

Understanding Indonesian President's Speech in Critical Discourse: Political Power through the Power of Language Perspective

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ABSTRACT: This study aims to analyze the Indonesian President's speech that emphasizes his authority amidst the dynamic political context of an election year. The research explores how the President's rhetoric is crafted to assert political dominance and influence public perception in a period of political uncertainty, power struggles, and election-year dynamics. The President's speech on August 17, 2024, reveals how political power and the strength of language are evident in his statement asserting that he is not a "village head" but the President of the Republic of Indonesia. Additionally, the President rejects the role of leader of any political party or coalition. This study employs Fairclough's (1995) Critical Discourse Analysis (CDA), which outlines three dimensions: (1) text as representation, (2) text as discursive practice, produced and interpreted, and (3) social practice, the use of language in socio-political context. The research utilizes a qualitative descriptive method, analyzing data from the President's speech delivered to the Indonesian House of Representatives on August 17, 2024. The findings indicate that the speech serves not only as a tool for political communication but also as a means of asserting power and reinforcing nationalism. The study uncovers the use of diction, sentences, and meanings that arise from the text's context.

KEYWORDS: *Critical Discourse Analysis, Political Power, President's Speech, Power of Language, Nationalism*

I. INTRODUCTION

The Indonesian President's speech during the plenary session of the People's Representative Council (DPR) and the Regional Representative Council (DPD) on August 17, 2024, has become a significant point of discussion, particularly in the context of the political year. In this speech, the President used the term "Pak Lurah," a local leadership title, to critique the trend of associating political moves with the "directions of Pak Lurah." By firmly stating that he is the President of the Republic of Indonesia, not a village head, the President emphasized his authority and distanced himself from the role of a political party or coalition leader. This strategic use of language reveals that words are not merely a means of communication, but a tool through which power is asserted and political boundaries are drawn. Language in this speech functions as a form of political action, shaping public perception, reinforcing authority, and challenging potential threats to that authority (Sahib et al., 2021; Adam et al., 2024; Junaid et al., 2024). Analyzing this speech through the lens of Critical Discourse Analysis (CDA) allows us to uncover the ways in which language both reflects and constructs power structures in Indonesian politics, particularly in the relationship between central and regional authorities.

This study aims to examine the President's speech as a representation of political power, analyzing the discursive practices involved in its production and interpretation, and identifying the social practices embedded in the use of the term "Pak Lurah." Language here is not just a tool of communication; it acts as a key mechanism for asserting political dominance, framing the political landscape, and maintaining the status quo. National addresses are crucial moments where the President articulates his political stance and positions himself in relation to the people and the political elite.

Some related research has examined how political discourse shapes power dynamics and public perception. For example, Syafri Bin Sakka (2021), wrote about Teun A. Van Dijk, it investigates how political language constructs ideological power and influences social cognition. Similarly, Asidik and Dianastiti (2016), it analyzed how presidential speeches reveal underlying power structures and link discourse with ideology, action,

and history. Furthermore, Suherman and Yuliana (2021), also explore how the President's language was strategically used during the pandemic to frame the situation and justify government actions. Finally, Tanjung and Siregar (2022) examine the rhetorical strategies used by the President during election years, showing how language helps assert political dominance and maintain stability.

What distinguishes this research from previous studies is its focus on Fairclough's approach to CDA, specifically exploring how language serves as representation, discursive practice, and social practice. This study aims to examine the ways in which the President's speech utilizes language to assert political authority and to understand the broader implications of this discourse in shaping social and political reality.

Teun A. van Dijk (1993), a leading figure in discourse analysis, argues that discourse is a critical tool for constructing and maintaining power structures, particularly through language. He emphasizes that language shapes social cognition, plays a role in reinforcing or challenging societal power dynamics, and reflects ideologies. Similarly, Michel Foucault (1972) asserts that discourse is not just a collection of words, but a system that shapes knowledge and influences social practices. For Foucault, language is a mechanism of power that determines what is perceived as truth and governs social behavior. Both Van Dijk and Foucault highlight the essential role of language in shaping political power, making discourse a powerful lens for understanding the social and political implications of the President's speech.

II. LITERARY THEORY

Critical Discourse Analysis (CDA) offers a comprehensive theoretical framework for examining the intricate relationship between language and power, emphasizing how discourse is used to construct, maintain, and challenge social structures. CDA has become an essential tool for analyzing political speeches, as it reveals the ways in which language not only reflects but also reinforces power dynamics within society. By scrutinizing the discourse of political figures, scholars have shown that language can shape public perception and influence societal norms, acting as a tool for both social cohesion and social control. Teun A. van Dijk (1993) argues that discourse plays a central role in the construction of social cognition, meaning that the language used by political leaders significantly influences how the public understands and interprets the world. This, in turn, strengthens or weakens political ideologies and power structures (Sosrohadi & Sukri, 2024; Sujoko et al., 2023; Rahman & Weda, 2019). Van Dijk's theory suggests that discourse is not just a form of communication but a form of social action that either upholds or challenges existing power structures. In particular, discourse plays a key role in issues of dominance, inequality, and societal control, either reinforcing the status quo or fostering change.

In a similar vein, Michel Foucault (1972) contributes to the understanding of discourse as a mechanism of power. Foucault's theory suggests that discourse is not merely a set of linguistic expressions but a complex system through which knowledge is created and power is exercised. He argues that discursive practices shape what is considered truth, determining how people understand themselves, others, and their societies. For Foucault, language and knowledge are deeply interwoven, and power is exercised not through force or coercion, but through the control and regulation of knowledge, which is disseminated through discourse. In his exploration of the relationship between language, knowledge, and power, Foucault demonstrates how discourse governs social institutions and behaviors, subtly influencing how societies function by defining what is normal, acceptable, or true. His work suggests that power operates not only in political institutions but also in everyday life, embedded in the language we use, the narratives we tell, and the ways in which we categorize people, behaviors, and events. In this context, a President's speech, for instance, can be understood as part of a broader system of discourse in which language plays a crucial role in shaping public perception, social practices, and political authority.

Adding to this framework, Norman Fairclough (1989) offers an in-depth analysis of the role of language in the reproduction and contestation of social power. Fairclough explores how everyday language practices are deeply connected to broader social and political structures, arguing that power is embedded in discourse and enacted through linguistic choices. He contends that language is not neutral; rather, it is inherently political, shaping relationships of power and authority. According to Fairclough, through both subtle and overt linguistic choices, individuals and groups can either reinforce or challenge existing power dynamics. In his view, discourse serves as both a mirror of society and a powerful force in shaping societal structures. The language used in political speeches, media, and other public discourses can act to reproduce social inequalities by perpetuating dominant ideologies, or it can be a tool for resistance and change, challenging these ideologies and promoting alternative ways of thinking and acting.

This triad of theories van Dijk's focus on social cognition and ideological power, Foucault's theory of knowledge and power, and Fairclough's exploration of the political nature of discourse provides a multi-dimensional view of how language functions within societal power structures. They show that language is not a neutral or passive tool, but an active force in constructing and maintaining the social order. Whether through the speeches of political leaders, the media, or everyday interactions, discourse is central to the way power is communicated, enacted, and resisted. Each scholar contributes to the understanding that power is not just held by political institutions or elites, but is also produced and reproduced through the language we use every day. By

analyzing language through the lens of CDA, we can uncover the hidden power dynamics embedded in discourse and better understand how language shapes, reinforces, or challenges societal norms and values.

III. METHOD

This study employs a descriptive qualitative method with a Critical Discourse Analysis (CDA) approach developed by Norman Fairclough (1995). The primary data analyzed in this research are the text of the President's speech on August 17, 2024. This approach aims to understand how the discourse in the speech constructs and reflects power relations within society. The analysis is divided into three main dimensions: a) Text: the text encompasses all aspects related to speech, writing, graphics, and various linguistic forms such as vocabulary, grammar, syntax, structure, metaphor, and rhetoric. Through the analysis of the text, this study seeks to reveal how these linguistic elements are used to construct meaning and reinforce power within the speech. b) Discursive Practices: it refers to the processes of text production and consumption, and how the discourse and genres employed by the President frame power relations. This research will examine how the language choices made in the speech create space for the exercise of power, both explicitly and implicitly, in shaping public opinion and supporting specific political ideologies. c) Social Practices: it refers to the broader context, which includes the goals, networks, and cultural practices within society. This study will investigate how the speech text is influenced by, and contributes to, the wider social context. This includes the role of intertextuality (the relationship between this text and others) and the social events surrounding the time the speech was delivered.

For reference, a previous study by Hajrah et al. (2022) titled Critical Discourse Analysis on the President's Speech in 2022: Norman Fairclough's Approach concluded that there is a reciprocal relationship between language and the image of the President of the Republic of Indonesia, Joko Widodo, and the audience. The study found that various linguistic strategies, such as structure, grammar, coherence, and conjunctions, were employed to construct the image of the President and strengthen the connection between him and the public. The findings from this study are expected to provide deeper insights into how power is presented through discourse in state speeches and how such texts function within the larger social context.

IV. FINDINGS AND DISCUSSION

President Joko Widodo's speech at the 2024 Annual Session of the People's Consultative Assembly (MPR) and the Joint Session of the People's Representative Council (DPR) and the Regional Representative Council (DPD) on August 16, 2024, follows the typical structure of a presidential address, consisting of three key components: the opening, the main content, and the closing (Siregar, 1984). In the opening, the President extends greetings, expresses gratitude to the people of Indonesia, and reflects on the great responsibility he has carried during his ten years in office, alongside acknowledging the spirit of national unity. The main body of the speech focuses on the government's achievements, such as poverty reduction, infrastructure development, strategic steps toward green economy and digitalization, as well as the successful management of natural resources through domestic industrialization. In the closing, the President humbly apologizes for the limitations during his leadership, expresses hope for the vision of Indonesia in 2045, and symbolically hands over the baton to the newly elected President, marking the continuity of the nation's development.

Critical Discourse Analysis (CDA) has several models, but the researcher has chosen Norman Fairclough's approach as the most relevant for this study. Fairclough's model is considered particularly suitable for analyzing the complex relationship between language, power, and society, especially in social and cultural contexts. His approach combines textual analysis with a broader consideration of social context, offering a comprehensive view of discourse. Fairclough's model, often associated with social change, integrates linguistic, social, and political analysis to understand how language contributes to the dynamics of social transformation. Fairclough believes that language both reflects and shapes social reality, making it a key tool in the construction of social identities and relations. Discourse, as a social practice, plays a crucial role in shaping the social world, and Fairclough's approach includes three interrelated dimensions. The first dimension focuses on the written text and linguistic aspects, such as vocabulary, semantics, and sentence structure. The second dimension addresses the discursive practices of text production and consumption, examining how the author employs existing discourses and genres. The third dimension is sociocultural, considering the external context beyond the text, and how social events influence and are reflected in the text, incorporating intertextual elements. Together, these dimensions offer a multifaceted analysis of discourse as a tool for understanding power and societal dynamics.

4.1 Text as Representation

The speech delivered by the President on August 17, 2024, represents a significant form of political communication by the highest-ranking official in Indonesia. In this forum attended by members of the People's

Representative Council (DPR RI) and the Regional Representative Council (DPD RI), the President seized the opportunity to convey his political stance and perspectives on various strategic issues facing the nation. This annual address not only serves as a platform for delivering policies and government directions but also symbolizes the formal relationship between the executive and legislative branches. With assertive and respectful language, the President demonstrates his reverence for the representatives of the people. This respect is evident in his careful choice of words, where he explicitly honors the roles of the DPR and DPD as strategic partners in the ongoing democratic process. Furthermore, the President reaffirms his commitment to neutrality and independence, emphasizing that he is not bound by any political party or coalition. This stance reflects his determination to uphold his integrity as a leader, ensuring that his leadership serves the interests of all Indonesians, without favoring any political group, and fostering national progress.

The President's speech on August 17, 2024, serves as a pivotal moment in political communication, delivered in the presence of the DPR RI and DPD RI members. In this address, the President uses the opportunity to express his political views and positions on the country's key strategic issues. This annual speech is not only a venue for sharing government policies and directions but also acts as a symbol of the formal relationship between the executive and legislative institutions. Through his respectful and assertive language, the President honors the legislative body, demonstrating his regard for the role of the DPR and DPD as partners in the democratic process. The speech also emphasizes his neutral and independent position as the nation's leader, unbound by any specific party or coalition, which is crucial for maintaining his integrity in leading the country impartially and equitably for the benefit of all citizens.

The text in the President's speech on August 17, 2024, encompasses several significant aspects, including word choices, sentence construction, modality, intertextuality, the representation of social actors, ideological aspects, and cohesion and coherence (Fairclough, 2003). The word choices in the speech, such as "trust," "future," and "Golden Indonesia," reflect an emphasis on optimism and hope for the nation's future. These words embody the government's belief in the national resurgence narrative and aim to craft a positive image of Indonesia's potential and achievements in the years ahead. These accomplishments are reflected in the vision of trust, leadership, and Indonesia achieving its "Golden" state by 2045, as exemplified in the following excerpt.

The word choices in the President's speech reflect his communication strategy aimed at constructing an optimistic, inclusive, and future-oriented narrative, while also acknowledging the existing challenges and emphasizing the importance of collaboration in addressing them. The use of imperative sentences (*kalimat perintah*) serves to present facts, such as "menurunkan stunting" (reducing stunting), while also inviting action with phrases like "mari" (let's). Additionally, interrogative sentences (*kalimat tanya*), such as those beginning with "apakah" (whether), and complex sentences (*kalimat kompleks*) like "walaupun" (although), are employed to enrich the meaning of the speech, encouraging reflection and active participation from the audience. This approach not only conveys the urgency of the issues at hand but also fosters a sense of shared responsibility and engagement among the people.

The use of imperative sentences in the President's speech serves a strategic purpose to influence the audience, both through the presentation of facts, such as "menurunkan stunting" (reducing stunting), which reflects concrete achievements, and calls to action, like "mari" (let's), which invite active participation. The interrogative sentences, such as those starting with "apakah" (whether), aim to provoke critical reflection while also maintaining the audience's attention. Meanwhile, complex sentences with conjunctions, such as "walaupun" (although), add depth to the message, thereby strengthening the argument or narrative. This combination of rhetorical styles enriches the speech with variations that not only explain and encourage but also motivate, creating communication that is both informative and persuasive.

Additionally, the use of modality in the President's 2024 speech, through words like "akan" (will) and "harus" (must), demonstrates a firm and confident stance in delivering key messages to the public. The word "akan" (will) reflects a promise or intention for the future, signaling that the actions or changes expected will be implemented soon. Meanwhile, "harus" (must) emphasizes obligation or necessity, highlighting the President's commitment to addressing challenges and fulfilling responsibilities toward the nation and its people. Therefore, these modal words not only express decisiveness in the policies being pursued but also build a sense of urgency and responsibility in the governance process. Words like "akan" and "harus" play a significant rhetorical role in conveying the vision, commitment, and demand for action, thus reinforcing the collective call to action. Linguistically, these modal words create an authoritative and inspiring effect, enhancing the persuasive power of the President's speech.

Furthermore, the President's 2024 speech also employs intertextuality through phrases like Global Economy Term and Indonesia's Strength in ASEAN. The use of these terms connects the speech to broader discourses, referring to global and regional discussions familiar to the public. The phrase Global Economy refers to international economic dynamics that influence domestic policies, while Indonesia's Strength in ASEAN underscores Indonesia's strategic position within Southeast Asia's cooperation framework. Through this intertextuality, the President not only communicates national policy messages but also links Indonesia to global

trends and its role in international diplomacy, thus reinforcing the legitimacy of the policies by referring to a broader, globally recognized context.

In the speech, the use of references to broader contexts and global recognition, such as Indonesia's Presidency in the G20 and its Chairmanship in ASEAN, emphasizes Indonesia's increasingly strategic role in global affairs. The President conveyed that this position not only reflects diplomatic achievements but also highlights Indonesia's active role in shaping global policy directions, particularly in emerging sectors like downstream industry and green economy. Through downstream industry, Indonesia aims to increase the added value of its domestic natural resources, while the green economy becomes a key agenda in the transition towards sustainable development.

As the highest government institution holding central power, the President carries significant responsibility in steering the administration and safeguarding the unity of the nation. As the top leader and head of the executive branch, the President is tasked with ensuring the effective functioning of the government while upholding the integrity and sovereignty of the country.

4.2 Text as Discourse Practice

According to Norman Fairclough, text as discourse practice is a crucial aspect in Critical Discourse Analysis (CDA). In this view, a text is seen not only as a reflection of social reality but also as a medium that shapes and sustains it through discourse. President's speech on August 17, 2024, in front of the members of the Indonesian People's Representative Council (DPR RI) and the Regional Representative Council (DPD RI), serves as a prime example of "text as discourse practice." In this context, the speech is not merely a means of delivering information but also an instance of political communication that is produced, distributed, and consumed within a broader social and political framework. The speech plays a role in shaping public perception and strengthening the relationship between the government and the legislative body, while simultaneously asserting the government's policies and direction.

As discourse practice, the text determines who the speaker is and the social conditions under which the text is produced. One question that arises is whether this text is influenced by power, ideology, or specific social norms. In this speech, the President uses a certain ideology to deliver his political messages, for instance, by comparing Indonesia's situation with other countries facing turmoil. This comparison serves not only to highlight Indonesia's stability but also to emphasize the success of the policies implemented and to reinforce the legitimacy of the government in the eyes of the public.

The President's speech on the 79th anniversary of Indonesia's independence can be analyzed as a discourse practice that uses language to convey deep nationalist values and ideology. Statements such as "In the midst of a world in turmoil, Indonesia, with its Pancasila, its harmony in diversity, and its democracy, is able to create a dialogue space, to become a meeting point and bridge the differences" illustrate how language is used to assert Indonesia's identity and position in the global arena. In this context, Pancasila, diversity, and democracy are not only pillars of national ideology but also practical tools for resolving conflicts and differences on an international scale. This discourse practice serves to reinforce the national unity narrative and validates Indonesia's foreign policy that is based on these noble values. Thus, the speech functions not just as a communication tool but also as a means to shape the public's perception of Indonesia's position in facing an increasingly complex global challenge.

In addition, the President's speech during the 79th anniversary of Indonesia's independence also reflects a respect for institutional norms and constitutional procedures. The delivery of the speech in front of the People's Consultative Assembly (MPR), DPR, and DPD shows adherence to constitutional procedures and strengthens the President's position as part of the governmental system based on democratic principles and sovereignty of the people. The formal language and respect for state institutions demonstrate recognition of the legitimate political structure and the authority of each institution. Furthermore, this creates a discourse that reinforces the legitimacy of the government, with the speech becoming a vehicle for delivering a vision and policies that align with prevailing norms. Overall, this discourse practice strengthens the image of a government that abides by the rules, is accountable to the people, and supports the consolidation of democratic values in governance.

This speech also reflects the dynamic power relations, ideologies, and interactions between the executive and legislative branches. The President uses the annual speech to articulate his political stance on key issues, assert his authority as the head of state, and demonstrate his independence from political parties. The members of the DPR RI and DPD RI, as the primary audience, interpret the speech based on their roles as representatives of the people. Through language and rhetoric, the speech serves to build consensus or, conversely, spark political debates among lawmakers, showcasing the complex interactions inherent in the democratic process.

In Critical Discourse Analysis (CDA), as proposed by Fairclough, the President's speech represents discourse practice tightly linked to social and cultural context. The meaning created in the speech is influenced by ideologies, norms, and power structures within society. In political discourse, a president, political party leader, or local leader uses narratives to communicate ideas aimed at influencing the audience. The primary tool in this

discourse practice is language, which functions to instill worldviews, guide perceptions, and shape collective consciousness. Terms like "reformation," "justice," "unity," and "progress" in the speech reflect ideological views and the beliefs of specific groups.

Fairclough argues that text as discourse practice creates power relations. A president does not simply convey information but also articulates the power and great responsibility they bear. The President's position is far from simple, as they must address a multitude of the people's problems, such as social injustices and economic challenges. Terms like "sustainable development" or "people's welfare" are frequently used in political speeches to create discourse supporting stability and legitimacy. These words illustrate that texts are not just representations but also products of social processes and communication, where meaning is produced, accepted, and interpreted in various contexts. Words like "Justice," "Progress," and "Welfare" serve to inspire leaders and motivate the Indonesian people, sparking the spirit of national unity and progress.

4.2.1 Emphasis on the President's Political Position

In this speech, the President exploits to a term that has been circulating among the public and politicians, namely "Pak Lurah," which is often used to insinuate or imply that the President has the power to determine the candidates for president and vice president in the upcoming election. The President stated:

"Belakangan saya tahu yang dimaksud 'Pak Lurah' ternyata saya. Iya, saya jawab saja saya bukan Lurah, saya adalah Presiden Republik Indonesia. Ternyata, 'Pak Lurah' itu kode. Tetapi, perlu saya tegaskan saya ini bukan ketua umum parpol, bukan ketua umum partai politik, bukan juga ketua koalisi partai. Dan, sesuai ketentuan Undang-Undang yang menentukan Capres-Cawapres itu adalah partai politik dan koalisi partai politik. Jadi, saya ingin mengatakan itu bukan wewenang saya, bukan wewenang 'Pak Lurah', bukan wewenang 'Pak Lurah' sekali lagi."

Recently, I found out that the term "Pak Lurah" was actually referring to me. Yes, I just answered that I am not a Lurah, I am the President of the Republic of Indonesia. Apparently, "Pak Lurah" is a code. However, I need to emphasize that I am not the chairman of a political party, not the chairman of a political party, and not the chairman of a party coalition. And, according to the law, the candidates for president and vice president are determined by political parties and party coalitions. So, I want to say that this is not my authority, not "Pak Lurah's" authority, not "Pak Lurah's" authority, once again.

The President's statement can be seen as an effort to clarify and reinforce his political position regarding his authority and responsibilities. The term "Pak Lurah," which was previously thought to refer to him, was used as a metaphor to describe a figure with influence over certain matters. However, in this context, the President emphasized that he is not the leader of a political party or coalition, but rather the President, bound by constitutional provisions. By stating that the selection of presidential and vice-presidential candidates falls under the authority of political parties and party coalitions, the President sought to avoid the impression that he has direct control over the political process, while also clarifying the distinction between his powers as head of state and the political roles associated with political parties. This discursive practice reflects an effort to maintain the integrity and independence of the presidency amid evolving political dynamics.

The President uses this part of his speech to clarify the constitutional boundaries of his role, emphasizing that the responsibility for determining presidential and vice-presidential candidates rests with political parties or coalitions. Thus, the President seeks to guide the public discourse to indicate that he is not the authority in the matter of nominations, while also reducing speculation and narratives about executive interference in practical political matters.

4.2.2 Response to Social Criticism in the Media

The President also responded to various criticisms and mockery circulating in the public sphere, particularly through social media, which he described as bringing "cultural pollution." His statement is as follows:

"Saya tahu ada yang mengatakan saya ini bodoh, plonga-plongo, tidak tahu apa-apa, fraun, tolol, ya ndak apa-apa, sebagai pribadi saya menerima saja. Tetapi, yang membuat saya sedih, budaya santun dan budaya, dan budi pekerti luhur bangsa ini kok kelihatannya mulai hilang. Kebebasan dan demokrasi digunakan untuk melampiasikan kedengkian dan fitnah."

I know some people say that I am stupid, clueless, ignorant, a pharaoh, foolish, well, it's okay, personally, I accept it. But what saddens me is that the culture of politeness, and the noble character of this nation, seems to be disappearing. Freedom and democracy are being used to vent hatred and spread slander

The President's response to social criticism in the media reflects a wise and steadfast attitude in the face of public pressure. While accepting personal insults, such as being called "stupid" or "a pharaoh," the President expressed concern about the erosion of politeness and noble character in Indonesian society. This statement reflects two key points: first, the President demonstrates resilience in dealing with harsh criticism often accompanied by personal attacks. Second, he calls on the public to reflect on how freedom and democracy are frequently misused to spread hatred and slander. By addressing this issue, the President seeks to reinforce the moral values and national identity that are increasingly undermined by the negative discourse prevalent in social media and among the public.

In delivering this message, the President highlights the detrimental effects of unchecked freedom of expression, such as mockery, insults, and slander that have become rampant on social media. In this discourse, the President attempts to raise awareness about the cultural shift in Indonesian society that threatens to erode manners and public ethics. He also implies that democratic freedom must be exercised with moral responsibility and respect for civility.

4.2.3 Long-Term Vision: Towards a Golden Indonesia 2045

This speech also conveys a long-term vision to guide the Indonesian nation towards the achievement of "Golden Indonesia 2045," which is the target for Indonesia to become one of the top five economic powers in the world by that year. The President stated:

"Cacian dan makian yang ada justru membangunkan nurani kita semua, nurani bangsa untuk bersatu menjaga moralitas ruang publik, bersatu menjaga mentalitas masyarakat sehingga kita bisa tetap melangkah maju menjalankan transformasi bangsa menuju Indonesia Maju, menuju Indonesia Emas 2045."

The insults and curses that exist actually awaken our conscience, the conscience of the nation, to unite in maintaining the morality of the public space, to unite in preserving the mentality of society so that we can continue to move forward in carrying out the nation's transformation towards a Progressive Indonesia, towards Golden Indonesia 2045.

The President's statement in his speech linking "insults and curses" with "awakening conscience" creates an intriguing contradiction in public discourse. On one hand, insults and curses are typically viewed as damaging forms of disrespect, yet on the other, the President sees them as triggers that can awaken and strengthen the nation's moral awareness. This statement illustrates how negative elements in public life, such as harsh criticism or personal attacks, can serve as catalysts for reflection and unity. The President emphasizes that although these insults may be offensive or harmful, they ultimately stir collective spirit to uphold the morality of public spaces and the mentality of society. This contradiction highlights how destructive elements like insults can be transformed into forces that propel the nation toward a greater goal—Indonesia Maju (Progressive Indonesia) and Indonesia Emas (Golden Indonesia) 2045. In this way, the statement reflects a rhetorical strategy that turns negative perceptions into a driving force for national transformation.

In this section, the President underscores the importance of maintaining unity and moral resilience as essential to advancing as a nation. The vision of Indonesia Emas 2045, as portrayed, involves efforts to achieve a leading economic position, which can only be attained if society remains united and focused on productive development rather than being dragged into division.

4.2.4 Sustainability of Policies: Downstreaming and Natural Resources

In his speech, the President also reaffirmed his commitment to the policy of downstreaming natural resources, which aims to process and add value to domestic commodities rather than exporting raw materials. One example of this policy is the decision to halt the export of nickel ore in order to encourage the development of domestic nickel processing industries. The President emphasized that this policy is a long-term investment focused on the welfare of the Indonesian people. By processing these resources locally, Indonesia can create more job opportunities, enhance its industrial capacity, and ultimately increase the value of its natural resources, contributing to sustainable economic growth and prosperity for the nation.

"Hilirisasi yang ingin kita lakukan adalah hilirisasi yang melakukan transfer teknologi, yang memanfaatkan sumber energi baru dan terbarukan serta meminimalisir dampak lingkungan."

The downstreaming that we aim to implement is downstreaming that involves technology transfer, utilizes new and renewable energy sources, and minimizes environmental impact.

The statement on downstreaming in the speech reflects Indonesia's strategic effort to develop its natural resources (SDA) through a more sustainable and environmentally friendly approach. The focus of the downstreaming is not just on adding value to raw materials but also on facilitating technology transfer that supports the use of new and renewable energy sources. In doing so, Indonesia aims to reduce its dependency on non-renewable resources and foster long-term economic sustainability. Additionally, the commitment to minimizing environmental impacts demonstrates a growing awareness of the need to balance economic development with environmental conservation. This approach aligns with global trends toward a greener energy transition and low-carbon economies, where developing countries, including Indonesia, are working to integrate sustainability principles into their economic policies. By focusing on technology and innovation, downstreaming has the potential to increase Indonesia's global competitiveness, create new jobs, and reduce negative environmental impacts.

In this discourse, the President seeks to shift the public perception that downstreaming is not a short-term policy that will yield immediate profits but a long-term strategy for building a sustainable economy that benefits future generations. The President emphasizes that this policy requires consistency, courage, and ongoing cooperation, which also serves as a message for future leadership.

4.2.5 Support from the Nation's Components

In the closing section of his speech, the President expressed gratitude to various elements of the nation, including high state institutions, community leaders, and the general public. He thanked these groups for their unwavering support of structural reforms and government policies, which have enabled Indonesia to continue progressing. This recognition highlights the importance of collective effort in driving the nation's development and acknowledges the contributions of every sector in ensuring that Indonesia moves forward toward its goals. By appreciating the support from these diverse components of society, the President reinforced the significance of unity and cooperation in achieving the nation's aspirations.

"Saya ingin mengucapkan terima kasih kepada: Pimpinan Lembaga Tinggi Negara, para Ulama, para Tokoh Agama, para Tokoh Masyarakat, dan para Pemimpin Adat, kepada Guru, Budayawan, Tenaga Kesehatan, dan Awak Media, kepada Partai Politik, Politisi, Aparat Pemerintah dan TNI-Polri, serta kepada seluruh lapisan masyarakat yang telah memberikan dukungan selama ini."

I would like to express my gratitude to: the leaders of the highest state institutions, the ulema, religious leaders, community leaders, and traditional leaders, to teachers, cultural figures, healthcare workers, and the media, to political parties, politicians, government officials, and the TNI-Polri, as well as to all segments of society who have provided their support throughout this time.

In the statement, the President reflects appreciation for the various components of the nation that have provided support in carrying out leadership tasks. By acknowledging numerous elements, ranging from the leaders of state institutions, ulema, religious figures, community leaders, to healthcare workers, the media, politicians, government officials, and the TNI-Polri, the President emphasizes the importance of collective roles in achieving national goals. The support mentioned spans various sectors, illustrating the synergy between state and societal elements in backing government policies and programs. This also underscores the significance of collaboration among institutions, agencies, and individuals who play vital roles in maintaining the political, social, and economic stability of the country. By recognizing their contributions, the President not only strengthens the relationship between the government and society but also reinforces the importance of unity in pursuing the shared vision of national progress.

This statement reflects a discursive practice that strengthens unity and collaboration among the nation's components, while also acknowledging that support from all elements is crucial in facing the nation's challenges. The President's speech at the MPR Annual Session incorporates several discursive elements designed to shape public perception regarding the President's role, challenges, and future goals for the nation. Through this speech, the President seeks to direct the public discourse toward productive and collaborative efforts for collective progress, while setting aside conflicts or issues that could divide society.

4.3 Text as a Social Practice

Language plays a crucial role in social interaction, not only as a tool for communication but also as a means of building relationships among individuals in society. The interpersonal function of language allows individuals to interact, share thoughts, and strengthen social bonds. On the other hand, language also has a textual function that connects the text with its context, through both phonological and thematic elements. The three main functions of language—ideational, interpersonal, and textual—form the semantic system that is used in various

social contexts. In the President's speech, the tribute paid to various leaders of institutions and community organizations reflects the importance of relationships and collaboration among the elements of the nation. This illustrates how language not only serves to convey messages but also to emphasize the significance of unity and cooperation in achieving common goals.

"Yang saya hormati, yang Mulia para Duta Besar Negara-Negara Sahabat, dan para Pimpinan Perwakilan Badan dan Organisasi Internasional"

I respectfully acknowledge, Your Excellencies, the Ambassadors of Friendly Countries, and the Leaders of International Organizations and Agencies.

The President's statement in the text, which acknowledges and respects the ambassadors of friendly countries as well as the leaders of international organizations and agencies, reflects a social practice that emphasizes the importance of international relations and diplomacy. By explicitly mentioning them in the speech, the President not only shows appreciation for their roles in global cooperation but also reaffirms Indonesia's position as an active participant in the international community. This reflects the principle of *gotong royong* (mutual cooperation) on a global scale, where relationships between nations and international organizations become integral to collective efforts in addressing world challenges. This social practice underscores the importance of harmonious multilateral relations as a key element in maintaining international stability, while also supporting Indonesia's aspirations to play a strategic role on the global stage.

This quote represents "text as a social and cultural practice," reflecting power relations and cultural values in the political context of Indonesia. As the highest head of government, the President expresses his political stance in front of members of the Indonesian Parliament (DPR RI) and the Regional Representative Council (DPD RI), demonstrating a social practice rooted in the culture of democracy and national leadership. The speech is not just about delivering information, but also carries a broader socio-political dimension, in which the President highlights his responsibility as a leader serving all the people, not just a specific political group. Through formal, assertive, yet respectful language, the President demonstrates a political culture that honors the legislative institution as a partner in governance. This text reflects the norms of Indonesian political culture, where dialogue between the executive and the legislature plays a crucial role in the democratic process. The speech also emphasizes the importance of social stability and cultural harmony in carrying out a just government.

4.4 In a social aspect

The President highlighted the issue of inequality within society as well as the government's efforts to improve access to education and healthcare services. This statement reflects the government's concern for the welfare of the people and includes a commitment to carrying out the necessary structural reforms.

"Pemerintah konsisten melakukan reformasi struktural, terutama penyederhanaan regulasi, kemudahan perizinan, kepastian hukum, dan pencegahan korupsi. Semua itu menjadi modalitas kita untuk meraih kemajuan."

The government is consistently carrying out structural reforms, particularly in simplifying regulations, easing licensing processes, ensuring legal certainty, and preventing corruption. All of these serve as our modalities to achieve progress.

The text emphasizes the importance of policies that can create a better environment for the public to access the services they need, while also reaffirming the government's commitment to creating a more transparent and efficient system. This reflects the relationship between government policies and the social realities faced by the community.

"Dengan adanya media sosial seperti sekarang ini, apapun bisa disampaikan kepada Presiden, mulai dari masalah rakyat di pinggirannya sampai kemarahan, ejekan, bahkan makian dan fitnahan bisa dengan mudah disampaikan dengan media sosial."

With the presence of social media like today, anything can be conveyed to the President, ranging from issues of the people in remote areas to anger, mockery, and even insults and slanders, which can easily be communicated through social media.

The quote above reflects an awareness of the impact of social media in influencing public perception and implies the need for media literacy to understand the context of the information received.

"Menyiapkan anggaran perlindungan sosial total kalau dijumlah dari 2015 sampai 2023 sebesar Rp3.212 triliun."

The total social protection budget prepared, from 2015 to 2023, amounts to IDR 3,212 trillion.

The text emphasizes the government's commitment to supporting society, particularly those in need. By presenting a clear figure, the President demonstrates transparency in budget allocation and underscores the importance of social protection as part of an inclusive economic development strategy. A discourse analysis from Fairclough's perspective would highlight how this speech reflects the relationship between social structures, communication practices, and the text itself. The President's speech not only conveys information but also serves as a tool for building connections between the government and the public, educating citizens about the policies being implemented, and encouraging public participation in the development process. This analysis reveals how social, political, and economic contexts are interrelated and influence the discourse, providing a deeper understanding of the role language plays in social practice.

4.5 In the Political Context

In the President's speech on August 17, 2024, there are several political contexts that reflect concerns regarding the leadership of the president's successor.

"Saya berulang kali menyampaikan bahwa kepemimpinan ke depan sangat menentukan masa depan Indonesia."

I have repeatedly stated that the leadership ahead is crucial in determining the future of Indonesia.

The text demonstrates the President's awareness and responsibility regarding the importance of selecting a leader who can continue development and maintain the country's stability. By emphasizing that future leadership will directly impact the nation's direction and fate, the President reminds the public of the importance of choosing a leader with a clear vision and a commitment to advancing Indonesia.

"Kita saat ini sudah memasuki tahun politik."

We are now entering an election year.

The text highlights that we are entering a crucial period, where political dynamics will unfold, especially as the general election approaches. During campaign periods, issues related to the conduct of campaigns often arise, particularly if party leaders fail to maintain ethical standards and decorum. This situation can lead to conflict and polarization within society, potentially disrupting social and political stability. By expressing concern about the election year, the President demonstrates an awareness of the challenges faced during the campaign period. He encourages party leaders and potential candidates to act wisely and responsibly. In this context, the statement also reflects the President's hope that all parties will engage in the political process constructively, putting the nation's interests above personal or group agendas. Through these statements, it is clear that the President emphasizes the importance of selecting competent leaders and the need to maintain order and integrity throughout the election year. This is part of the effort to ensure that the democratic process runs smoothly and results in leaders who can guide Indonesia toward a brighter future. The connection between the political context and communication practices in this speech highlights how language is used as a tool to build collective awareness and encourage public participation in the democratic process.

4.5 In the Economic Context

In the President's speech on August 17, 2024, the economic context of Indonesia was revealed through several statements highlighting the country's economic position and development direction. Through these statements, the President not only conveyed information but also built collective awareness about the challenges and opportunities Indonesia faces in the global economic context.

"Kita sudah meraih posisi jadi lima besar kekuatan ekonomi dunia, kita punya kesempatan dan tidak hanya peluangnya saja tetapi strategi meraihnya sudah ada, sudah dirumuskan tinggal apakah kita mau memfokuskan energi kita untuk bergerak maju."

We have already achieved a position as one of the top five economic powers in the world. We have the opportunity, and not only the opportunity but also the strategy to achieve it has already been formulated. Now, the question is whether we are willing to focus our energy to move forward.

The text reflects the President's optimism about Indonesia's economic potential and emphasizes that

success depends not only on the opportunities available but also on the readiness and focus of the government and society to move forward. In this context, the language used reflects hope and encouragement to unite in facing challenges, with an emphasis on the importance of the strategies that have already been formulated.

“Kita juga harus mengembangkan sektor ekonomi baru yang membuka lapangan kerja sebanyak-banyaknya, yang memberikan nilai tambah sebesar-besarnya.”

We must also develop new economic sectors that create as many jobs as possible, providing the greatest added value.

The text reflects the government's commitment to creating job opportunities and enhancing economic competitiveness. In critical discourse analysis (CDA), this reflects an awareness of the need to adapt to rapid economic developments and create innovations that can benefit the wider community.

“Di sinilah peran sektor ekonomi hijau dan hilirisasi sebagai window opportunity kita untuk meraih kemajuan karena Indonesia sangat kaya sumber daya alam.”

Here is where the role of the green economy sector and downstreaming serves as our window of opportunity to achieve progress, because Indonesia is very rich in natural resources.

The text highlights the government's recognition of the green economy sector as a strategic opportunity for sustainable development. In this context, the President links Indonesia's abundant natural resources with the responsibility to develop sustainable ways of utilizing them, ensuring that the benefits are not only economic but also environmentally protective.

From a Fairclough perspective, the discourse analysis reveals how language is used to shape collective understanding of Indonesia's economic position and the strategies required. The language employed by the President is not only informative but also persuasive, aiming to ignite a collective spirit within society to contribute to achieving broader economic goals. Through these statements, the President's speech functions to build national identity and a sense of collective responsibility in addressing economic challenges, while also emphasizing the government's vital role in guiding proactive and responsive policies in line with changing times. In this way, the speech reflects the relationship between communication practices and the broader socio-economic context, demonstrating that language serves not only as a tool for conveying information but also as an instrument for fostering awareness and motivation among the public.

4.6 The Power of Language in the President's Speech

Fairclough views language as a tool of power and social control. He stated that language not only reflects social reality but also actively shapes it. In the context of the president's speech, language is used to reinforce authority, communicate policy visions, and build a relationship between the government and the people.

Through discourse analysis, we can observe how the President leverages the power of language in his speech. The carefully chosen language serves not only as a means of communication but also as a tool to strengthen authority and influence public perception. The President conveys policy ideas through language rich in meaning, crafting an image of a leader who is both decisive and concerned for the people.

This analysis reveals that the language in the speech is not neutral. It is imbued with power and ideology, playing a significant role in shaping and influencing social reality. Thus, language wields power through three key aspects: text as representation, text as discursive practice, and text as social practice. These three aspects are interconnected and play an essential role in constructing and maintaining social and political structures within society.

V. CONCLUSION

In conclusion, this study demonstrates that the speech delivered by the President of Indonesia on August 17, 2024, serves as a form of political communication that reinforces both power and the influence of language. The words used in the speech are not merely representations, but products of a social and communicative process, where meanings are generated, received, and interpreted in various contexts. Words such as "Justice," "Progress," and "Welfare" were strategically employed to energize both central leaders and the people of Indonesia.

The President firmly establishes his position as the highest authority, independent of the interests of any particular political group, party, or coalition. The speech serves two main purposes: first, as a political communication strategy to solidify the President's image as a neutral national leader, and second, to strengthen nationalistic discourse amid political fragmentation. Through strategic use of language, the President seeks to control the political narrative and influence public perceptions of power, asserting his responsibility to all Indonesians, irrespective of differences.

Overall, the speech highlights the crucial role of language in political negotiation and ideological representation. In a diverse social context, the President aims to unite the nation by emphasizing that his leadership is inclusive of all segments of society. The use of terms like "lurah" and the rejection of such a role underscore his commitment to an inclusive leadership function, reinforcing national unity while maintaining a distance from partisan dynamics that could potentially divide the people.

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