

**STYLISTIC AND RHETORICAL ANALYSIS OF E. H. SUGIONO'S
DIPLOMATIC SPEECH AT THE INTERNATIONAL COURT OF
JUSTICE (APRIL 30, 2025)
A GRADUATING PAPER**

Submitted in Partial Fulfilment of the Requirements for Gaining the Bachelor's
Degree in English Literature



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YOGYAKARTA

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MOTTO

"Yesterday is history, tomorrow is a mystery, but today is a gift; that is why it is called the present."

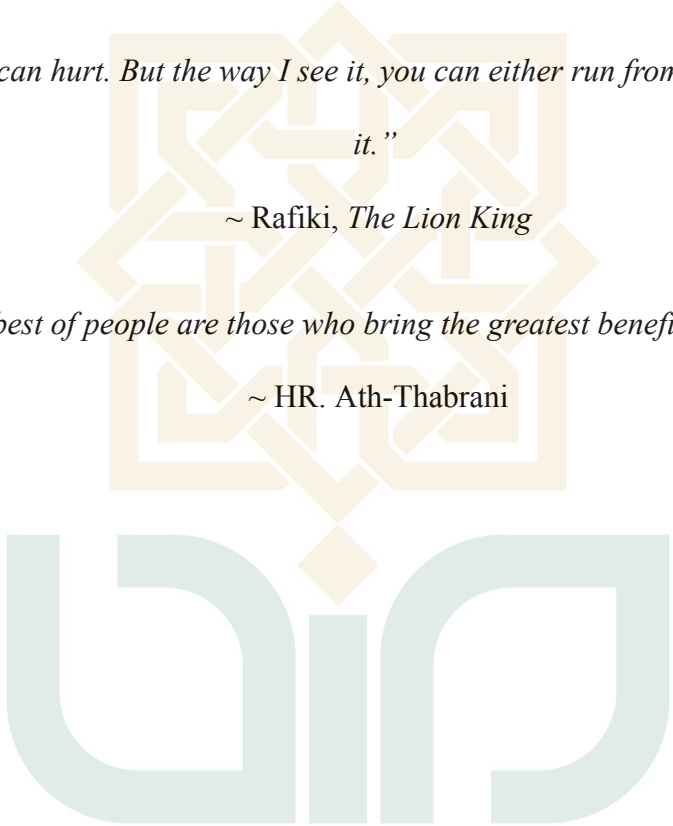
~Master Oogway

"The past can hurt. But the way I see it, you can either run from it or learn from it."

~ Rafiki, *The Lion King*

"The best of people are those who bring the greatest benefit to others."

~ HR. Ath-Thabrani



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DEDICATION

“With deepest love and gratitude, I dedicate this thesis to my beloved father and mother, whose guidance and sacrifices have allowed me to experience the beauty of life. To myself, for never giving up and for striving to do my best through every challenge. To my brothers, sisters, and all those who have supported me along the way, your encouragement has been the light that strengthened my steps. May this humble work be a reflection of your love and a testament to the journey we have shared.”



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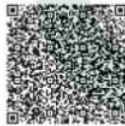
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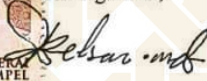
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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

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Yogyakarta, August 19th 2025



Ichsan Maulana Ahmad



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**STYLISTIC AND RHETORICAL ANALYSIS OF E. H. SUGIONO'S
DIPLOMATIC SPEECH AT THE INTERNATIONAL COURT OF
JUSTICE (APRIL 30, 2025)**

By: Ichsan Maulana Ahmad

ABSTRACT

Diplomatic speeches function not only as a medium of information but also as strategic instruments to shape perceptions, establish credibility, and influence international audiences. This study analyzes the stylistic and rhetorical features of the speech delivered by E.H. Sugiono, Minister of Foreign Affairs of the Republic of Indonesia, at the International Court of Justice (ICJ) in 2025. Employing a qualitative descriptive method, the study segmented the text into 94 sentences and examined it using the stylistic framework of Leech and Short (1981), which consists of lexical, grammatical, figurative, and cohesion-context features, together with Aristotle's (1991) rhetorical theory of ethos, pathos, and logos. The findings reveal that lexical, grammatical, and cohesion features occur in all sentences, dominated by legal, formal, and evaluative terms, while figures of speech appears in 23.4 percent of the data, primarily to evoke empathy. Rhetorically, ethos and logos are highly dominant, with logos (96.8 percent) reinforcing legal arguments and ethos (100 percent) strengthening Indonesia's credibility, while pathos (40.4 percent) is used selectively to highlight humanitarian concerns. Overall, the integration of stylistic and rhetorical elements produces a persuasive diplomatic message, where precise diction, coherent structure, and strategic appeals ensure the speech conveys legal reasoning effectively while also resonating emotionally with its audience. This study contributes to a deeper understanding of how linguistic forms interact with rhetorical strategies in shaping persuasive power within diplomatic communication, and further demonstrates that stylistics plays a crucial role in reinforcing rhetoric and persuasion.

Keywords: stylistics, rhetoric, diplomatic speech, persuasive strategy, E.H. Sugiono, International Court of Justice

**ANALISIS STILISTIKA DAN RETORIKA PIDATO DIPLOMATIK E. H.
SUGIONO DI MAHKAMAH INTERNASIONAL (30 APRIL 2025)**

Oleh: Ichsan Maulana Ahmad

ABSTRAK

Pidato diplomatik tidak hanya berfungsi sebagai media informasi, tetapi juga sebagai instrumen strategis untuk membentuk persepsi, membangun kredibilitas, dan memengaruhi khalayak internasional. Studi ini menganalisis ciri-ciri gaya bahasa dan retorika pidato yang disampaikan oleh E.H. Sugiono, Menteri Luar Negeri Republik Indonesia, di Mahkamah Internasional (ICJ) pada tahun 2025. Dengan menggunakan metode deskriptif kualitatif, studi ini membagi teks menjadi 94 kalimat dan mengkajinya menggunakan kerangka gaya bahasa Leech dan Short (1981), yang terdiri dari ciri-ciri leksikal, gramatikal, figuratif, dan kohesi-konteks, bersama dengan teori retorika Aristoteles (1991) tentang etos, patos, dan logos. Temuan penelitian ini mengungkapkan bahwa ciri-ciri leksikal, gramatikal, dan kohesi muncul di semua kalimat, didominasi oleh istilah hukum, formal, dan evaluatif, sementara bahasa figuratif muncul di 23,4 persen data, terutama untuk membangkitkan empati. Secara retorika, etos dan logos sangat dominan, dengan logos (96,8 persen) memperkuat argumen hukum dan etos (100 persen) memperkuat kredibilitas Indonesia, sementara pathos (40,4 persen) digunakan secara selektif untuk menyoroti isu-isu kemanusiaan. Secara keseluruhan, integrasi unsur stilistika dan retorika menghasilkan pesan diplomatik yang persuasif, dengan diksi yang tepat, struktur yang koheren, dan daya tarik strategis yang memastikan pidato menyampaikan penalaran hukum secara efektif sekaligus beresonansi secara emosional dengan audiensnya. Studi ini berkontribusi pada pemahaman yang lebih mendalam tentang bagaimana bentuk-bentuk linguistik berinteraksi dengan strategi retorika dalam membentuk kekuatan persuasif dalam komunikasi diplomatik, dan selanjutnya menunjukkan bahwa stilistika memainkan peran krusial dalam memperkuat retorika dan persuasi.

Kata kunci: stilistika, retorika, pidato diplomatik, strategi persuasif, E.H. Sugiono, Mahkamah Internasional

CHAPTER I

INTRODUCTION

1.1 Background of Study

In the practice of diplomacy, speeches often go beyond formal sentence structure. It is a medium used to convey political messages in a subtle way, shape a positive image of a country, and reach the emotions and reasoning of the audience. Language in speeches does not just convey information, but also shapes attitudes, displays values, and creates impressions. Therefore, it is important to understand how word choice, sentence structure, and delivery style contribute to the diplomatic power of a speech (Chilton, 2004, p. 31; Beard, 2000, p. 18).

In crafting a memorable speech, a speaker not only needs to deliver logical content, but also must know how to deliver it appropriately. This is where rhetoric and stylistics play an important role. Rhetoric helps to build trust, tap into the emotional side, and deliver a reasonable argument (Aristotle, 1991, p. 8), while stylistics reinforces it through word choice, sentence structure, and the style of language used (Leech & Short, 1981, p. 75). The combination of the two makes the message feel more alive and able to touch the audience more deeply.

As a study conducted within the Faculty of Adab and Cultural Sciences, this research also resonates with the Islamic perspective on justice, humanity, and communication. Indonesia's foreign policy toward Palestine has consistently been grounded not only in international law but also in its identity as the world's largest

Muslim-majority nation, which upholds solidarity with oppressed communities. In Islamic teachings, the value of speaking truth and defending justice is central, as reflected in the Qur'anic emphasis on *amar ma'ruf nahi munkar* and the Hadith stating that "the best of people are those most beneficial to others." By analyzing the speech of Indonesia's Foreign Minister in defense of Palestine, this study indirectly highlights the intersection of linguistic analysis with Islamic values of justice, humanity, and solidarity in global diplomacy.

Language in diplomatic speech is not just a communication tool, but also a strategy to shape perception and legitimacy. When a diplomat chooses words, composes sentences, or uses certain metaphors, they all have strategic meanings. This is in line with Chilton's (2004, p. 6) view that in political discourse, language becomes the main instrument for framing reality and building ideological positions. In addition, Halliday (2004, p. 29) also emphasizes that language structure reflects the choice of meaning influenced by the social context and the purpose of communication. Therefore, in-depth analysis of language in diplomatic speeches is important to understand the communication strategies used.

The International Court of Justice's Advisory Opinion hearing in April-May 2025 was organized in response to the humanitarian crisis in the Gaza Strip, following Israel's blocking of aid. The UN General Assembly asked the ICJ to review the legality of the action and its impact on states' obligations under international law. In the forum, Israel claimed the blockade was carried out for security reasons, while the United States highlighted the alleged involvement of

Hamas within UNRWA. On the other hand, Indonesia through Foreign Minister E.H. Sugiono said that the blockade violates the principles of humanitarian law and has the potential to become a form of collective punishment. This forum became an important means for Indonesia to emphasize the consistency of its foreign policy in supporting Palestinian independence and the rule of international law (Sukma, 2011; United Nations General Assembly [UNGA], 2025).

E.H. Sugiono, who served as Indonesia's Minister of Foreign Affairs in 2025, is a central figure in this research because of his significant role in representing Indonesia at the International Court of Justice. As a diplomat, his speeches not only carried the authority of the Indonesian government but also reflected the nation's moral and political stance in international forums. Sugiono's background as a statesman with long experience in international relations adds weight to his words, making his discourse an important object of study for both linguistic and diplomatic analysis. Examining his speech at the ICJ is therefore valuable not only for understanding stylistics and rhetoric but also for appreciating how Indonesia's foreign policy is articulated through the voice of its foreign minister.

By focusing on the Indonesian Foreign Minister's speech at the 2025 International Court of Justice forum, this research seeks to show how the power of a diplomatic speech lies not only in the content of the message, but also in the manner of delivery designed to build credibility, evoke empathy, and strengthen arguments. This is where the integration of stylistic and rhetorical elements plays

an important role. This research is expected to close the gap of previous studies by offering a more thorough and in-depth analysis of language dynamics in diplomatic communication.

This study deliberately combines the stylistic framework of Leech and Short (1981) with Aristotle's classical theory of rhetoric (1991) because the two complement each other in analyzing both linguistic form and persuasive function. Leech and Short's stylistics provides detailed analytical tools for exploring diction, syntax, figures of speech, and cohesion, which are crucial for understanding the textual structure of speeches. Meanwhile, Aristotle's concepts of ethos, pathos, and logos remain a timeless foundation in rhetorical studies, especially for examining how arguments, credibility, and emotions are interwoven in persuasive communication. By integrating these two approaches, this study is able to capture both the micro-level features of language and the macro-level strategies of persuasion, offering a more comprehensive framework than relying on either approach alone.

However, most studies on diplomatic speeches tend to separate stylistic and rhetorical studies. Rhetorical analysis generally only highlights how Ethos, Pathos, and Logos are used to influence the audience (Aristotle, 1991, p. 8), while stylistic analysis emphasizes more on linguistic aspects such as word choice, sentence structure, and language style (Leech & Short, 1981, p. 75). These separate approaches can lead to a loss of a thorough understanding of how language forms contribute to persuasive power. In fact, in the practice of

diplomatic communication, the power of a speech lies not only in the logical arguments that are built, but also in how language is packaged to foster credibility and touch the emotional side of the listener (Chilton, 2004, p. 12; Beard, 2000, p. 54). This research is here to bridge the gap, by analyzing stylistic and rhetorical elements in diplomatic speeches as an integrated whole that forms the power of influence.

1.2 Research Questions

Before formulating the research questions, it is necessary to restate the main focus of this study, which is to examine how stylistic features are applied and combined with rhetorical strategies to shape the persuasive power of a diplomatic speech. This research aims to identify the linguistic forms used and explain how they contribute to building credibility, appealing to emotions, and strengthening logical arguments. Based on this focus, the following research questions are proposed:

- A. What stylistic features are used in E.H. Sugiono's diplomatic speech at the International Court of Justice in 2025?
- B. How do these stylistic features shape the rhetorical strategies in the speech to enhance its persuasive power?

1.3 Objectives of Study

This study aims to analyze the use of stylistic and rhetorical elements in the speech of the Minister of Foreign Affairs of the Republic of Indonesia, E.H. Sugiono, delivered at the International Court of Justice (ICJ) Advisory Opinion

forum in 2025. Specifically, this research wants to reveal how word choice, sentence structure, and language style in the speech work together with rhetorical strategies such as ethos, pathos, and logos to build persuasive power. As such, this study not only explores the linguistic forms in the text of the speech, but also how these elements contribute to the strength of the argumentation and the diplomatic goals that Indonesia wants to achieve before the international community.

1.4 Scope of Study

This study focuses on analyzing the stylistics and rhetoric in the speech of the Minister of Foreign Affairs of the Republic of Indonesia, E.H. Sugiono, delivered at the International Court of Justice (ICJ) Advisory Opinion forum in April 2025. The analysis was conducted on the official speech text, with a stylistic approach based on the theory of Leech and Short (1981) which includes lexical, grammatical, figures of speech style, as well as cohesion and context aspects. In addition, a rhetorical approach is used based on Aristotle's (1991) concept that highlights persuasive power through ethos, pathos, and logos. This study does not cover non-linguistic aspects such as gesture or intonation, nor does it discuss the broad political context beyond the content of the speech text. The main focus remains on how language in speech texts is used to construct meaning, persuade, and strengthen Indonesia's diplomatic position in international forums.

1.5 Significance of Study

This research is expected to make an academic contribution to linguistic studies, especially in the realm of stylistics and rhetoric in diplomatic discourse.

By analyzing E.H. Sugiono's speech through a combined approach of stylistics and rhetoric, this study opens up space for a more complete understanding of how language works not only as a means of conveying information, but also as a means of building credibility, evoking emotions, and conveying strong arguments in the context of international relations. The results of this study are expected to enrich the literature and become a reference for the development of linguistic studies that emphasize the relationship between language form and its persuasive power.

1.6 Literature Review

In a scientific work, literature review plays an important role in mapping the position of the research being conducted among previous studies. Through literature review, the author can show the relationship and differences in approaches, objects, and results from previous studies. This is a strong basis for emphasizing the originality and scientific contribution of the research being conducted. Therefore, this section will discuss relevant works in terms of both stylistic and rhetorical approaches, as well as how speech is used as an object of analysis to compare with this research.

The first research that is used as a reference is a thesis entitled "Language Style of President of the Republic of Indonesia Joko Widodo's Speech Text" by Erlan Saputra (2020). This research aims to describe and categorize the stylistic elements used by President Jokowi in his state speech. The focus of the study lies on the speech text which is analyzed from a stylistic point of view. The findings

show that the dominant stylistic features include comparison, repetition, and affirmation, which form a strong, close, and effective image in each of his speeches (Saputra, 2020).

The second reference is the article "Analysis of Minister Susi Pudjiastuti's Speech Rhetoric in Shaping Communication Style" by Putri Giras Hapsari (2017). This study analyzes the rhetorical strategies used by Minister Susi in shaping her image as a brave and populist figure. The object analyzed was Minister Susi's speech transcripts using Aristotle's rhetorical framework. The results show that the speeches use elements of ethos and pathos in building trust and closeness with the public (Hapsari, 2017).

The third reference is a thesis by Anggi Wuri Octaviani (2023) entitled "Discourse Analysis of Grammatical and Lexical Cohesion of Indonesian President Joko Widodo's Speech at the 2020 UN General Assembly". This research explores the use of grammatical and lexical cohesion devices in Jokowi's speeches at international forums. Using Halliday and Hasan's theory, the analysis showed that discourse cohesion in President Jokowi's speeches contributed greatly to forming a coherent, diplomatic, and widely acceptable narrative for international audiences (Octaviani, 2023).

The three studies have contributed to understanding language styles, rhetorical strategies, and the use of cohesion devices in speech structures. However, these studies still discuss stylistics and rhetoric separately. In this context, this study offers a more integrative approach, namely by analyzing

Foreign Minister E.H. Sugiono's diplomatic speech at the International Court of Justice using a combination of stylistic theory (Leech & Short, 1981) and Aristotle's rhetoric (1991). This research aims to see how language forms and persuasion strategies support each other in establishing credibility, evoking emotions, and delivering logical arguments effectively in the realm of diplomatic communication.

1.7 Theoretical Approach

This study uses two main approaches as theoretical foundations, namely stylistics according to Leech and Short (1981) and Aristotle's classical rhetoric theory (1991). The stylistic approach is used to examine linguistic elements at the lexical, grammatical, figures of speech, cohesion and context levels. This analysis aims to identify how word choice, sentence structure, and cohesion devices shape the delivery style in diplomatic speeches.

Meanwhile, Aristotle's theory of rhetoric is used to explore the power of persuasion in speeches through three main aspects, namely ethos (speaker credibility), pathos (emotional power), and logos (logical power). This approach helps to see how rhetorical strategies are used to build trust, touch the emotional side of the listener, and present a reasonable argument.

By combining these two approaches, this research seeks to explore the relationship between language form and persuasion function in E.H. Sugiono's speech at the International Court of Justice. This integrative approach provides room for a more comprehensive analysis, while answering the need for studies

that connect stylistic and rhetorical aspects in diplomatic communication practices.

1.8 Methods of Research

This methods of the research consists of type of research, data sources, data collection techniques, and data analysis techniques.

1.8.1 Type of Research

This research falls into the category of descriptive qualitative research, which aims to systematically describe the linguistic and rhetorical elements in diplomatic speeches. This approach is used to explore the meaning and function of language in a particular context without using statistical calculations. Descriptive qualitative research is very suitable for examining discourse that is rich in social and ideological meaning, such as in the text of diplomatic speeches (Moleong, 2017, p. 6; Creswell, 2014, p. 185).

1.8.2 Data Source

The data used in this research are primary in nature, consisting of the full transcript of a speech delivered by the Minister of Foreign Affairs of the Republic of Indonesia, E.H. Sugiono, during the Advisory Opinion hearing at the International Court of Justice on April 30, 2025. The transcript was obtained from official sources, namely the Ministry of Foreign Affairs of the Republic of Indonesia and the United Nations Web TV recording. The official publication from the Ministry of Foreign Affairs serves as the primary reference for this study.

The entire speech was segmented into individual sentences, each of which served as a unit of analysis for examining stylistic and rhetorical features.

1.8.3 Data Collection Technique

The data collection technique used was documentation. The researcher accessed and downloaded transcripts of official speeches from trusted sources, then re-transcribed important parts to ensure compatibility between the text version and the spoken version. Each sentence in the speech was sorted and numbered as a unit of analysis. This process was carried out manually and carefully to maintain the context and structure of the sentences.

1.8.4 Technique of Data Analysis

The technique of data analysis employed in this research is textual analysis using stylistic and rhetorical frameworks, with a descriptive qualitative approach. This method is appropriate for uncovering language features and persuasive strategies in formal political texts such as diplomatic speeches. The analysis was conducted systematically through four stages: segmentation, identification, analysis, and interpretation.

In the segmentation stage, the speech was broken down into sentence units (data) and numbered sequentially. This was done to ensure that each sentence could be analyzed as a whole and meaningful unit. The identification stage followed, in which each sentence was examined using Leech and Short's (1981) stylistic model—covering lexical, grammatical, figurative, and

cohesion/contextual categories—as well as Aristotle’s rhetorical theory (1991), particularly the elements of ethos, pathos, and logos.

The analysis stage focused on examining how the identified stylistic and rhetorical elements contribute to the persuasive quality of the speech. This was done descriptively and qualitatively, emphasizing the interplay between language form and communicative purpose. Finally, in the interpretation stage, the researcher synthesized the analytical findings to answer the research questions and explain how stylistics and rhetoric function together in shaping an effective diplomatic message. The results are presented in both tabular and narrative form in Chapter III.

1.9 Paper Organization

This thesis consists of four main chapters. The first chapter contains an introduction that includes the background of the problem, problem formulation, scope of study, objectives and benefits of the research, literature review, theoretical approach, data sources, and data collection and analysis techniques. The second chapter presents the theoretical framework that serves as the basis for analysis, specifically stylistics theory according to Leech and Short (1981) and classical rhetoric theory from Aristotle. The third chapter contains the findings and discussion. In this section, the data is analyzed based on stylistic and rhetorical elements found in the speeches, then interpreted to understand the relationship between the two in forming persuasive power. The fourth chapter contains conclusions from the research results and suggestions that are expected to

be a reference for further research in the fields of language studies, rhetoric, and diplomatic communication. Each chapter is designed to support the research objectives and provide a systematic reading flow.



CHAPTER IV

CONCLUSION AND SUGGESTION

4.1 Conclusion

Based on the analysis in Chapter III, this study concludes that Minister of Foreign Affairs E.H. Sugiono's speech at the International Court of Justice *Advisory Opinion* 2025 session utilized a variety of integrated stylistic and rhetorical features to achieve his diplomatic goals. The dominant stylistic features are lexical, cohesion and context, and grammatical, all of which are used strategically to create clarity, precision, and a logical flow of discourse. figures of speech, despite its limited appearance, has an important function in strengthening the emotional power of the message.

The integration of stylistic features with rhetorical strategies results in strong persuasive power. The choice of formal diction and legal terms strengthens ethos and logos, while metaphors and hyperbole reinforce pathos at key moments. Parallel structures and logical connectors build easy-to-follow legal arguments, while repetition emphasizes Indonesia's moral commitment to Palestine. This combination makes the speech not only informative, but also able to build credibility, evoke emotions, and strengthen legal arguments simultaneously.

Thus, this study shows that the success of a diplomatic speech lies not only in the strength of the argument, but also in the proper packaging of language. The

integration of stylistic and rhetorical elements is key in shaping a persuasive and influential diplomatic message in international forums.

4.2 Suggestion

This research provides suggestions for the development of language studies and diplomatic communication. First, for future researchers, similar analysis can be extended to diplomatic speeches from other figures or countries to get a more comprehensive picture of stylistic and rhetorical usage patterns in various cultural and political contexts. Second, future research could integrate multimodal analysis, such as body language, intonation, and visuals, to see how non-verbal elements interact with language choices in strengthening persuasion.

For diplomacy practitioners and policymakers, the findings emphasize the importance of language planning in crafting official speeches. The choice of diction, sentence structure, and the use of figures of speech can be adapted to the purpose of persuasion and the audience profile. In addition, rhetorical exercises that combine ethos, pathos, and logos proportionally can increase the effectiveness of communication in international forums.

From an academic perspective, this research contributes to the enrichment of diplomatic language studies by offering an integrated analysis between stylistics and rhetoric, which so far tend to be studied separately. This approach can serve as a reference for future research that wants to explore the relationship between language forms and persuasion strategies in the context of politics and international relations. From a practical perspective, the findings can serve as a

reference for diplomats, negotiators, and policy makers in designing speeches that are not only informative, but also effective in building credibility, mobilizing emotions, and crafting solid logical arguments.



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