

# **An Ideational Metafunction Analysis of Indonesian Presidential Candidate Speeches**

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## **Abstract**

The problem in this research is what the discourse context and inferences are about the speeches of the Indonesian presidential candidates in 2024. The focus is on discussing Prabowo-Gibran's expressions in their orations. The aim of the research is to describe the context and inference of discourse Prabowo Subianto's speech on electronic media TEMPO.CO and CNBC Indonesia. The type of research is qualitative research using a descriptive approach. The data sources in this research were taken from electronic media Tempo.CO and CNBC Indonesia. The data analysis technique uses content analysis. The results of context research and discourse inference in Prabowo Subianto's speech are that Prabowo Subianto's speech as a whole contains the context and inference of campaigning, enthusiasm, readiness and optimism of the presidential candidate pair. and representatives, the winning team, supporters, and especially the entire Gerindra Party family, with persuasive speeches for get more support so you can achieve victory. Prabowo's expressions regarding his work program are still being monitored and are being questioned by the public.

**Keywords:** Indonesian Presidential Candidate Speech, Ideational Metafunction, Content Analysis

## **Abstrak**

Permasalahan dalam penelitian ini adalah bagaimana konteks wacana dan inferensi mengenai pidato para calon presiden Indonesia tahun 2024. Fokus dalam penelitian ini membahas ungkapan-ungkapan Prabowo-Gibran dalam orasi mereka. Tujuan penelitian ini adalah mendeskripsikan konteks dan inferensi wacana pidato Prabowo Subianto di media elektronik Tempo.CO dan CNBC Indonesia. Jenis penelitian yang digunakan adalah penelitian kualitatif dengan menggunakan pendekatan deskriptif. Sumber data dalam penelitian ini diambil dari media elektronik Tempo.CO dan CNBC Indonesia, Teknik analisis data menggunakan content analysis. Hasil penelitian konteks dan inferensi wacana pidato Prabowo Subianto adalah pidato Prabowo Subianto secara keseluruhan memuat konteks dan inferensi kampanye, semangat, kesiapan dan optimisme pasangan calon presiden. dan perwakilan, tim pemenangan, pendukung, dan khususnya seluruh keluarga besar Partai Gerindra, dengan pidato-pidato persuasif untuk mendapatkan dukungan lebih agar bisa meraih kemenangan. Ungkapan-ungkapan Prabowo terkait program kerjanya masih terus dipantau dan dipertanyakan publik.

**Kata Kunci:** Pidato Kandidat Presiden Indonesia, *Ideasional Metafunction*, Conten Analisis

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## **INTRODUCTION**

Language is an arbitrary system, symbols and sounds used by humans to interact with each other. Language has a very important role in human life both personally and in living together. Language is a means of resolving conflict, but language can also cause conflict, because apart from being a means of communication, language also functions as a means of expressing oneself. Smarapradhipa, believes that language is a communication system that uses vocal symbols (speech sounds) which are arbitrary and function as a means of communication between members of society in the form of sound symbols produced by the human speech apparatus. Language through logical

structures is able to describe reality and meaning, nothing other than describing a factual situation in reality through language.

As language has a metafunction function, which consists of ideational function, interpersonal function and textual function. However, these three functions show different realities. First, the ideational function, language is used to reveal physical-biological reality which is also related to the interpretation and representation of experience. Second, the interpersonal function of language is used to reveal social reality and is concerned with the interaction between speakers or writers and listeners or readers (Syahid & Saifullah, 2019). Third, the textual function of language is also used to reveal semiotic reality or symbolic reality and is related to the way text is created in context. The study of language is very urgent in the study of discourse which is based on the fact that language users do not adhere to the truth of form and structure alone, but also to other rules that apply and are related to the language user's knowledge of the world. Language user knowledge includes knowledge that is related to context. Kridalaksana, states that in the grammatical hierarchy the highest or largest discourse is the most complete unit. This discourse is realized in the form of complete essays (novels and books). According to Lull, he explains that discourse is a way of discussing openly with the public the objects or ideas being discussed so as to give rise to certain understandings that are widely spread. Discourse is also used to translate and analyze spoken and written language, describe something, and also the relationship between language and a certain context. analyzing a discourse is by measuring the discourse by considering its truth or untruth according to syntax and semantics, as an analysis, discourse analysis aims to uncover certain intentions and meanings (Sutrisno & Tjahyadi, 2023).

In contrast to discourse analysis, critical discourse analysis is an effort or process of parsing to get an explanation of a text (social reality) which is being carried out by someone who definitely has a certain goal to get what he wants, not only seen from the linguistic aspect (Iskandar, 2020; Rahmawati, B., & Muhid, 2019), Critical discourse also looks at the relationship between language and a particular context. According to Darma, in criticizing and revealing the relationship between language, social news and politics, critical discourse analysis can also be used (Syahid & Saifullah, 2019).

Language plays an important role in achieving a nation's national and international goals. Language is power (language is power) and language with its various points of view is very prominent in the world of politics in Indonesia, one of which is political language which aims to persuade or seduce audiences to gain public support for a candidate or political policy (Nugraha, 2017). Language is essentially neutral and can be good or bad, and contains wrong meaning if the vague meaning cannot be limited by the user (Iskandar, 2020). The current political reality has provided an illustration that language plays a very important role as a medium in shaping a person's mindset towards other people, because there are many variations in communication media by political candidates. One of the communication media that is still used by many politicians, including presidential candidates, speeches (Putri, n.d.)

This is what has happened in the current political momentum used by the presidential candidate Lieutenant General (Ret.) H. Prabowo Subianto Djojohadikusumo or commonly known as Prabowo, who on several occasions Prabowo appeared to convey language regarding his re-nomination in the 2024 Presidential election (Mayirga, 2023; Nugraha, 2017). Prabowo's speeches always get the attention of the wider community, the things Prabowo conveys always get a lot of responses. For example, on one occasion when giving a speech, Prabowo stated "The program that will be launched is the free lunch and milk program." This made everyone wonder about Prabowo's opinion as the future leader of the Republic of Indonesia (Payuyasa, 2017).

Likewise, when delivering a speech at the Gerindra Party National Conference, "We cannot lose, we cannot lose. "If we lose, this country could become extinct," Prabowo's statement at that time again caused various kinds of speculation, some thought it was the language of Prabowo's fear, there were also those who thought that it was Prabowo-Gibran's optimistic attitude that guaranteed his victory in the 2024 Presidential election (Albaburrahim, 2017), but there were There are also those who consider Prabowo's statement to be a spray of lies and even call it an old song. Based on this description, the researcher is interested in conducting research with the title "An Ideational Metafunction Analysis of Indonesian Presidential Candidates' Speeches"

## **METHOD**

This research is a qualitative descriptive study. The method used in this research is the descriptive method (Sugiyono, 2017). The descriptive method is a method intended to investigate circumstances, conditions or other things (circumstances, conditions, situations, events, activities), the results of which are presented in the form of a research report. In this research, the form of data is in the form of written sentences which are the content of Prabowo Subianto's speech. The data is used to reveal the object of research in the form of discourse context. and data sources come from electronic newspapers TEMPO.CO, Detik News, CNN Indonesia, Kompas TV, CNBC. Data collection was carried out using the listening, reading and writing method. The listening method was carried out by carefully reading and noting the contents of Prabowo Subianto's speech at the Gerindra Party National Conference at the Sentul International Convention Center (SICC), in the electronic newspaper, TEMPO.CO. The next technique is the writing technique, namely to collect data by writing down the results of listening to the data. The technique used in this research is content analysis. (Sigit Hermawan, 2016)

## **RESULTS AND DISCUSSION**

Portraits of Indonesian presidential candidate pairs in 2024, Anis and Amin, Prabowo and Gibran and Ganjar and Mahfu. In this case, the context of the content of presidential candidate Prabowo-Gibran's speech will be discussed.



In this discussion, we will focus on presenting and analyzing all the contents of the speeches of the Prabowo-Gibran presidential candidate pair. The problem in this research is how the discourse context and discourse inferences of Prabowo Subianto's speech in the context of the Gerindra Party National Conference are published in the electronic media CNBC Indonesia. The research is to describe the context and inferences of the discourse of Prabowo Subianto's speech on the electronic media CNBC Indonesia. The type of research is qualitative research using a descriptive approach. The data source in this research was taken from the electronic media CNBC Indonesia using data collection techniques, reading and writing. The data analysis technique uses content analysis. The results of research on context and discourse inference in Prabowo Subianto's speech are that Prabowo Subianto's speech as a whole contains the context and inference of campaigning, enthusiasm, readiness and optimism for the presidential and deputy candidate pairs, the winning team, supporters, and especially the entire extended family. Gerindra Party, with persuasive statements to gain more support so that it can achieve victory. Previously, Prabowo openly attacked Anies. First, Prabowo responded to Anies Baswedan's assessment who gave the Prabowo era Ministry of Defense score of 11 out of 100 during the 2024 Presidential Candidate Debate. Prabowo answered that I really think so (Humaira, 2018).

"Yesterday I got an assessment from someone, you know who gave me a score, right? I was given an assessment of 11 out of 100. My answer, the answer from a Betawi child, is from you, I really think about it," said Prabowo during the volunteer consolidation in Riau, Tuesday (9/1/2024).

Prabowo's statement was then greeted by screams from his supporters. They immediately became noisy and mentioned Prabowo's name.

"It's okay for me to say something like this, or do you want to hear a national oration that we have to be like this, like this, are you all sleepy, is that true. Can I say something like this? I'm speaking from my heart, I'm not good at lying, I'm not good at talking empty talk," said Prabowo.

To his supporters, Prabowo emphasized that his whole body and soul is only for Indonesia. He also refused to think about the score given by Anies. "From a young age, I risked my life going up mountains and down mountains into swamps to defend the red and white. I really thought about being given that value," said Prabowo.

Prabowo again touched on the issue of parties highlighting land in the 2024 Presidential Candidate Debate. According to him, it is necessary to understand that there is land that has the status of Cultivation Rights (HGU). "There are also those who are alluding to how much land they own, who owns this land. He is either smart or stupid. He understands that there are no HGU Business Use Rights, Building Use Rights, Usage Rights, right," said Prabowo.

Prabowo also said that the land he currently owns is state land with HGU status. So, when the country needs it, the land will be handed over. "This is the land of your country, the people's land. Rather than being controlled by foreigners, it would be better for Prabowo to manage it," he said. According to Prabowo, this issue should not need to be discussed in the 2024 Presidential Candidate Debate. Moreover, the data presented is wrong. "But when the government needs me to hand it over immediately. There's no need to get involved in the debate. You're just showing your stupidity," said Prabowo.

Then, Prabowo also clarified Anies Baswedan's statement regarding ownership of 340 thousand hectares of land. Prabowo said Anies' data was wrong. According to Prabowo, he has land in the form of Cultivation Rights (HGU) of close to 500 thousand hectares. "Yesterday we were wrong, it was not 340 thousand hectares, no, it was closer to 500 thousand hectares," said Prabowo. "He wants to ridicule, he wants to incite, he wants to make people hate me," he added.

Prabowo then emphasized that the land had now been handed over to the state. Prabowo said the witness was President Joko Widodo. The land is used for the Food Estate project or food barn. "Even though Mr Jokowi was there, I was at the Palace 2.5 years ago and I handed over the land to the state. I told Mr President that this land was needed for the Indonesian nation's food storage, I used the HGU land, I was ready and we were working on it, brother. "That's all, brother," he said.

According to Prabowo, the data submitted by Anies is misleading. Prabowo even said that Anies was just making a mistake without providing proper evidence or data. "So the intention is not good, the data is wrong, the Javanese language is from Jeplak. Let it be okay, I'm just saying this so that you don't get sleepy, so that you are entertained," said Prabowo.

Some of Prabowo's expressions quoted by CNBC Indonesia have given rise to various views in society. In this speech there is a process of interpreting the speaker's thoughts about the strength in defending truth and justice that they have and which has led the Gerindra Party to win the previous battle, as well as the battle in the future. The context contained is the Gerindra National Conference activities as in the quote below. "Brothers and sisters, we are holding this National Conference before we carry out a very big job. Two years ago, we also held a meeting of Gerindra cadres throughout Indonesia. It's time for us to face the election for Governor of DKI. It was also a big job at that time. Why? Because the gubernatorial election at that time became a battle between forces that defended truth and justice and forces that wanted to prolong an unrighteous and unjust situation."

The long-term goal can also be seen in the sentence fragment from the quoted paragraph above, we are holding this National Conference before we carry out a very big job. This explains that

the conference held was to unite and strengthen the Gerindra Party family to be able to carry out great work in this case the election of President and Vice President of Indonesia 2024-2029. The role of agent in this discourse is carried out by an individual, namely Prabowo Subianto, who is the National General Chair of the Gerindra party and is also running as a candidate for President of the Republic of Indonesia for the 2024-2029 period. The role of language carries out its function as a support (addition) to the presentation of opinions expressed through the medium (means) of the electronic newspaper TEMPO.CO using graphic channels (writing).

The rhetorical mode that emerges is descriptive, which has the character of explaining in words clearly and in detail and is linked to experiences or things that have happened. This discourse is called exposition discourse. This is in accordance with the opinion that expository discourse is discourse that is oriented towards the subject of discussion, and the other parts are tied together logically. The following discourse excerpt contains the context of the discourse of political activity as a big job, and contains the thought process regarding the Gerindra party being able to gain public sympathy because of their genuine struggle without playing the power of money in it.

The role of agent in this discourse is carried out by an individual, namely Prabowo Subianto, whose social status is as national chairman of the Gerindra party and who is also running as a candidate for President of the Republic of Indonesia for the 2019-2024 period. The role of language carries out its function as a support (addition) to the presentation of opinions expressed through the medium (means) of the electronic newspaper TEMPO.CO using graphic channels (writing).

The rhetorical mode that emerges is satire where the speaker indirectly says that the people are on their side, and not their rival team or party. "So brothers, it has been said, we feel the vibrations of the people, we feel the people want change, the people want improvement, the people want a government that is clean and free of corruption. Right? (That's right). Therefore we cannot lose. We can't lose. If we lose, this country could become extinct. Because the Indonesian elite always disappoints, always fails to carry out the mandate of the Indonesian people. The fragment of discourse above contains the context of a public discourse that wants change and improvement, and contains a thought process regarding victory which is a fixed price for candidate pair number two and all the people of the Gerindra party. All the preparations and efforts that have been made must not end in vain due to a defeat later.

The short-term goal is to inform the performance of the Indonesian elite which always disappoints the public. Behind this short-term goal is a long-term goal, namely the intention to dominate the minds of the people with this understanding so that the people who feel defended by this statement will struggle even more to win the candidate pair numbered. two agent roles, namely Prabowo Subianto, who has social status as national chairman of the Gerindra party, to win the presidential election later. so that people's aspirations for change can be realized. The role of language carries out its function as persuasion and exaggeration. Presentation of opinions expressed through the medium (means) of the electronic newspaper TEMPO.CO using graphic channels (writing). The

rhetorical mode that appears is Optative which shows hope and obligative where the speaker states a necessity to achieve victory, so that a disappointing situation turns into pride. The following section contains the context that the condition of the Indonesian nation has been misdirected by the elite, and if there is no change in power, the condition of this nation will get worse. The process contained in it is the speaker's thoughts, regarding anxiety, concern, even his great desire to fight to improve the condition of this nation towards better change.

We can see this in the quote below. For too long the elite have been in power for decades, it's hard for them to give the wrong direction for too long. Wrong system. And I say that if this system continues, it will result in Indonesia being weak. Indonesia is getting poorer, and increasingly powerless and could even become extinct. The short-term goal of the opinion above is to provide the speaker with an understanding of the situation of the Indonesian nation which looks fine but has actually implemented a wrong system. So far, this can be referred to as sexism, namely the use of words or phrases that belittle a group or group. certain. Meanwhile, the long-term goal is to explain the consequences that will occur or will arise if errors or mistakes in the existing system are not corrected. The role of agent here is still carried out by an individual, namely Prabowo Subianto, who has the social status of national general chairman and founder of the Gerindra party. The role of language is the role of language as a statement to provide understanding to the public through the medium (means) of the electronic newspaper TEMPO.CO using the channel graphics (writing). And the rhetorical mode that emerges is persuasive where the agent tries to influence his audience.

#### Discourse Inference

A job for listeners and readers who are always involved in speech acts that must always be ready to be carried out is inference or drawing conclusions to be able to understand the information (intent) of the speaker or writer through their delivery or writing. Based on the context of Prabowo Subianto's speech which has been analyzed in the existing paragraphs, the author can draw conclusions from the contents of the speech as follows: "Brothers and sisters, we are holding this National Conference before we carry out a very big job. Two years ago, we also held a meeting of Gerindra cadres throughout Indonesia. It's time for us to face the DKI gubernatorial election. It was also a big job at that time. Why? "Because the gubernatorial election at that time became a battle between forces that defended truth and justice and forces that wanted to prolong an unrighteous and unjust situation."

The conclusion or inference above is that Prabowo explained that his entire supporting team must learn from experience, namely their fight to defeat untruth and injustice in the last DKI Governor election, and the same struggle must be carried out in the 2024 Presidential candidate election activity, which is also a big job. Brother , at that time I gathered the Gerindra Party at the pencakilat hermitage. And Gerindra is a party that has long been founded from the bottom, for a long time we have never given money to the regions. Right? (That's right). It turns out that the Gerindra Party, without money, is still united, still loyal and still has a militant spirit.

Based on the explanation of the inference quote above, the inference of this discourse explains that the existence of the Gerindra party has really existed for a long time with an effort from zero, this has resulted in the Gerindra party being the leader, cadres, members and even volunteers to this day. remain united and highly enthusiastic even without financial assistance as is often done by other parties. "Brothers, I will not elaborate, but I will say that I am calling this National Conference, before we carry out great work, that is, I consider this National Conference to be a briefing before we go to the battlefield to save the nation and state."

The inference of this discourse explains that the National Conference of the Gerindra party was carried out as an important event to provide appropriate direction and information to prepare oneself to carry out the big work of participating in the 2024 Indonesian Presidential election .So brothers, it has been said, we feel the vibrations of the people, we feel the people want change, the people want improvement, the people want a government that is clean and free of corruption. Right? (That's right). Therefore we cannot lose. We can't lose. If we lose, this country could become extinct. Because the Indonesian elite always disappoints, always fails to carry out the mandate of the Indonesian people.

Based on the quote from the discourse inference above, the opinion expressed by Prabowo Subianto as the speaker explains that the government has so far been unable to perceive what the people's true desires and desires are for changes to a corruption-free government system. However, Prabowo is confident that he knows and is able to realize what the people want, and to change everything that disappoints them and realize the people's desires, they must win the presidential election later. Because if they lose there will be no happy changes. "For too long the elite have been in power for decades, for too long they have given the wrong direction. Wrong system. And I say that if this system continues, it will result in Indonesia being weak."

Indonesia is getting poorer, and increasingly powerless and could even become extinct. The inference from the quote from the discourse above is that Prabowo stated that the elites who have been in power for decades, who are trusted by the people, have not had a good impact on this nation, in fact they continue and continue to run a system that is wrong and even wrong, and all of this must be changed, corrected, corrected. . If not, it will worsen the condition of the Indonesian nation which will ultimately lead this nation to destruction that can no longer be overcome.

So brothers and sisters, we accept the mandate because the country is in a difficult situation, in the wrong direction. There are those who always say, "no, everything is good, the country has a good economy, who says prices are not affordable for the people". You are the one who knows the real situation. That's right. From the quote above, it can be explained that the nation's economy, which has been said to be fine, is actually not so, the bad economy is experienced and felt by the people, so it is the people who know the real situation best, this situation is what moved Prabowo and Sandiaga to accept the mandate, and have a desire to improve the existing situation.



## CONCLUSION

Based on the analysis that has been carried out on "Analysis of ideational Metafunction Analysis of Speeches of Indonesian Presidential Candidates in the Perspective of Critical Discourse Analysis" which is factual information after research descriptions of Prabowo Subianto's speeches contain various kinds of discourse contexts and discourse inferences, namely different discourse contexts and discourse inferences. although the research material was taken from one speech text delivered by one individual, namely Prabowo Subianto. However, the overall conclusion is that the context and inference contained are campaigning, enthusiasm, readiness and optimism for the presidential and deputy candidate pairs, the winning team, supporters, and especially the entire Gerindra Party family, with persuasive deliveries to obtain more support in order to achieve success in the 2024 Indonesian Presidential election activities.

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