato Pelantikan Presiden

**Abstract -** This study aims to examine the relationship between language and socio-cultural structure by comparing the inaugural speeches of President Joko Widodo (2014) and Prabowo Subianto (2024) through the lens of Fairclough's Critical Discourse Analysis. The research seeks to answer the following questions: (1) How are linguistic choices used to represent the leaders' political vision? (2) What ideologies are embedded in their speeches? and (3) How do discourse practices reflect broader socio-cultural contexts? The findings indicate that Joko Widodo's inaugural address foregrounded the ideology of populist nationalism through emphasis on “hard work,” “mutual cooperation,” and “unity,” reflecting an image of collective struggle and inclusivity. In contrast, Prabowo Subianto's speech articulated an ideology of authoritative reformism, marked by discourses of corruption eradication, food self-sufficiency, and “polite democracy,” which positioned him as a strong leader seeking order, moral authority, and national sovereignty. While Jokowi's discourse leaned toward constructing solidarity among the people, Prabowo's discourse sought legitimacy through the language of discipline and protection of national dignity. These results demonstrate that inaugural speeches not only present policy directions but also construct ideological positions that shape political legitimacy.

**Keywords:** 2014 and 2024 presidential elections, Critical Discourse Analysis, Joko Widodo, Prabowo Subianto, presidential inauguration speech.

### INTRODUCTION

The Presidential Election (*Pilpres*) is held every five years with the aim of providing an opportunity for citizens to exercise their right to vote in choosing a leader as a representative in government. Election results determine who will hold political office at the local, regional, and national levels. In each election, issues arise that underlie it — both social and political issues, the candidates' track records, and the government that has just completed its term. Joko Widodo and Prabowo Subianto are accurate national figures. Their track records have colored the world of politics in Indonesia. Joko Widodo began his career in government as the mayor of Solo, the governor of DKI Jakarta, and the president of the Republic of Indonesia for two terms in 2014 and 2019. Meanwhile, Prabowo Subianto began his political career by establishing the Gerindra party as his vehicle to participate in the 2009, 2014, 2019, and 2024 presidential elections, the last of which was the moment of his victory as the eighth president of the Republic of Indonesia.



Each elected candidate must deliver his/her inaugural speech after the inauguration. The text of the speech contains a greeting, a statement of the focus of his/her government later, and an expression of gratitude to the previous government and readiness to continue the baton of the next leadership. In his inaugural speech, Joko Widodo focused on three main principles for becoming a great nation: hard work, unity, and cooperation (nasional.kompas.com 2014). While Prabowo Subianto emphasized several things, including eradicating corruption, poverty, food and energy self-sufficiency, polite democracy, and supporting Palestinian independence (news.detik.com 2024a). Both inaugural speeches have been covered by several television stations, online news media, and social media, so their delivery has reached almost all regions of Indonesia. Thus, it can be said that the Indonesian people have heard the speeches of the two figures. It can be concluded that the dissemination of the two figures' speeches is understood as a political promise to all Indonesian people that must be fulfilled during their term of office. Thus, the figure of the elected president is no longer a party official but a leader who must fight for the interests of all people in various sectors of life.

There have been many studies on the text of speeches delivered by several national figures in Indonesia, in (Tamrin 2019) highlighting the phrase "*pribumi*" in the speech of Anis Baswedan, who was then the Governor of DKI Jakarta. The analysis uses Van Dijk's critical discourse analysis approach, with its findings based on micro-structural analysis that observes in depth the meaning of the lexicon in its historical context. The term "*pribumi*" has a positive connotation because it refers to the indigenous people of Jakarta and the people whom colonialists once colonized. In fact, the use of the word "*pribumi*" is to arouse a sense of nationalism in society. Supardi, in his research, examines Nadim Makarim's speech using Fairclough's critical discourse analysis perspective (Supardi 2019). The speech implies a social, political, and cultural background. This shows that language and its social structure have a reciprocal relationship, as depicted on the image. Helena in her research, focused on the transitivity system and ideology reflected in Nadiem Makarim's speech text, the Merdeka Belajar series, using Fairclough's critical discourse analysis perspective (Helena 2021). The research findings show that the verbal process is the most dominant in Nadim Makarim's speech. This verbal process implies the principle that it is better to act than just talk.

Next, Apriliani at the text level represents the existence of power in the figure of Sri Sultan Hamengkubuwono X (Apriliani 2022). Furthermore, at the level of discursive practice of this power, it has absolute authority so that Sri Sultan Hamengkubuwono X is always listened to by his people. Meanwhile, at the socio-cultural level, it is adjusted to the context of the kingdom, which is represented by the institutional policy order of the kingdom and regional leaders so that the speech does not provide firm regulations regarding actions related to COVID-19. Aeni and Afriansyah in their research, observed the use of language styles in government officials' speeches. The data were analyzed using the language error analysis approach (diction) and language style. In this study, diction errors were found at the phonology (pronunciation), morphology, spelling, syntax and discourse levels, which interferes with the effectiveness of communication (Aeni 2021; Afriansyah 2017). Meanwhile, (Ndruru Kalvatinus 2024) studied Joko Widodo's speech on the Job Creation Law through the perspective of Van Dijk's critical discourse analysis. Research findings show that a speech can construct a political discourse that implies commands, leading opinions based on the context in the form of readers, time, and a series of previous events that encourage this political discourse to emerge in society.

From the studies above, each analyzed only one speech text from a national figure in Indonesia, using the Fairclough and Van Dijk critical discourse analysis approach. Thus, based on a systematic literature review, no research has been identified that compares the relationship between language and socio-cultural structure in two speech texts. The inaugural speeches at the inauguration of President Joko Widodo in 2014 and Prabowo Subianto in 2024 were chosen because the figures were quite phenomenal and controversial. Meanwhile, 2014 and 2024 were the early years of the two figures' leadership as presidents of the Republic of Indonesia. The inaugural speech after the inauguration contained several essential points, such as words of gratitude, work programs, and criticism of the previous government. When giving a speech, there are various ways, styles, and even ideologies brought by the two figures to influence, invite, explain a program, and realize specific interests through language (www.kompas.com 2019). This is the reason for choosing the two inauguration speech texts to analyze critically using the Fairclough perspective, the Critical Discourse Analysis approach.

The function of language is not only as a means of communication, but also as an instrument of power (Foucault 1997). A similar opinion about the function of language was conveyed by (Fairclough 2001), language as a shaper of reality. Currently, through language, it can break through the boundaries of reality, (van Dijk 2008) calls it hyper-reality. Current developments, language can be used for imaging (Haryatmoko 2007) to change the situation (Cutting 2008). In addition, language can also play a role in the democratic process, because language can be associated with technology and the internet, which makes it possible for anyone to be involved in it to express opinions and even criticism (Hoed 2011). This further strengthens participatory culture (van Dijk 2009).

Critical discourse analysis views the use of language, both spoken and written, as social practices, including policies, political strategies, narrative texts, speeches, conversations related to topics, and language itself (Fairclough 1995). Thus, it can be concluded that a discourse gives birth to meanings that lead to specific actions for readers or listeners as a result of the diction and language structure used in a speech text. As in the context of this study, this is manifested in two inaugural speech texts for the inauguration of President Joko Widodo in 2014 and Prabowo Subianto in 2024 as President of the Republic of Indonesia.

Critical Discourse Analysis in Fairclough's perspective (2013) has three interrelated dimensions. First, the text dimension, where analysis focuses on linguistic aspects such as grammar, vocabulary, sentence structure, and rhetorical strategies to uncover representations, relations, and identities. Second, the discourse practice dimension, where the text is analyzed as a product, including how it is produced, distributed, and interpreted by audiences. Third, the socio-cultural practice dimension, which situates the text within broader political, social, and cultural contexts. At this level, the ideological orientation of discourse becomes evident, since language choices reflect power relations and competing worldviews in society. For example, the present study examines how Joko Widodo's speech reflects an ideology of populist nationalism through the emphasis on collective struggle, while Prabowo Subianto's speech reflects an ideology of authoritative reformism that stresses order, discipline, and sovereignty. These three dimensions are analyzed through description, interpretation, and explanation. Fairclough emphasized that the focus of CDA is to see language as a practice of power and ideology. Thus, the research questions guiding this study are: (1) How are linguistic choices used to construct political visions in the inaugural speeches? (2) What ideological positions are embedded in the discourse of Joko Widodo (2014) and Prabowo Subianto (2024)? and (3) How do socio-cultural contexts influence the production and interpretation of these speeches?

## RESEARCH METHODOLOGY

Descriptive qualitative methods are used in this study to understand the meaning in several individuals or a group of people who come from social problems (Creswell 2019). This method is used to deepen the description of critical analysis in a narrative text. Next, (Patton 2002) states that the purpose of qualitative research is to understand various typical and unique situations that are part of the context and interaction. Thus, the study's results are presented in statements rather than as numbers or calculations. The focus of this research is on analyzing two texts of the inaugural speeches of the Presidents of the Republic of Indonesia, Joko Widodo in 2014 and Prabowo in 2024. The speeches were delivered at the MPR Plenary Session for the inauguration of the elected President and Vice President of the Republic of Indonesia, held at the Nusantara Building of the MPR/DPR/DPD on Sunday, October 20, 2024. The data types in this study include primary and secondary data. Primary data consist of two inaugural speech texts for the inauguration of the President of the Republic of Indonesia: Joko Widodo in 2014 and Prabowo in 2024. In contrast, secondary data are obtained from journal articles. Research data were collected through reading and observing the two speech texts. Next, relevant data in the speech text was recorded. Furthermore, data analysis was carried out using the Fairclough perspective AWK model, which includes three analysis models, namely first, describing the text including vocabulary and grammar; second, interpreting; and third, explaining three-dimensional aspects as analytical tools, which include: *texts*, *discourse practice*, and *sociocultural practice* that underlie the production of the narrative.

## RESULTS AND DISCUSSION

Language is important in a speech. Through language, ideas, concepts, and ideologies can be conveyed well to the public. The texts of the inaugural speeches after the inaugurations of President Joko Widodo in 2014 and Prabowo in 2024 serve as a reaffirmation of the ideas and concepts conveyed during the campaign period. In his inaugural speech, Joko Widodo conveyed several important points for becoming a great nation: hard work, unity, and cooperation. Meanwhile, Prabowo highlighted that there are still many budget leaks, food self-sufficiency, and support for foreign policy, including Palestinian independence. Researchers analyzed both speech texts through Norman Fairclough's critical discourse perspective, including text analysis, discourse practices, and sociocultural practices.

### 1. Text Analysis

Textual analysis is the main model in Fairclough's perspective. There are three parts in textual analysis, namely the opening, the body, and the closing. The number of words in a speech text is not always indicative of a good speech, but the sequence and completeness of the information to be conveyed in a speech sometimes require more words and a diction that can be adjusted to the audience.

Table 1. Results Of Text Structure Analysis from Two Speeches

| Text Elements Speech | Joko Widodo's Speech Text (2014)                                                                                                                                               | Prabowo Subianto Speech Text (2024)                                                                                                                                                                                                                                                                                                                                                               |
|----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Beginning Part       | Respect for members of the MPR, the previous president and vice president, all invited guests including those from friendly countries                                          | Respect, the previous president and vice president, general chairmen of the election participating parties, chairmen of the KPU, Bawaslu, DKPP, TNI Commander, Chief of Police, and military staff, both pairs of presidential candidates for the 2024 election, domestic and foreign press, all Indonesian people, invited guests (envoys, presidents, vice presidents) from friendly countries. |
| Middle Part          | To become a great nation, fishermen, meatball traders, street vendors, academics, TNI, Polri, businessmen, and professionals work hard, unite, and work together.              | Budget leaks from corruption, food self-sufficiency, poverty, polite democracy, supporting foreign policy, and one of which is Palestinian independence.                                                                                                                                                                                                                                          |
| End Part             | As a captain trusted by the people, I invite everyone to board the ship of the Republic of Indonesia and sail together towards a great Indonesia. Let's develop a strong sail. | We are ready to continue the baton of our leadership, ready to work hard towards a golden Indonesia that will become a strong, independent, sovereign, just and prosperous nation.                                                                                                                                                                                                                |
| Amount said          | 778 words                                                                                                                                                                      | 3220 words                                                                                                                                                                                                                                                                                                                                                                                        |

Based on the identification of both speech texts, it shows that Joko Widodo's attention in his inaugural speech in 2014 began with a greeting to the previous president and vice president as a sign of appreciation. In addition, Joko Widodo mentioned Prabowo Subianto as his political opponent whom he had successfully defeated. This is a separate assessment that there is respect for Joko Widodo as the winner over Prabowo Subianto as well as a message of peace. In addition, in his inaugural speech, Joko Widodo emphasized several points, including working hard, unity, and cooperation to build a great nation. In his remarks, he implied that the Indonesian nation in the future could return to glory under his leadership.

Likewise, in his inaugural speech in 2024, Prabowo Subianto began with greetings to the presidents and vice presidents from the first to Joko Widodo. Not to forget the high-ranking political parties participating in the election, the press, Bawaslu, KPU, envoys from friendly countries, and not to forget all the people of Indonesia. This is enough to imply that Prabowo, as the president-elect, realizes that his current existence cannot be separated from the role of all parties. In addition, Prabowo wants to bring all parties together to synergize and build a better Indonesia. In his speech, Prabowo focused on fixing several things, including budget leaks resulting from corruption, Indonesia's achievement of food self-sufficiency, to being able to escape poverty (Subejo 2024), be able to practice polite democracy, and be more active and braver in participating in world peace, one of which is Palestinian independence.

Fairclough (Eriyanto 2001) sees text as not only showing how objects are described and defined. There are three basic elements for analyzing text, namely representation (subordinate clauses and inter-sentence sequences), relations, and identities. According to (Setiawan 2021) representation in Fairclough's Critical Discourse Analysis perspective can be examined through three things, including how a person, group, and idea are shown through subordinate clauses and inter-sentences, with the following text identification results:

## 2. Representation in Sub-Clause

### a. Vocabulary

A speech is delivered individually and at the same time represents the figure of the individual. The text of the speech carries a message, idea, notion, and ideology. In the text of the speech, many types of vocabulary are found, one of which is personal pronouns. The first-person singular pronoun I, plural we, us, and the most frequently mentioned keywords in the inaugural speeches of Joko Widodo in 2014 and Prabowo Subianto in 2024.

### b. Personal Pronoun 'I'

The use of the first-person singular pronoun 'I' is used to show his existence as someone who has the capacity to deliver a speech in front of an audience. In the context of this study, the use of the pronoun 'I' is used in the opening of the speech in the greeting and in the content of the speech. In this context, the pronoun 'I' is used in formal and professional situations, namely, presidential inauguration speeches. When a leader or figure uses "I," it implies they are emphasizing their personal views, decisions, or actions. (Sulistyo and Sudaryanto 2025).

#### **Joko Widodo's Speech 2014**

- (1) *Pemerintahan yang saya pimpin akan bekerja untuk memastikan setiap rakyat.....*  
*The government I lead will work to ensure that every citizen...*
- (2) *Saya menyerukan untuk bekerja keras, bahu membahu, bergotong royong*  
*I call for hard work, shoulder to shoulder, mutual cooperation*

#### **Prabowo Subianto's 2024 Speech**

- (3) *Saya sudah katakan kita harus berani menghadapi dan memberantas korupsi .....*  
*I have said that we must have the courage to face and eradicate corruption...*  
*Saya telah mencanangkan bahwa Indonesia harus segera swasembada pangan.....*
- (4) *I have declared that Indonesia must immediately achieve food self-sufficiency...*

The four utterances above contain the first-person singular pronoun 'I' in the statement and invitation sentences. In addition, the pronoun 'I' in data (1) and (2) is used to convey ideas, affirmation of steps taken as head of state. Using the pronoun 'I' shows that the speaker is highlighting himself as an individual ready to lead with various ideas. Joko Widodo emphasized that all levels of society to work hard, work together, and work together. In contrast, Prabowo Subianto emphasized the eradication of corruption and its law enforcement. The use of the word 'I' in data (4) implies and seems to underline that under Prabowo's leadership, Indonesia will be able to be self-sufficient in food. In some cases, "I" can be used to emphasize the speaker's role or responsibility in a particular situation; in addition, choosing the pronoun 'I' can also imply anger and disappointment. (Setyaningrum & Ningsih, 2023). This is shown in data (3), where Parbowo not only stated, but also implied anger towards the corruption that has occurred so far.

#### **c. Personal Pronoun 'we'**

In Standard Indonesian Grammar (TBBi), the first-person plural pronoun is a pronoun that refers to people (Alwi 2017). In addition, it also refers to oneself and the person you are talking to. The pronoun 'we' is often used in speech. The first-person plural pronoun 'we' is used in the opening and body of the speech. The pronoun shows that the speaker also involves the listeners in front of him. Through the word 'we', the speaker hopes to affect the listeners in a synergistic effort to realize the ideas conveyed. In the context of this research, the President-elect involves all elements of society in supporting and working together to realize the presidential and vice-presidential programs during the campaign.

#### **Joko Widodo's Speech 2014**

- (5) *Kita pikul bersama dengan persatuan, dengan gotong royong, dengan kerja keras.*  
*We carry it together with unity, with mutual cooperation, with hard work.*
- (6) *Kita semua untuk bergerak bersama-sama untuk bekerja, untuk bekerja, dan bekerja.*  
*We all move together to work, to work, and to work.*

#### **Prabowo Subianto's 2024 Speech**

- (7) *Kita harus menghadapi kenyataan, bahwa masih terlalu banyak kebocoran .....*  
*We have to face the fact that there are still too many leaks.....*
- (8) *Kita masih melihat sebagian saudara-saudara kita yang belum menikmati .....*  
*We still see some of our brothers and sisters who have not enjoyed .....*

The use of the pronoun 'we' from the speech excerpt clearly refers to the speaker by involving all listeners. The speech excerpt is a statement, an invitation to an appeal. The pronoun emphasizes that the speaker and all elements of society must make changes for the nation. In this case, the speaker and listeners share the same position, so they support each other toward a golden Indonesia and toward becoming a strong, independent, just, and prosperous nation.

#### **d. Words/Phrases**

Representation in clauses can also be seen at the level of certain words and phrases that refer to something that is to be highlighted in a speech. This is shown through the following words and phrases:

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**Joko Widodo's Speech 2014**

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*Mencapai* Achieve, *melanjutkan* continue, *mengembangkan* develop, *meningkatkan* improve, *menegaskan* affirm, *menjalankan* carry out, *mengajak* invite, *persatuan* unity, *semangat* enthusiasm, *bergerak* move, *bekerja keras* work hard, *bahu membahu* work together, *gotong royong* mutual cooperation.

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**Prabowo Subianto's 2024 Speech**

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*Invite Mengajak*, *face menghadapi*, *achieve mencapai*, *correct mengoreksi*, *acknowledge mengakui*, *produce memproduksi*, *fulfill memenuhi*, *guarantee menjamin*, *continue melanjutkan*, *courage keberanian*, *glory kejayaan*, *togetherness kebersamaan*, *unity persatuan*, *work hard bekerja keras*.

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Some of the words and phrases above indicate that the vocabulary in both speech texts reflects the 'optimistic' attitude of the two presidents-elect toward leading in a better direction. The 'optimistic' attitude implied by both speech texts shows the spirit ignited by the leader's figure in the community. For example, the use of specific diction such as the words "achieve" in "The oath has a profound meaning, a commitment to work hard to achieve shared ideals as a great nation", "continue" in "This is the time to unite hearts and hands, this is the time to continue the next history together", "improve" in "We will be able to protect all the Indonesian people and all of Indonesia's blood, improve general welfare, and educate life, in a text shows the purpose of a speech. However, the two speech texts appear slightly different, seen in the use of the words "acknowledge" in '*Kita harus berani mengakui terlalu banyak kebocoran-kebocoran dari anggaran...*', "improve" in '*Meningkatkan produktivitas adalah hal lain yang menjadi prioritas*', implying that Prabowo Subianto really "acknowledges" that there are still many shortcomings and things that have not been achieved in the previous government. Through these shortcomings, the government he leads will be able to 'correct' and then 'improve' them. So that Indonesia is free from corruption, is self-sufficient in food, is free from poverty, and can play an active role in the national arena. (Saffanah 2021) also stated that, of course, each news portal tends to highlight different ideas based on the same issues it seeks to represent in its news.

The representation of subordinate clauses is in the theme, which shows that both speech texts use a similar level of grammar. Only the use of the pronouns 'I' and 'we' in both texts is slightly different in their level of occurrence.

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**Joko Widodo's Speech 2014**

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- (9) *Saya yakin beban sejarah yang mahaberat ini.....*  
*I'm sure this huge burden of history.....*
- (10) *Pemerintahan yang saya pimpin akan bekerja untuk.....*  
*The government that I lead will work for.....*
- (11) *Kepada para nelayan, buruh, petani, para pedagang pasar, para pedagang asongan, sopir, akademisi, TNI, Polri, pengusaha, dan kalangan profesional, saya menyerukan untuk bekerja keras.....*  
*To the fishermen, laborers, farmers, market traders, street vendors, drivers, academics, TNI, Polri, businessmen, and professionals, I call on you to work hard...*
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**Prabowo Subianto's 2024 Speech**

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- (12) *Dengan penuh rasa tanggung jawab dan semua kekuatan yang ada pada jiwa dan raga kami. Kami akan menjalankan kepemimpinan.....*  
*With a full sense of responsibility and all the strength in our souls and bodies. We will carry out the leadership.....*
- (13) *Tantangan rintangan hambatan dan ancaman yang dihadapi bangsa Indonesia di tengah dinamika dan pergulatan dunia tidak ringan. Kita paham kita mengerti bahwa karunia.....*  
*The challenges, obstacles, and threats faced by the Indonesian nation amidst the dynamics and struggles of the world are not easy. We understand that the gift of...*
- (14) *Namun di tengah segala karunia tersebut di tengah kelebihan yang kita miliki yang memang membuat kita harus menghadapi masa depan dengan optimis.....*  
*But in the midst of all these gifts and the advantages that we have, we must face the future with optimism...*
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The representation of subordinate clauses is in the theme, which shows that both speech texts use a similar level of grammar. Joko Widodo and Prabowo Subianto, in their inaugural speeches, conveyed the main points through active sentence structure, which features the presence of the subject in the sentence. According to Eriyanto (2001) an action indicates how the actor acts like someone who causes something. What distinguishes the two is that Joko Widodo uses the pronoun 'I' more often. This pronoun is used to show self-existence, namely, the actor who is convincing, inviting, and directing is Joko Widodo as the president-elect in 2014. In contrast to Prabowo Subianto's speech text, the pronoun 'we' appears more often. The use of this pronoun implies that those who dare

to admit shortcomings and correct and improve everything in Indonesia are not only the president but also all related parties. In this case, Prabowo Subianto wants to embrace all Indonesian people to unite to make improvements towards a strong, independent, sovereign, just, and prosperous Indonesia.

#### e. Language Style

Style is a way to express thoughts in a distinctive way that can show the personality of the person giving the speech. Figurative language is one part of style. The use of figurative language aims to attract the listener's attention through beauty and further strengthen the expression of information in the speech text.

| <b>Joko Widodo's Speech 2014</b>      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|---------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Hyperbole                             | <p>(15) <i>Saya yakin beban sejarah yang mahaberasat ini akan dapat kita pikul bersama dengan persatuan, dengan gotong royong, dengan kerja keras.</i><br/>I am sure that we will be able to carry this enormous historical burden together with unity, with mutual cooperation, with hard work.</p> <p>(16) <i>Kita akan hadapi semua badai dan gelombang samudra dengan kekuatan kita sendiri.</i><br/>We will face all the storms and ocean waves with our own strength.</p> |
|                                       | <p>(17) <i>Kita telah terlalu lama memunggungi laut, memunggungi samudra, dan memunggungi selat dan teluk.</i><br/>We have turned our backs on the seas for too long, on the oceans for too long, and on the straits and bays for too long.</p>                                                                                                                                                                                                                                 |
| Metaphor                              | <p>(18) <i>Sebagai nahkoda yang dipercaya oleh rakyat, saya mengajak semua warga bangsa untuk naik ke atas kapal RI dan berlayar bersama menuju Indonesia raya.</i><br/>As a captain trusted by the people, I invite all citizens to board the ship of the Republic of Indonesia and sail together towards a greater Indonesia.</p>                                                                                                                                             |
| <b>Prabowo Subianto's 2024 Speech</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Metaphor                              | <p>(19) <i>Kita harus berani mengakui terlalu banyak kebocoran-kebocoran dari anggaran .</i><br/>We must have the courage to admit that there are too many <u>leaks</u> from the budget.</p> <p>(20) <i>Bahkan kita siap menjadi lumbung pangan dunia.</i><br/>We are even ready to become the world's food <u>barn</u>.</p>                                                                                                                                                    |
| Simile                                | <p>(21) <i>Kita tidak boleh memiliki sikap seperti burung unta, kalau melihat sesuatu yang tidak enak memasukkan kepalanya ke dalam tanah .</i><br/>We must not have an attitude <u>like an ostrich</u>, when we see something unpleasant, we put its head into the ground.</p>                                                                                                                                                                                                 |
| Proverb                               | <p>(22) <i>Kalau ikan menjadi busuk, busuknya mulai dari kepala.</i><br/>If the fish goes rotten, the rot starts from the head.</p> <p>(23) <i>Ing ngarso sung tulodo.</i><br/>I will always be there for you.</p> <p>(24) <i>Gemah ripah loh jinawi totr tentrem kertoraharjo.</i><br/>peaceful and prosperous, peaceful and peaceful Kertoraharjo.</p>                                                                                                                        |

Several figures of speech and proverbs are found in the inaugural speech texts of Joko Widodo (2014) and Prabowo Subianto (2024). Their existence is enough to lend its own color, making the speech sound more interesting. Thus, it will further strengthen the expression of information conveyed in the speech. In the text of Joko Widodo's speech, the statement 'I am sure that we will be able to bear this hefty burden of history together with unity, cooperation, and hard work'. The hyperbole in the speech text further emphasizes Joko Widodo's confidence in fixing crucial things as a legacy from the previous leadership. The phrase 'a hefty burden of history' represents how heavy the burden will be borne by the people in the future. 'we bear it together' through his leadership, Joko Widodo is sure that he will be able to synergize with the people to solve the problems left over from the previous government. The type of hyperbole that represents the same thing is also found in the statement, 'We will face all storms and ocean waves with our own strength'.

Next is the metaphor used in Joko Widodo's speech text, 'As a captain trusted by the people, I invite all citizens to board the ship of the Republic of Indonesia and sail together towards a great Indonesia'. The use and selection of this metaphor distort Joko Widodo's personal values to show the public that they have full trust in him as the elected president. In this speech, it clearly implies that the 'captain' is the president, the 'ship of the Republic of Indonesia' is the unitary state of the Republic of Indonesia, 'sailing', undergoing his leadership period supported by all the people of Indonesia, 'Great Indonesia' is the goal of becoming a great nation. Sometimes metaphors are necessary in information, for example, to make it more interesting or to emphasize the desired message. As stated

by (Busri and Badrih 2022) several journalists use metaphors to indicate an assessment of an object in the text that they want to highlight in a news story.

Prabowo Subianto's inaugural speech text also contains metaphors, similes, and proverbs. 'We must dare to admit that there are too many leaks from the budget', is a form of metaphor that analogizes 'leaks' as corruption. In general, what can come out of something that leaks are water, the word 'leak' is said repeatedly, meaning that the leaks that occur are many and wide. 'leaks' are juxtaposed with the word 'budget' which is identical to money. Thus, it can be concluded that there has been major corruption. Prabowo Subianto as the president-elect in 2024 invites the public to be brave and aware that there has been large-scale corruption in Indonesia. The use of analogies, as in the text quoted above, has also been found in other studies. Journalists use them to express emotions in news reports. (Febriansyah and Muksin 2020).

Next is the simile 'We should not have an attitude like an ostrich, if we see something unpleasant, we put our heads in the ground'. Based on this statement, society's indifference is analogous to an 'ostrich' that puts its head in the ground when it sees something that makes it uncomfortable. The use of similes distorts Prabowo Subianto's personal values to portray society as critical and brave. Javanese proverbs also adorn his inaugural speech. 'Ing ngarso sung tulodo' this proverb is juxtaposed with a statement about budget leaks, eradicating corruption. 'ing ngarso sung tulodo' means in front of giving an example, to control corruption, it starts from the leader who must give a good example so that corruption does not occur. A proverb that has almost the same meaning is found in Prabowo Subianto's speech 'if the fish becomes rotten, the rot starts from the head. In this context, the leader must be able to provide a good example. If something needs to be fixed, the repair starts at the leader.

In the context of this research, several metaphors used in both inaugural speech texts at the inaugurations of President Joko Widodo in 2014 and Prabowo Subianto in 2024 were employed to express emotions and to emphasize issues or matters of special concern both before and during their leadership. In addition, metaphors in a speech can also be used to attract listeners' attention.

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#### **Joko Widodo's Speech 2014**

The government that I lead will work to ensure that every citizen in every corner of the country feels the government service. I invite all state institutions to work with the same spirit in carrying out their respective duties and functions. I am sure that this country will be stronger and more authoritative if all state institutions work according to the mandate given by the constitution.

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#### **Prabowo Subianto's 2024 Speech**

We must face the reality that there are still too many corruption leaks in our country. This is what endangers our future and the future of our children and grandchildren. We must dare to admit that there are too many leaks from our budget, irregularities, collusion between political officials, government officials at all levels, with rogue businessmen, unpatriotic businessmen, do not be afraid to see this reality.

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In the sentences in the inaugural speech texts of Joko Widodo (2014) and Prabowo Subianto (2024), the actor's position appears at the beginning. This aims to highlight who the speaker is. Next, information about important points in the inaugural speech is placed at the end of the sentence, as a reaction to the actor's actions. In the context of this study, the position of the sentence structure appears to be used to convey the ideology to be conveyed through discourse in the speech text. This positioning is related to the information that is to be highlighted between actors or events (Montejo and Adriano 2018).

#### **f. Discourse Practice**

In the dimension of discourse practice, analysis focuses on discourse processing, including aspects of production, distribution, and use. For the speeches delivered by Joko Widodo in 2014 and Prabowo Subianto in 2024, it is not known who wrote the script. However, it is certain that the language style and delivery are inseparable from the influence of the two figures. Furthermore, in the dissemination of discourse, the relationship between speech texts will be analyzed. With this activity, it can be assumed that there is a final interpretation of the speech texts.

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**Joko Widodo's Speech 2014**

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- (1) *Saya yakin beban sejarah yang mahaberoat ini akan dapat kita pikul bersama dengan persatuan, dengan gotong royong, dengan kerja keras.*  
I am sure that we will be able to bear this enormous burden of history together with unity, with mutual cooperation, with hard work.
- 

**Prabowo Subianto's 2024 Speech**

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- (1) *terlalu banyak saudara-saudara kita yang berada di bawah garis kemiskinan*  
too many of our brothers and sisters are below the poverty line
- (2) *saya telah mencanangkan bahwa Indonesia harus segera swasembada pangan.....*  
I have declared that Indonesia must immediately achieve food self-sufficiency...
- (3) *demokrasi kita harus demokrasi yang santun.....*  
our democracy must be a polite democracy...
- (4) *kita mendukung kemerdekaan rakyat Palestina*  
we support the independence of the Palestinian people
- 

A discourse cannot be separated from the influence of the production process carried out by a person or a group with different backgrounds and goals. Likewise, the actor who delivers the speech influences the content of the discourse. In the context of this study, Joko Widodo and Prabowo Subianto as actors who convey information in their inaugural speeches after being inaugurated as president. The excerpts from their inaugural speeches looked different. Joko Widodo emphasized three main points to build a great nation in politics, the economy, and personality, based on three principles: hard work, unity, and cooperation. While Prabowo Subianto emphasized several things, including the eradication of corruption, poverty, food self-sufficiency, polite democracy, participating in world peace, one of which is supporting the independence of the Palestinian people.

Both inaugural speeches have been covered by several television stations, online news media, and social media, so their delivery has reached almost all regions of Indonesia. Thus, it can be said that the speeches of the two figures have been heard by the Indonesian people. It can be concluded that the dissemination of the two figures' speeches is understood as a political promise to all Indonesian people that must be fulfilled during their term of office. Thus, the figure of the elected president is no longer a party official but a leader who must fight for the interests of all people in various sectors of life. This dimension concerns the context outside the text, including the social, political, and cultural conditions that accompanied it when it was created.

#### **g. Situational**

Quoted from the page(finance.detik.com 2014) Several issues that have come under scrutiny since the Susilo Bambang Yudhoyono administration include high economic growth that has not created jobs and the decline in farmer welfare. In his inaugural speech in 2014, Joko Widodo emphasized work, work, work. Interestingly, the phrase "work" was used twenty-three times and "work hard" three times. This relates to the three main points of becoming a great nation: hard work, unity, and cooperation. The statement in his speech read, 'kita pikul bersama dengan persatuan, dengan gotong royong, dengan kerja keras'. Joko Widodo embraced all levels of society to work together. This initiative aimed to address and stabilize several issues from the previous administration, though it did not explicitly specify what needed improvement or stabilization.

Some highlights after Joko Widodo's two terms in office include those quoted from the website (news.detik.com 2024b) Indonesia Corruption Watch's 2023 corruption trend monitoring results show that the number of corruption cases has increased annually since Jokowi's second term. Other information, cited via (bbc.com 2024) The ratification of the Omnibus Law on Job Creation undermines workers' welfare. Ultimately, stagnant economic growth has impacted poverty. Ahead of the 2024 presidential election, the controversial Constitutional Court ruling by Anwar Usman abolished the minimum age limit for vice presidential candidacy. Various criticisms of Joko Widodo's policies have come from academics and several national figures. (tempo.co 2024).

Meanwhile, Prabowo Subianto, in his inaugural speech, emphasized several points, including the eradication of corruption and poverty, food self-sufficiency, polite democracy, and participation in world peace, including support for the independence of the Palestinian people. The emphasis on the points of eradicating corruption, poverty, and the desire to achieve rice self-sufficiency immediately seems to be motivated by the significant increase in corruption cases in recent years, workers' rights seemingly being usurped by the Omnibus Law on Job Creation, stagnant economic growth, and the failure of food self-sufficiency, leading to poverty. Slightly different when Prabowo Subianto highlighted polite democracy. Through his statement quoted from

(news.detik.com, 2024c) 'demokrasi kita harus demokrasi yang santun...', 'demokrasi di mana mengoreksi harus tanpa caci maki bertarung tanpa membenci' seem somewhat contradictory to what is happening today. The "impoliteness" that occurs is not from the government, but from the public who try to criticize the government's performance through demonstrations and protests on social media using various hashtags, one of which is "emergency warning." According to (Iqbal, 2024) the narrative of "polite democracy" is actually very dangerous for the sustainability of democracy itself because it seems to silence freedom of expression and criticism, especially of the government.

Thus, it can be concluded that Joko Widodo's 2014 inaugural speech focused on three key points for becoming a great nation: hard work, unity, and cooperation. Furthermore, his speech implied an optimistic attitude as a new leader ready to synergize with all members of society to build a better Indonesia. Meanwhile, Prabowo Subianto's 2024 inaugural speech appeared to partially address the previous administration, specifically regarding corruption eradication, food self-sufficiency, foreign policy, and support for Palestinian independence. However, there was a slight difference when Prabowo Subianto called for polite democracy. This seemed to imply that Prabowo Subianto was trying to quell the public's massive criticism of Joko Widodo's leadership during his two terms in electronic and social media during his two terms.

#### **h. Institutional**

At this level, organizations influence the production of discourse. In the context of this research, organizations can be official institutions or social institutions. The inaugural speeches of Joko Widodo in 2014 and Prabowo Subianto in 2024 after the inauguration of the president were held in the Plenary Session Room I, Nusantara Building, Parliament Complex. The building was the venue for the inauguration of the president and vice president of the Republic of Indonesia, as well as members of the legislature (MPR/DPR/DPD RI). This building is located in Senayan, Jakarta. The inauguration was broadcast live and also through online media coverage and YouTube channels. The institution at the inauguration was the People's Consultative Assembly (MPR), a bicameral legislative body and one of the high state institutions in the Indonesian constitutional system.

#### **i. Social**

Social factors influence the discourse that appears in a news report (Eriyanto, 2001). Social factors that occurred in Indonesia ahead of the 2014 presidential election, corruption cases ensnared several party leaders, chaired by Susilo Bambang Yudoyono (SBY), sensitive social issues such as Shia, Jewish, and intolerance issues. Meanwhile, ahead of the 2024 presidential election, the current political and legal conditions indicate that politics has stronger power than law. This can be seen when individual, group, and family interests are prioritized over the interests of the people. The law is interpreted in accordance with the interests of power. This began when the Constitutional Court (MK) granted part of the petition for judicial review of Article 169 letter q of Law Number 7 of 2017 concerning Elections, which has made it easier for the president's children to compete as vice presidential candidates.

In the context of this research, Joko Widodo's inaugural speech in 2014 seemed to pay little attention to the issues leading up to the 2014 presidential election. In contrast to Prabowo Subianto's inaugural speech, there seemed to be an emphasis on the issues surrounding the 2024 presidential election. For example, there was an allegation that individual, group, and family interests were prioritized over the interests of the people. Prabowo Subianto stated that in the government he will lead, 'We will prioritize the interests of the Indonesian nation and people above all groups, let alone our personal interests' (news.detik.com, 2024b). Prabowo Subianto's statement implies that he wants to convince the people of his future leadership. This is in line with what was conveyed by (Wulandari and Hardiyanto 2025), that the diction and rhetorical patterns used in speeches can influence, build critical awareness, and motivate the public to act according to what is implied in the speech.

The inaugural speech after the inauguration of the president in 2024 was broadcast live by television stations, mass media, online media, and social media. The social impact of Joko Widodo's inaugural speech in 2014 ignited the spirit of all Indonesian people to work hard, unite, and cooperate to become a great nation. The same as Prabowo Subianto's inaugural speech in 2024, convincing all levels of society and voicing a commitment to eradicating corruption, poverty, achieving food self-sufficiency, promoting polite democracy, and participating in world peace. Same as (Purwaningrum and Harmoko 2023) said that the context of the media and the context of the communication situation appear to have a significant effect on determining the meaning of speech in online news media. These meanings can be interpreted differently by readers or responders, thereby influencing and even changing their attitudes and political views. However, it seems different in the emphasis on 'polite democracy' which is directed at the entire community, not to be too rude when criticizing the government's performance. This seems to imply that there is a 'heart' that must be guarded by both Prabowo and the community.

## CONCLUSION

Different focuses in a speech are normal. In Fairclough's critical discourse analysis, it encompasses text dimensions, discourse practices, and socio-cultural aspects. In the text, through several references to hard work, unity, and cooperation, Joko Widodo inspires the Indonesian people to work together to build a great nation. Meanwhile, Prabowo Subianto emphasizes being brave in eradicating corruption and poverty, achieving food self-sufficiency, promoting polite democracy, and participating in world peace. In the discourse, Joko Widodo, with a calm tone, and Prabowo Subianto, with a loud, authoritative, and optimistic tone, seem to convey their respective identities as heads of state. Meanwhile, in socio-cultural practice, Joko Widodo and Prabowo Subianto's speeches were the first speeches after the inauguration of the 2014 and 2024 presidents, which are moments of democratic celebrations held every 5 years. The first speech of the elected president usually outlines the thoughts and concrete steps to reorganize or continue policies that have been delayed, failed, and/or need improvement.

The inaugural speech after the inauguration of the president in 2024 was broadcast live by television stations, mass media, online media, and social media. This study has not provided a strong basis for the assumption that a presidential speech can change a person's political attitudes and views. To test and develop the results of this study, further research is needed, especially regarding the comments column or reader responses that appear unexpectedly and have not been addressed in this study. For example, the response of the public or readers in the comments column of online news or social media. These comments or responses play an important role in the meaning of information; in this context, the content of the speech.

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