

Research Article

# Analysis of the Rhetoric in the First President's Speech Prabowo Subianto at the Inauguration Ceremony President of 2024

Ukhti Jelita\*, Andy Corry, Nina Yudha Aryanti, Nanang Trenggono, Nanda Utaridah

Master of Communication Sciences Faculty of Social and Political Sciences, University of Lampung, Bandar Lampung, Indonesia, 35111  
ukhtijelita24@gmail.com; andy.corry@fisip.unila.ac.id; nina.yudha@fisip.unila.ac.id; nanang.trenggono@fisip.unila.ac.id;  
nanda.utaridah@fisip.unila.ac.id

\*Corresponding Author: [ukhtijelita24@gmail.com](mailto:ukhtijelita24@gmail.com) | Phone Number: +6281386240009

## ABSTRACT

The purpose of this study is to ascertain the rhetoric used in President Prabowo Subianto's 2024 inaugural speech. Using a constructivist paradigm, this study employs a qualitative approach and analyzes the five laws of rhetoric as proposed by Aristotle and the classical rhetoricians (Socrates, Plato, and Demosthenes). President Prabowo Subianto is the focus of this study, and the video of his 2024 inauguration speech serves as the target of the study. A fill-in system is used to analyze the data. The findings of this investigation are (1) The speech's topic was sustainable development and economic prosperity, with an emphasis on renewable energy and sustainable agriculture to preserve natural resources, economic growth and environmental sustainability, building a robust economy with jobs for all, enhancing infrastructure, assisting small and medium-sized businesses, and boosting competitiveness in the global market. (2) Disposition (drafting) in the form of an introduction that includes content, arguments, proof, and greetings. (3) Elocutio (style of language) Proverbs, metaphors, and repetition are the language style employed. (4) Recollections (memory) President Prabowo Subianto described his experiences in a speech without consulting the text. (5) President Prabowo Subianto emphasized, lowered, and elevated vowels during his inauguration. He looked around, raised his hands halfway, and made pointing gestures. In order to persuade the audience, eye contact and mental interaction were employed. In conclusion, President Prabowo Subianto's speech complied with the theoretical requirements of classical rhetoricians and Aristotle's five laws of rhetoric, ensuring that the speech's rhetoric was understandable and focused on its goal.

**Keywords:** Presidential Speech; Aristotle's Five Rhetorics; Inauguration Ceremony

## 1. INTRODUCTION

Based on the increased possibility of interaction between key political actors, such as parties and state institutions known as elites, and citizens or non-elites, digital media creates more space for communication and political engagement. This is based on the new features of the Internet—namely interactivity, creativity, and transparency, as well as its ability to ensure equality and networking—which are not possessed by traditional mass media (Dijk, 2013).

Political communication is the process by which an individual or group communicates information or messages to others in the form of symbols, political activities, or other symbols to create new perspectives and to change societal attitudes and actions. Communication becomes very important in political activities because it allows political messages to be conveyed with the intention that these messages can be received accurately and in accordance with political goals. According to Lord Windlesham, "political communication is the dissemination of political information carried out consciously by the communicator to the communicant with the aim of changing the audience's behavior through certain methods." (Effendy, 1992).

A speech is one of the activities of political communication. Speaking in front of an audience to convey opinions, provide summaries, and introduce a concept is known as a speech. The Great Dictionary of the Indonesian Language (KBBI) defines a speech as the presentation of ideas in public expressed through language. Speeches can be given at inaugurations, state events, public information sessions, or during demonstrations to convey objectives. A speech can also be referred to as an oration, and the person delivering it is known as an orator. To convince the audience about what they want to convey, the speaker usually speaks directly in front of them. An orator is expected to have a broad perspective and understand various events that may arise related to the content of the speech they deliver. The main public relations tactic for building and maintaining relationships with the public, as well as managing personal or corporate issues, is a form of rhetoric. Rhetoric can be used to shape and direct public opinion when building relationships with the public. This strategy aims to improve

public perception of political parties and individuals in particular.

State speeches are usually delivered by the president or head of government in a formal forum that will be witnessed by a large audience, such as the speech delivered by the president in front of the DPR or MPR or at other formal state events. The state speech that will be analyzed next is the inaugural speech of President Prabowo as head of state following his inauguration for the 2024-2029 term. This speech is very worthy of discussion as it has garnered much attention due to the long struggle over three terms in the presidential election contest, which finally materialized after Prabowo Subianto succeeded in defeating his political opponents, the pairs of Anies and Muhaimin as well as Ganjar and Mahfud MD. He finally succeeded in serving as the President of the Republic of Indonesia after participating in the presidential election contest three times, first in 2014, then in 2019, and finally being elected in the 2024 election. Based on this, the researcher is interested in analyzing Prabowo Subianto's inaugural speech as the President of the Republic of Indonesia during his inauguration on October 20, 2024, regarding the rhetoric displayed in the speech using the approach of Aristotle's five canons of rhetoric to uncover the rhetoric contained in his inaugural speech.

The theory that will be used is the Five Canons of Rhetoric, which was first proposed by Aristotle and other classical rhetoric scholars. The stages in speech preparation are organized into the theory of the five canons of rhetoric, also known as The Five Canons of Rhetoric, which include several laws, among them:

1. **Inventio (invention)**  
The stage where the speaker discovers or gathers relevant materials and ideas for the speech. This includes arguments, evidence, and the main points to be conveyed.
2. **Dispositio (arrangement)**  
Organizing the materials that have been found into a logical and cohesive structure. This includes the introduction, the body of the speech (with the main arguments and evidence), and the conclusion.
3. **Elocutio (style)**  
Determining the style of language to be used for delivering the speech. This includes word choice, the use of metaphors, and other rhetoric that helps communicate the message clearly and engagingly.
4. **Memoria (memory)**  
Memorizing the speech for a smooth and confident delivery. This can be done by remembering the main points and the logical flow of the speech.
5. **Pronuntitio (delivery)**  
The final stage where the speech is delivered to the audience. This involves the use of voice, intonation, body movements, and facial expressions to reinforce the message being conveyed (Rakhmat, 2012).

## 2. RESEARCH METHOD

This research uses a qualitative approach, and the researcher's goal is to accurately explain the subject (Sugiyono, 2016). Primary and secondary data were obtained through collection techniques involving observation, documentation, and literature study. Sources related to President Prabowo Subianto's speech were obtained through the Kompas.com YouTube channel, while secondary data were obtained from various sources in the form of documentation and literature studies related to speech rhetoric. The researcher uses a filing system in analyzing qualitative data. This analysis is conducted by collecting data, organizing and dividing it into several categories, and then linking the findings to Aristotle's five canons of rhetoric theory, which are used in this research. After that, it was thoroughly analyzed to reach a conclusion.

## 3. RESEARCH RESULTS

Analysis of President Prabowo Subianto's inauguration speech using Aristotle's five laws of rhetoric, which consist of Inventio (invention), Dispositio (arrangement), Elocutio (style), Memoria (memory), and Pronuntiatio (delivery).

### 1. Inventio (Discovery)

President Prabowo Subianto's inaugural speech during his swearing-in ceremony revealed several themes and topics, including 1) Sustainable development that balances economic growth with environmental preservation, focusing on renewable energy and sustainable agriculture to protect natural resources; 2) Economic prosperity by creating a strong economy with jobs for all, improving infrastructure, supporting small and medium enterprises, and enhancing competitiveness in the global market; 3) Welfare and social equality where the vision includes reducing poverty and inequality through comprehensive social welfare programs, ensuring that every citizen has access to quality healthcare, education, and basic needs; 4) National Unity: He emphasizes the importance of fostering unity among the diverse ethnic and cultural groups in Indonesia, promoting tolerance, and strengthening national identity; 5) Strong governance with efforts to build a transparent, accountable, and efficient government that combats corruption and instills public trust. 6) National Defense and Security: to maintain Indonesia's sovereignty and territorial integrity, ensuring national security in a complex geopolitical landscape and 7) Global Leadership where Prabowo aspires for Indonesia to play an important role on the international stage, advocating for regional stability and collaboration, especially in ASEAN.

### 2. Dispositio (Arrangement)

In the inauguration speech of President Prabowo Subianto in 2024, broadcasted on YouTube Kompas.com, the information is structured in the format of an introduction, body, and conclusion, which are the three common components that form the structure of a speech. In the opening part of his speech, President Prabowo Subianto greeted the four dominant religious

elements in Indonesia, which shows his deep respect for the country's religious diversity and symbolizes unity in diversity. The body consists of statements, arguments, and evidence. President Prabowo Subianto at the beginning used the words "brothers" and "we" as an approach to the audience regarding the speech broadcasted by national media and watched by the general public, while adjusting to his capacity as a president. In the body, he explained his goals and vision as president for the future. His delivery was expressed through several statements related to the current situations, arguments in the form of ideas to be implemented in the future, and proof regarding several achievements that have been successfully accomplished previously.

Some important points from the inaugural speech include statements that the oath taken by the leaders emphasizes their commitment to uphold the constitution and serve the people of Indonesia with integrity and responsibility. He promised to prioritize national interests over personal interests. A call to address external and internal issues that hinder our progress and growth as a nation. Next, we aim for food and energy self-sufficiency within the next 4 to 5 years, to ensure that all citizens' needs are met and to become a global food hub. Emphasizing the importance of unity and collaboration in achieving the goal of poverty alleviation in Indonesia. The statement that Indonesia's independence will only mean something if its people truly feel and enjoy that independence. To achieve this, hard work, unity, and cooperation among all citizens are needed. Recognition of the sacrifices made by past leaders is crucial for the unity and progress of the nation. This sense of gratitude helps build a strong foundation for future generations to thrive. President Prabowo also emphasized the importance of unity and collaboration to build a strong and just Indonesia. Acknowledging past shortcomings is crucial for progress and fostering a harmonious society.

In the body of the speech, he outlined his political goals during his presidency, informing the audience and the public about the government's plans for the next five years. The speech concluded with a call for the Indonesian people to agree to work together to build Indonesia on the foundation laid by the nation's predecessors. President Prabowo Subianto concluded his speech by stating that he is ready to continue the leadership baton and work hard to realize the Golden Indonesia by 2045. Additionally, President Prabowo Subianto delivered a speech of gratitude to the relevant parties, which evoked a sense of emotion among the attendees.

At the *dispositio* stage, President Prabowo Subianto presents the element:

1. **Ethos (Credibility):**  
President Prabowo builds his credibility by emphasizing his experience and commitment to the welfare of the Indonesian people. He also acknowledges the roles of past and modern leaders, such as Joko Widodo, which shows respect for history and continuity of leadership.
2. **Pathos (Emotion):**  
This speech evokes emotions by reminding the audience of the historical sacrifices of the Indonesian people and the importance of unity and resilience. Prabowo also used strong metaphors to describe national challenges and goals, aiming to inspire and motivate the audience.
3. **Logos (Logic):**  
President Prabowo used logical arguments by highlighting the importance of food and energy independence, eradicating corruption, and welfare for all citizens. He also presented data and facts about the challenges faced by Indonesia and the proposed solutions, such as the use of renewable energy sources and technology to manage resources.
4. **Kairos (Time and Place):**  
This speech was delivered at a very important moment, namely the inauguration ceremony of the President and Vice President of Indonesia. This context emphasizes the transition of political power and the importance of the message conveyed for the future of the country. Prabowo also connects his messages with the current global conditions, such as resilience against global conflicts and energy shortages.
5. **Telos (Purpose):**  
The main purpose of this speech is to inform, persuade, and inspire the audience about Prabowo's vision for a prosperous and just Indonesia. He called for collaboration across all sectors and emphasized the importance of unity and hard work to achieve national goals.

### 3. Elocutio (Style)

At the *Elocutio* stage in President Prabowo Subianto's inaugural speech, it involves the use of formal and semi-respectful language styles, as well as the use of metaphors and analogies to strengthen the message. The message will be easily understood if the chosen and used language is appropriate.<sup>2</sup> Several linguistic patterns were identified in Prabowo Subianto's inauguration speech, including repetition, which is the use of the same word, phrase, or sentence repeatedly. The purpose of using various rhetorical styles is generally to highlight the significance of the discourse being delivered. Sentences are presented with emphasis and repetition related to the goals to be achieved. President Prabowo Subianto repeated the word "target" to emphasize that Indonesia's vision for 2045 is something that must be pursued with the phrase "That is our shared target."

In the speech, several metaphors were also used to facilitate the delivery of the message to the audience by comparing one thing with another that has similar characteristics and traits. Some metaphors used to strengthen the message and evoke the audience's emotions include:

*"Food and energy independence"*: This is a metaphor that describes Indonesia's ability to meet its own food and energy needs without relying on other countries. This reflects national strength and resilience.

*"Overcoming national challenges"*: This metaphor describes the various problems faced by Indonesia as obstacles that must be overcome, demonstrating the determination and courage to confront and resolve these issues.

*"Building a prosperous and just Indonesia"*: This is a metaphor that describes the process of nation-building as a physical construction, which requires hard work and collaboration to achieve the desired results.

*"Upholding the constitution"*: This metaphor depicts the constitution as something that must be respected and adhered to, demonstrating a commitment to law and justice.

*"Facing external and internal issues"*: This describes challenges as enemies that must be confronted, showing courage and resilience in dealing with problems.

These metaphors help convey the message in a stronger and more emotional way, making the speech more inspiring and motivating for the audience.

In Prabowo Subianto's inauguration speech, no proverbs were explicitly mentioned. However, some expressions used have meanings similar to proverbs, such as:

*"Overcoming national challenges"*: This is similar to the proverb *"Rowing upstream, swimming downstream,"* which means one must face difficulties before achieving success.

*"Building a prosperous and just Indonesia"*: This can be linked to the proverb *"United we stand, divided we fall,"* which emphasizes the importance of unity to achieve common goals.

*"Upholding the constitution"*: This aligns with the proverb *"The law is supreme,"* which means the law must be respected and obeyed.

These expressions help to reinforce the speech's message in a deeper and more meaningful way.

#### 4. Memory (Memoria)

In his inaugural speech, President Prabowo Subianto, during the memoria stage, highlighted several key points such as memorizing the speech structure and main points like food and energy independence, eradicating corruption, and the importance of collaboration. Logical Flow: Remembering the logical flow from the introduction to the conclusion for a smooth delivery. Some of the memories expressed include:

1. Historical Sacrifice: Prabowo reminded about the sacrifices made by the Indonesian people to achieve independence. This emphasizes that independence was achieved through collective struggle and support from all layers of society.
2. Past Leaders: Recognition of the sacrifices made by past leaders who fought for Indonesia's independence. This is important to build a sense of gratitude and respect for their legacy.
3. Historical Figures: Remembering the historical figures who fought for independence, who inspire citizens today and in the future. Their sacrifices have laid the foundation for Indonesia's sovereignty.
4. Modern Crisis: Recognition of the role of modern leaders like Joko Widodo during crises, such as the COVID-19 pandemic. Their decisions have had a significant impact on this nation during difficult times.

Throughout his speech, President Prabowo Subianto did not seem to be reading from a script or text. The speaker's ability to deliver a speech without looking at the text is also influenced by their understanding of the theme and subject to be discussed. This part heavily relies on the aspect of logos, which indicates how well the speaker masters the theme and ideas to be discussed without looking at the text. The message will be more effective for the audience if they have a strong memory because they can imagine the overall audience alongside the text.

#### Pronuntio (Delivery)

At this stage, it is depicted that the use of voice with firm and confident intonation is employed to emphasize important points, and body movements and facial expressions are shown to reinforce the message and engage the audience. There are several things depicted when delivering a speech, namely the presence of contact, such as eye contact and mental contact. The use of vowels by President Prabowo Subianto can emphasize a word and provide an interpretation of that word. President Prabowo Subianto used his voice to underline and reiterate his emphasis throughout the speech that the government and society want Indonesia to achieve its goals by 2045. The articulation and tone of President Prabowo Subianto's speech were very clear, and he consistently emphasized each point he wanted to convey. Additionally, he looked at every listener in the room, which showed he made eye contact with everyone. Meanwhile, when he explained his political goals, he made mental contact to express his optimism. Throughout his speech, President Prabowo Subianto looked directly at the audience, capturing their attention. Making a mental connection by providing encouragement and self-confidence can motivate the audience to work together to improve Indonesia's bureaucracy and economy. and facial expressions and body language intended to influence the audience's emotions. Various types of body movements are used, including body movements, facial expressions, and the speaker's posture, whether standing or sitting. President Prabowo Subianto uses facial expressions and body language more to engage the audience and reinforce his message.

## 4. CONCLUSION

Rhetorical Analysis of President Prabowo Subianto's First Speech at His Inauguration Ceremony has met the five laws of Aristotle's rhetoric as follows:

1. Inventio (invention) President Prabowo Subianto spoke on several important themes including sustainable development, economic prosperity, social welfare and equality, national unity, strong governance, national defense and security, and global leadership. Efforts to improve the economy by balancing economic growth with environmental

- sustainability, focusing on renewable energy and sustainable agriculture to protect natural resources.
2. *Dispositio* (arrangement): the structure of the speech includes greetings and an initial discussion related to Indonesia's 2045 targets, with content emphasizing the statement that the main goal is to achieve self-sufficiency in food and energy within the next 4 to 5 years, to ensure that all citizens' needs are met and that this country can become a global food hub, as well as to enhance social welfare programs and access to healthcare services to improve the quality of life for the Indonesian people.
  3. *Elocutio* (style) uses a formal and respectful tone, employing metaphors and analogies to reinforce the message as a form of emphasis regarding Indonesia's 2045 target, which is a shared goal of the Indonesian nation. This is achieved through the use of several metaphors such as food and energy independence, fair and prosperous development, and upholding the constitution.
  4. *Memoria* (memory) President Prabowo Subianto delivered a speech without looking at the text, highlighting the contributions of previous leaders during their tenure.
  5. *Pronuntitio* (delivery) President Prabowo Subianto sometimes raises his intonation to emphasize what he is talking about. The use of voice with firm and confident intonation to emphasize important points, as well as body movements and facial expressions, is displayed to reinforce the message and engage the audience.

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