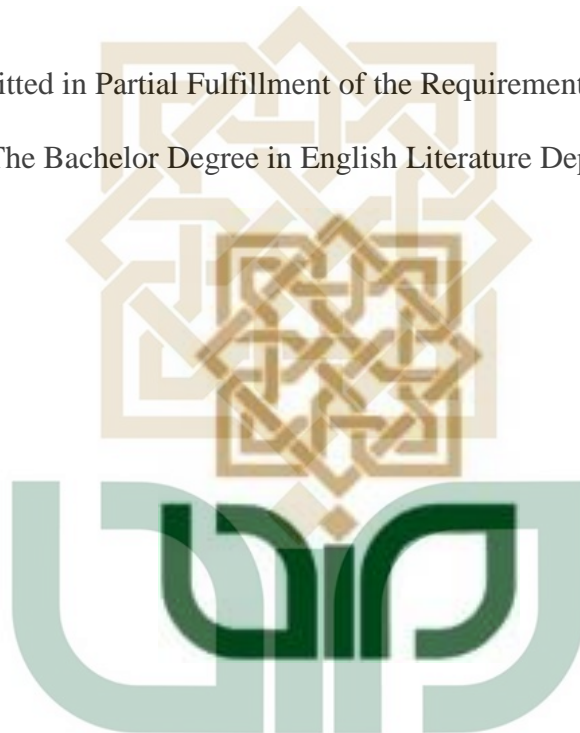


**THE PRABOWO SUBIANTO'S LANGUAGE OF POLITICAL  
SPEECH ON CAMPAIGN:  
A CRITICAL DISCOURSE OF ANALYSIS**

**A GRADUATING PAPER**

Submitted in Partial Fulfillment of the Requirements for Gaining  
The Bachelor Degree in English Literature Department



**By;**

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**2021**



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*Assalamu'alaikum Wr. Wb.*

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ON CAMPAIGN:  
A CRITICAL DISCOURSE OF ANALYSIS**

Saya menyatakan bahwa skripsi tersebut sudah dapat diajukan pada sidang Munaqosah untuk memenuhi salah satu syarat memperoleh gelar Sarjana Sastra Inggris

Atas perhatiannya, saya ucapkan terima kasih.

*Wassalamu'alaikum Wr. Wb.*

Yogyakarta, 15 Agustus 2021  
Pembimbing

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## DECLARATION

### ORIGINAL PAPER STATEMENT

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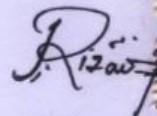
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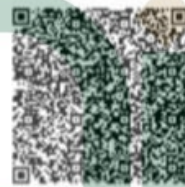
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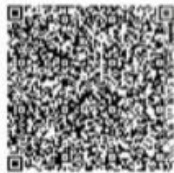
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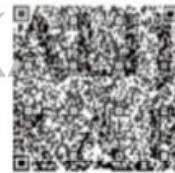
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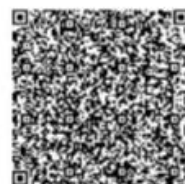
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**THE PRABOWO SUBIANTO'S LANGUAGE OF POLITICAL SPEECH  
ON CAMPAIGN:**

**A CRITICAL DISCOURSE OF ANALYSIS**

By: Muhammad Riza Fachruddin

( Email: [ezataher82@gmail.com](mailto:ezataher82@gmail.com) )

**ABSTRACT**

This study on the political strategy in the language used in Prabowo Subianto's speech focused on language behaviors. This study aims at describing the text analysis, social cognition, social context, and ideology of Prabowo Subianto's speech at the Indonesia Economic Forum (IEF) during his campaign on the Indonesia presidential election 2019-2024. This study uses the Critical Discourse Analysis method with a Teun A Van Dijk approach model. The data were in the form of a speech's text entitled "A Path Ahead for Indonesia". The data were analyzed by integrating the third dimension of Teun A Van Dijk Discourse model in the unity analysis, they were text, social cognition, and social context. The data were collected from internet sources containing his speeches on several occasions concerning political policies during his presidency. The results show that his political strategy in language use is reflected in the use of words, sentences, and figures of speech. The language used helps the public understandings the conditions that Indonesian people are now facing and supports his presidency. From the language praxis, his political strategy in language use is relevant to language behaviors in general.

**Keywords:** *Critical discourse analysis (CDA), social cognition, and social context, political speech, Prabowo's speech, and campaign speech.*

# **CRITICAL DISCOURSE ANALYSIS OF INDONESIAN PRESIDENTIAL CANDIDATE’S SPEECH PRABOWO SUBIANTO ON INDONESIAN ECONOMIC FORUM**

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## **ABSTRAK**

Kajian ini mengenai strategi politik dalam penggunaan bahasa dalam pidato Prabowo Subianto yang berfokus pada perilaku berbahasa. Penelitian ini bertujuan untuk mendeskripsikan analisis teks, kognisi sosial, konteks sosial, dan ideologi pidato prabowo subianto di Indonesia Economic Forum (IEF) saat kampanye pada pemilihan presiden Indonesia 2019-2024. Penelitian ini menggunakan metode Analisis Wacana Kritis dengan model pendekatan Teun A Van Dijk. Data berupa teks pidato yang berjudul “A Path Ahead for Indonesia”. Data dianalisis dengan mengintegrasikan ketiga dimensi model Wacana Teun A Van Dijk dalam analisis kesatuan, yaitu teks, kognisi sosial, dan konteks sosial. Data dikumpulkan dari sumber internet yang berisi pidato-pidatonya dalam beberapa kesempatan terkait dengan kebijakan politik selama kepresidenannya. Hasil penelitian menunjukkan bahwa strategi politiknya dalam penggunaan bahasa tercermin dalam penggunaan kata, kalimat, dan kiasan. Penggunaan bahasa tersebut membantu pemahaman masyarakat terhadap kondisi yang dihadapi bangsa Indonesia saat ini dan mendukung kepresidenannya. Dari praksis bahasa, strategi politiknya dalam penggunaan bahasa relevan dengan perilaku berbahasa secara umum.

**Kata kunci:** *Critical discourse analysis (CDA), social cognition, and social context, political speech, Prabowo’s speech, and campaign speech.*

**MOTTO**

EVERYONE HAS A DIFFERENT CLOCK

WAIT FOR YOUR TIME.

~Jay Shetty~

**New York is 3 hours ahead of California, but that doesn't mean California is slow, or New York is fast. Both work according to their respective "Time Zones".**

**Do not listen to what other people say! so, let's break the limits...**



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## DEDICATION

This research paper is dedicated to;

My beloved Wife, Elif Lathifah El Zahroh

My beloved Mom and Dad, Sri Handayani and Samsul Hadi

Both of my sisters, Ulya latifatun Nisa and Laily Fitria Safira

All of my teachers and *asatidzs*

and all of you who support all of this



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*Assalamu'alaikum Wr. Wb*

*Alhamdulillahirobbil'alamin.* All of the universe's praise be to Allah, I do praise my greatest thank to Allah SWT who has been giving all the world creature His nature, ar-Rahman. And may we are the people who get His nature, Ar-Rahim. The prayers and peace upon Nabi Muhammad Saw for his guidance and the endless love for his ummah. I would express my deep appreciation and thank for people who supported the researcher to finish this paper. They are;

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Finally, the researcher does realize that there are mistakes in this paper research. To God, I ask for forgiveness for all my mistakes, and to the reader, I appreciate those who give suggestions and critics to improve this graduating paper. Wishfully, this paper gives positive contributions to academic and social life, particularly in this social media era.

*Wassalamu'alaikum Wr. Wb.*

Malang, July 30th, 2021



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## LIST OF ABBREVIATIONS

CDA	= Critical Discourse Analysis
CDS	= CRITICAL DISCOURSE STUDY
IEF	= Indonesia Economic Forum
PS	= Prabowo Subianto
JKW	= Joko Widodo
JCC	= Jakarta Convention Center



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# CHAPTER I

## INTRODUCTION

### 1.1 Background of studies

Language philosopher Ludwig Wittgenstein (1889-1951) suggests the importance of language games in human life. Language is a vital means in interaction and communication, that humans may understand each other and give meaning. As *Zoon Politicon*, humans make use of language (written and spoken), not only to give meaning but also to influence one another. Thought, idea, conception, and even ideology will always be delivered by using language. The primary goal is to make people understand and follow the thought, idea, and conception of the first person delivering the idea.

Language is defined as the system of human communication utilizing a structured arrangement of sound (or their written representation) to form larger units (Jack Richards, John Platt, Heidi Weber (1985:153), to deliver the idea, though, conception and feeling.

According to (Kurniawan, 2003), language plays a very important role in achieving the national and international goals of a nation. Language is power, where we can see that language is very prominent in politics in Indonesia, one of which is a political language used to persuade or seduce the public to get public support for a presidential candidate. Language is essentially neutral and contains good or bad, as well as wrong meanings if the vague understanding cannot be limited by its users.

The current political reality has illustrated that language plays a very important role in shaping one's mindset towards others because there are many variations of communication media by political candidates. One of the communication media that is still used by many politicians, including presidential candidates, is speech. This is as has happened in the current political momentum used by presidential candidate Lieutenant General (ret.) H. Prabowo Subianto Djojohadikusumo or commonly called Prabowo, who on several occasions appeared to convey language regarding his re-nomination in the 2019 presidential election. The speakers of Prabowo's speeches always get the attention of the wider community, the things that Prabowo conveys always get a lot of responses. Like the speech he delivered at the Indonesia Economic Forum, he made harsh criticisms of the government, resulting in pro and contra responses. On one occasion during a speech, Prabowo claimed to have a "big push strategy" to make the nation more prosperous, and able to compete with other Asian countries. Based on this description, the researcher is interested in conducting research entitled "Prabowo Subianto's Language of Political Speech on Campaign".

As one part of art used to influence others, politics surely cannot be disregarded from the chain of language games. Language even becomes a very important instrument in extrapolating issues, thoughts, and ideology in the personality of a politician.

One way to deliver language filled with idea thought, conception, or ideology can be done by having a speech. Public speaking (oratory or oration) is the process or act of performing a speech to an alive audience. This speech is



deliberately structured with three general purposes; to inform, to persuade, and to entertain.

Speech is a public speaking activity which commonly is in form of formal talk performed by the leader to express his opinion or give an overview about a thing or event that is important and should be discussed. As a medium of transmission for language –the spoken medium or phonic substance of language (Crstyal, 2008). In this research, the writer will analyze Prabowo Subianto's speech and statement in the Indonesian economic forum.

Prabowo Subianto is one of the presidential candidates' number 02 in the Indonesia Presidential Election 2019-2024. At the IEF forum, Prabowo delivers a criticism about the condition of Indonesia, especially in the economic sector. In his speech, Prabowo explains some conditions of Indonesia from many aspects. In this big event, also Prabowo uses it as a campaign and a place to show him as the future leader of Indonesia.

As a presidential candidate, Prabowo has an extensive career record and experience, namely experience in the military, political, government, and economic fields. The following is a brief biography of a Prabowo Subianto. Prabowo Subianto was born on 17 October 1951, Prabowo is the son of an Indonesian economist during the Soekarno and Suharto era, Prof. Soemitro Djojohadikusumo. Prabowo's mother is Dora Marie Sigar who comes from Manado.

Prabowo was educated at the Magelang Military Academy in 1970 and graduated in 1974. During his military career, he was instrumental in an operation

against the Free Papua Movement. Not only that, but he has also served as Pangkostrad and Danjen Kopassus. After retiring from the military, Prabowo joined the Golkar Party and finally joined the presidential candidate convention in 2004, but failed. In 2008, Prabowo founded the Gerindra Party. In the 2009 election, Prabowo became the running mate for Megawati Soekarnoputri, who ultimately lost to SBY-Boediono. In the 2014 presidential election, Prabowo lost to Jokowi. Prabowo will face Jokowi again in the 2019 presidential election.

In the 2019-2024 presidential election, Prabowo chose Sandiaga Uno as his deputy. With the slogan "Indonesia Wins" and his vision and mission, Prabowo believes he can win the hearts of the Indonesian people so that he can become the number 1 person in Indonesia. the following is the vision and mission of pair number 2 (Prabowo-Sandi) which was also conveyed by Prabowo in his speech at the Indonesia economic forum. Vision; *"To realize a just, prosperous, dignified, religious, sovereign Republic of Indonesia that has an independent economy, strong national personality in the culture and ensure a harmonious life among citizens regardless of ethnicity, religion, race, ethnic and social background based on Pancasila and the 1945 Constitution of the Republic of Indonesia"*. And Prabowo-Sandi has several missions, one of which is *"Developing fair and quality national economy that concerns on the society, prioritize the interest of people of Indonesia through the economic politics which in line with Article 33 and 34 of 1945 Law"*.

Why is Prabowo? Prabowo becomes a very familiar figure to talk about in the past year after becoming a candidate for president twice in a row in a

Presidential Election. As the leader of a big political party in Indonesia, it is expected that he has haters and followers. Regarding the controversy of him, it will be very interesting to analyze Prabowo's speech which Prabowo is one of the strongest candidates to be one of President of Indonesia. In Indonesia Economic Forum, Prabowo uses this chance well. He uses IEF as a political strategy of communication. In front of many policymakers, business people, intellectuals, as well as entrepreneurs who come, he elaborates the policy of economy which influence the domestic condition.

The Indonesia Economic Forum or IEF was held at the Shangrilla Hotel, Karet, South Jakarta, Wednesday, November 21, 2018. In this event which is entering its 5th year, IEF took the theme "Setting the Right Agenda; Connectivity is key". In this event, the Presidential candidate Prabowo attend and delivered his speech entitled "The Path Ahead for Indonesia". The speech was delivered during the 2019-2024 presidential election campaign where whatever the presidential candidates conveyed becomes the public spotlight which can affect people's choices, and Prabowo Subianto is one of the strongest candidates to win the presidential election.

The writer is interested in examining official speeches, especially about the meaning and purpose contained in the speech. In addition, at the same time examining the discourse behind the thought of the orator. So the writer uses the discourse analysis method.

Discourse analysis is qualitative communication research. Discourse analysis is also a study related to the structure contained in language. To be more precise, it is all about the use of the language itself. Discourse analysis can be used to analyze written or spoken messages. Commonly, it shows the idea of the research object. The writer chose Prabowo's speech because it coincided with the political situation at that time, which was the period of the presidential election campaign.

Critical Discourse Analysis a.k.a. CDA, is a critical analysis conducted on the developing discourse and developed by the groups which have an interest in having power. by producing discourse, can dominate public space so that other groups are also dominated. This is the discourse agenda or discourse production (Wodak and Chilton). The tool used to produce discourse is language, with the use and choice of language texts in line with its power mission. by using the choice of language texts in line with the mission, often in this language game utilizing the false consciousness space of the public to be utilized so that it is in line with the group producing the discourse, this is where the need for the introduction of critical issues in discourse analysis which includes text, context, and pretext (Widdowson) to dissect the use of language in society. Critical discourse analysis is carried out to expose the dominant discourse produced. Therefore, this critical discourse analysis study covers the theme of 'who builds the discourse', 'power and power holders' (power holders), based on the 'philosophy of critical discourse analysis.

The theory of CDA Van Dijk is considered appropriate by the writer to analyze Prabowo's speech because the Van Dijk theory is the most complete term. Here the writer will examine not only the text but also how the structure of the text

is formed or produced. In Eriyanto's book, Van Dijk looks at how social structures, domination, and power groups exist in society and how cognition/thoughts, consciousness establish and influence certain texts. Discourse by van Dijk is described as having three dimensions/structures: text, social cognition, and social context. The essence of van Dijk's analysis is to combine the three dimensions of the discourse into one analysis unit. In the first dimension of the text, what is examined is how the structure of the text and discourse strategies are used to emphasize a particular theme. At the level of social cognition, the learning process of news text production involves individual cognition from the audience. While the third aspect of studying discourse building that develops in society will be a problem. These three dimensions are an integral part and are carried out together in Van Dijk's analysis (Eriyanto 2001: 225)

## **1.2 Scope of the Study**

To make the research more focused. The researcher will give the limitation of the speech 'The Path Ahead for Indonesia' by only analyzing the important points of Prabowo Subianto's address in the Indonesia Economic Forum on November 21<sup>st</sup>, 2018.

## **1.3 Research Questions**

1. How does the text analysis of Prabowo Subianto's speech entitled "The Path Ahead for Indonesia" at the Indonesia economic forum?
2. How is the construction of the discourse in the speech?

#### **1.4 Objective of the Study**

Following the question above, this research attempts to explain how Prabowo Subianto delivers his ideology to the Indonesian people by his spoken language to get the power on the Indonesian President Election.

#### **1.5 Significances of Study**

The research is expected to be useful for researchers and readers in general, both theoretically and practically. Providing knowledge about CDA (Critical Discourse Analysis) which the readers do not know or have not known about it yet. In other words, the research will give a contribution to anyone interested in discourse study especially about critical discourse analysis or everything that deals with the topic that has been presented in this research. Also in this research, the writer wants to explore thoroughly the content of Prabowo's speech in IEF, how the speech was arranged, what ideology to convey in the speech, and how much influence the speech to the audience.

#### **1.6 Prior Researches**

This study has some connections with some other studies which have similar topics. The first research is from F. X. Nova Anggit Priatmoko who graduated from the English Department of Dian Nuswantoro University Semarang. His thesis title is "Critical Discourse Analysis of Susilo Bambang Yudhoyono's Speech" (2013). This research analyzes Susilo Bambang Yudhoyono's Speech as President of Indonesia. The data used is a speech of SBY about bombings in Jakarta. Besides, the paper also identifies the relationships among language, power, and ideology. It

uses the theory of Critical Discourse Analysis as the main theory. The result shows that CDA can explore the relationships among language, power, and ideology. Through the language used, it can be known the strength of power and the purpose of the speaker, which the power is strongly felt and the ideology is seen as well as understandable

The second is "Critical discourse analysis of Obama's Political Discourse" by Juraj Horvath. This article analyzes the ideological component enshrined in the inaugural address of President Barack Obama. It is embedded in Fairclough's notions of ideology residing in text and that "ideology invests language in various ways at various levels" and that ideology is both "property of structures and events".

The third paper is "*Power, Language, And Ideology of Obama's Speech (A Critical Discourse Analysis)*" by Andrea Eka, 2011. In his thesis, he is concerned with language, power, and ideology in the aspect of speech because she assumed that speech can influence to human's life and change the way someone thinks. The speech came from The President of the United States of America, Barrack H. Obama which can be said as the powerful person in the world who has the power, language, and ideology to influence many people around the world which at that time was visit several places in Indonesia, one of them was at University of Indonesia. At the end of his analysis, the language used by the speaker can minimize the distance between speaker and audiences, the speaker's power makes the audiences watch the speech enthusiastically, and his ideology can create imagination and persuade audiences.

The last literature review is research written by Kamal Abdul Aziz, a student of State Islamic University Sunan Kalijaga, entitled "Hatem Bazian's (Religious Authority, State Power, and Revolution) a Discourse Analysis" in 2014. This paper analyzes the opinion of Hatem Bazian about the redefining role of religious scholars joining political affairs that were published by *Al Jazeera*. This paper talks about three problem statements; how does Hatem Bazian organize, use, and makes his readers understand; what urges Hatem Baizan to write the opinion; and how is the response of the readers. To find out the answers, the writer applies Van Dijk's discourse analysis theory which focuses on analyzing text, social cognition, and social context. As a result of the discussion, the writer uncovers Hatem Baizan actively applies semantic, syntax, stylistic, and rhetoric to their mindset.

The four types of research above have the same object. They all discuss discourse analysis in news and opinion on the television program. Some literature reviews which have been described reinforce and distinct the position of the writer is doing his research. Even the study uses the same theoretical approach, the writer believes that this research is a different study and new because it fills what has not been touched by the three researchers before.

### **1.7 Theoretical Approach**

In this research, the critical discourse analysis (CDA) of Teun A van Dijk has been employed to analyze Prabowo Subianto's political speech. One of the most important discourses is to win the 2019-2024 presidential election. To describe the speaker's purpose through the language utterance in a multidimensional approach:



text, discourse practice, and sociocultural practice, van Dijk's theory are appropriate. The current research analyzes how the structure of the text and the structure of the discourse developed by the speakers; namely Prabowo Subianto in his speech at the Indonesia Economic Forum.

The Critical Discourse Analysis explores the connection between the use of language with social context and social differences. Most analyses of Critical Discourse Analysis were concerned with social inequality, included religious aspects, gender, and other ideologies. Critical Discourse Analysis also focuses on how political discourse is constructed through linguistics elements to persuade and present the power in society. Critical Discourse Analysis has characteristics as social practices, influential ideologies, prevailing social problem and intertextuality (Lia Litosseliti, 2010: 129). Furthermore, Critical Discourse Analysis serves as one of the tools to analyze the linguistic within the social context. Critical Discourse Analysis could be an approach to reveal the power and social dominance in social construction.

One of the versions of CDA which is more applicable and provides the more complete version of discourse is discourse structures introduced by Van Dijk. His approach critically analyzes the discourse practice where unequal power relations are reproduced and naturalized. More specifically, CDA analyzes the discursive formation which is generated from other properties of text, talk, verbal interaction, or communicative events which play a role in these modes of reproduction. Thus, CDA studies the role of discourse which is shaped and reproduced in social power by elites, institutions, or groups that results in social inequality, including political,

cultural, class, ethnic, racial, and gender inequality. Van Dijk declares that there is a complete version of discourse: Microstructure, Macrostructure, and Superstructure (Van Dijk, 2004: 2).

According to van Dijk, research on discourse is not enough just to be based on text analysis, because the text has a practical production that must be observed. As when researching Prabowo's speech, we want to know how the speech text was produced. Just as the speech contains criticism, we also learn what is the reason behind the speaker when he is delivering his speech.

The selection of the CDA theory by Van Dijk to reveal Prabowo's speech-language is not without reason. Many experts have sparked theories about discourse, such as Fairclough, Tarigan, Ramlan, and others. However, according to Eriyanto, the discourse analysis theory by Van Dijk is considered to be the most comprehensive because he elaborated on the elements of discourse that are integrated into one another to form a unified discourse so that it can be used practically.

In understanding a discourse, Van Dijk has some methods that are seen from the aspects that will be sought from the discourse. To analyze a discourse, it is also equipped with theoretical and methodological tools to sharpen a critical approach to the study of a problem so that it has a solid scientific basis. According to Van Dijk, several steps must be calculated in the study of critical discourse (Van Dijk, 2009: 67-83), they are 1. Context analysis; 2. Determine the topic of semantic macrostructure; 3. Local meaning; 4. Relevance of the disguised formal structure; 5. Connecting text and context in the form of context models; 6. Semantic discourse,

namely the event model; 7. Social cognition; 8. Ideology; 9. Community situation; 10. Dimensions of micro and macro-society; 11. Discursive action as a socio-political action; 12. Actors as participants who have various roles; 13. Analyzing the structure of society. Because of the theoretical and methodological equipment, the study of critical discourse can determine the steps of the procedure for its application.

### **1.8 Method of Research**

Method of research used in outlining a problem for elaborating functions to explain more easily. In this method, the writer divides the explanation into four parts. It deals with the description of the type of research, source of data, the technique of analyzing data, and research data analysis.

### **1.9 Type of Research**

The writer will use the method descriptive qualitative in this research. A method of descriptive qualitative is a method that uses in investigating the social science and humanitarian (human sciences to understand symptoms, the fact, reality, and experiences by man. As written in the book *language and literature research proposals* by Muhammad Farkhan, the qualitative study relied upon the data verbally and non-numeric as a basic analysis and problem-solving.

### **1.10 Data Source**

The main data sources are taken from a speech delivered by Prabowo Subianto in Indonesian Economic Forum. The data is a transcription of the speech and a video which is taken during the Indonesian economic forum in Shangrila hotel, Jakarta 21 November 2018. Others data are by interpreting news, comments of politicians on social media, and reaction of political observers as "social cognition" data source. The last data by seeing the detailed background of the orator (Prabowo Subianto) based on Van Dijk discourse analysis concept as "social context" data sources.

### **1.11 Data Collection Techniques**

The researcher using observation techniques. One of the observation techniques is documentation. The steps of documentation are started from finding data on the internet, youtube, and electronic newspapers as the data source. It is continued by closely watching those videos, listening to the speech, reading and identifying words, phrases, sentences, and paragraphs that involved analyzing of text. The last step is making a note to the identification.

### **1.12 Data Analysis Technique**

Once the data are collected and grouped according to the categories of research objectives. Then the data are observed, analyzed, and interpreted by applying the theoretical approach and in the end, it can be concluded. As explained

in the theoretical approach, this research uses Teun A. van Dijk's discourse analysis theory which is divided into three types namely dimensions of the text, social cognition, and social context. The stages of data analysis technique in this study are three interactive processes proposed by Miles and Huberman (1994:10-12), called data reduction, presentation, and conclusion. This technique is chosen because the writer considers the technique more effective and efficient than others so hopefully the process can go faster.

### **1.13 Paper Organization**

This research is written into three chapters. The first chapter is an introduction that discusses the background, scope of the study, research questions, objective study, significances of the study, prior research, theoretical approach, method of research, type of research, data source, data collection techniques, data analysis technique, and paper organization. The second chapter focuses on the discussion of data analysis. The last chapter is the conclusion and suggestion

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## Chapter III

### Conclusion and Suggestion

#### 3.1 Conclusion

In this research, the researcher analyzes a speech of Prabowo Subianto on the Indonesia Economic Forum (IEF) based on Teun A. Van Dijk CDA theory. The answer to the research questions in the first chapter are formulated on two explanations:

- **Text analysis**

The text can describe the Macro structures, Microstructures, and Superstructure of the text. The analysis of microstructure elaborated in detail since this part of the analysis contained some parts those are: syntactic style, semantic style, stylistic style, and rhetoric style. While the superstructure deals with the schema of the text. And the semantic aspect of the well-defined meaning, such as the background's description, and also the details of the whole text. The text formation used by Prabowo is more about analogies, samples, and examples of phenomena.

Based on the result Prabowo use linguistics features to manipulate his language that aimed to persuade and provoke the addressee. This can be shown by each topic delivered by Prabowo Subianto. The result of the microstructure showed that Prabowo consistently uses analogy and irony to involve the emotional attachment of the addressee. These strategies aimed to attack the addressee's attention and persuade them to be in accord with his argument by using logical facts

and emotional attachment. The positive self-description also occurred in each argument that he delivered, but the researcher also found that Prabowo tends to make a negative representation of another group of people to get his positive representation. Furthermore, the use of the pronoun is mostly aimed to show the unity that represents by the pronoun 'us' and 'our', but Prabowo also expresses the power by using the pronoun 'I'. Whereas, in the use of lexical choice Prabowo also uttered the negative self-representation of other people by choosing a bad word.

- The Construction of The Discourse

The discourse that was constructed by Prabowo in his speech was the narrative and persuasive discourse. The narrative discourse was seen in how he described the problems faced by the nation and explained his solutions that must be done immediately. The purpose was to get the empathy of the audience and the listeners. On the other hand, the persuasive discourse was seen when he delivered harsh criticism toward the Indonesian government during Joko Widodo's leadership. By criticizing the government's regulations, especially in the economic aspect, Prabowo appeared to be very dominating the public discourse. His goal was to get a lot of votes from the lower-middle-class voters.

### **3.2 Suggestion**

At the end of the research, the writer suggests further research that wants to explore Critical Discourse Analysis to develop research by carrying out further investigations to reveal differences and be actual.

The researcher hopes that this current research gives a reference to study more about the linguistic study, particularly on the CDA Teun A van Dijk. Also suggest, if you want to discuss not only in speeches but use a lot of other media so that more variation data, such as newspapers, advertisements, film transcripts, and others.

The researcher expects that the research would be useful for society to enrich the knowledge and understanding more about the language used in speech.

Based on this study the writer hope, this researcher can be a good reference for linguistic students and inspire them to carry out further analysis.





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