

A PRAGMA-STYLISTIC ANALYSIS OF PRESIDENT PRABOWO SUBIANTO'S SPEECH AT THE 2024 WORLD GOVERNMENT SUMMIT

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Abstract

This study examines the pragma-stylistic features of President Prabowo Subianto's speech at the 2024 World Government Summit. Using Speech Act Theory by Austin (1962) and Searle (1969), the analysis identifies and categorizes different types of speech acts employed in the speech. The study focuses on how language functions as a strategic tool in political discourse, shaping perceptions and reinforcing ideological positions. A total of 57 sentences were extracted and analyzed to determine the frequency and distribution of speech act categories. The findings reveal that representative speech acts dominate the speech (57.89%), followed by expressive (15.79%), commissive (14.04%), directive (7.01%), and declarative (5.27%) acts. These results highlight the rhetorical strategies used by President Prabowo to assert political commitments, express national priorities, and engage with a global audience that revolves around trust with other country. This study enhances insight into how speech acts influence international discourse and contribute to the field of political communication.

Keywords: *Pragma-Stylistics*, Presidential Speech, Prabowo, Speech Act

INTRODUCTION

In international forums, political speeches, especially when it is related to one's country, can define or show a country's policy in a particular matter or to shape the world's perception of that country, which is important. Language and politics have become connected to the extent that language itself is an essential instrument in politics (Abuya, 2012). Simanjuntak, et al. (2025, p. 309) also stated that language has become a means of communication that humans can use to communicate as social creatures.

The reason why the researcher are interested in this particular topic is because we are inspired by the crucial impact of political speeches especially one that are able to influence the global worlds and set the national identity. We specifically chose the speech by President Prabowo Subianto at the 2024 World Government Summit as it are able to nicely serves as an insightful example as to why and how language can operate as an instrument in international politics. The researchers also believes that understanding this topic can not only improves scholarly discussion on political communication but it can also shows how a national leader manages diplomacy, claims authoriry and convey their vision.

This is especially true in the World Governments Summit 2025, where the President of Indonesia, Prabowo Subianto, spoke about his views about Indonesia's future in his speech where he especially talked about extensive social programs, alongside transformative projects from digital innovation, infrastructure, and national development. Not only that, he also spoke

about Indonesia's special situation, a country with rich cultural varieties and archipelagic terrain, and that he aims to establish Indonesia to be a progressive country that can use its natural resources effectively. Thus, language is crucial in the execution of a successful and dramatic rule of a country (Zakariyah, 2020).

Politics is variedly defined according to one's situation and purposes (Amoussou & Toboula, 2024). This study looks into political communication, analyzing how politicians can use language to create and speak about compelling stories, and how they can rally the people. By applying pragma-stylistic to Prabowo's speech, the researcher intends to analyze the interaction between pragmatic components and stylistic devices and how these dual complex mechanisms can give a speech its persuasive abilities. According to Abushihab (2015), pragmatics examines how language is used intentionally in communication as a form of purposeful human action. This idea is echoed by Naufaldi et al. (2022, p. 365), who emphasized that the meaning of an utterance can vary depending on its context and the manner in which it is delivered.

Because political discourse is often examined or analyzed for only its content, little is known about how exactly pragmatic tactics and stylistic techniques can combine in political messages. Because of that, the researchers specifically looked into how Prabowo uses the elements of language such as speech acts, implicatures, and rhetorical techniques in his speech to create meaning. Complimenting behavior represents a compelling area in which language use reveals distinctive patterns, particularly when such speech acts are interpreted within their various situational contexts. (Nkwain, 2011, p. 62).

This study uses a mixed pragma-stylistic approach, different from multiple previous analysis of political speeches that only focuses on the contents or performative elements, with the pragmatics side mainly aims at interpreting locutionary, illocutionary and expected perlocutionary. Barakhas and Khilil (2021, p. 171) argue that the pragma-stylistic approach is a linguistic method that emphasizes the intentional meaning of the speaker and their unique style. Using the pragma-stylistic method will deepen our understanding on how political vision and message are sent into the global arena just by analyzing the complex connections between pragmatic and stylistic. Tomasello (2022) language and speech acts provide a powerful and flexible means of communication. This study aims to examine the speech style of President Prabowo Subianto during his address at the 2024 World Government Summit, specifically highlighting the persuasive nature of his speech directed toward the government representatives of other nations who served as the audience at the event.

The study by Abuya (2012) with the title "A Pragma-stylistic Analysis of President Goodluck Ebele Jonathan Inaugural Speech" centering on pragma-stylistic approach to analyze the speech acts in President Goodluck Ebele Jonathan's 2011 Inaugural Speech, focusing on locutionary, illocutionary, and perlocutionary acts. The findings showed a dominance of commissive acts (75%), indicating the speaker's strong inclination toward making promises and commitments, a typical rhetorical strategy in political discourse. This article provides a solid foundation for future research exploring how different types of speech acts function in political discourse, especially in uncovering the persuasive intentions behind political leaders' public addresses.

This article is a valuable recommendation for future research as it offers empirical support for paraphrasing as a foundational literacy skill and highlights the potential of instructional interventions in fostering deeper text engagement.

On the other hand, Speech acts are the study of the intended meaning of the utterances that is spoken and written. Moreover, the most important things in Speech Acts are the intended message of the speaker, all in order for the listener to understand the message from the speaker (Tutuarima, et al. 2018). According to Searle's research (1969) on Speech Act Theory, different types of speech acts have been identified. The classification of speech acts serves as a reference framework for analyzing utterances rather than strictly categorizing each utterance.

These speech acts are divided into five types, which is:

Table 1. Type, Meaning and Examples of Speech Act by Searle's

No	Type	Meaning	Examples
1	Representatives	Words that the speaker believes to be true.	It's raining, I claim to be the best, etc.
2	Directives	Words that the speaker uses to get the listener to do something.	Close the door, Please lower your voice, etc.
3	Commissives	Words that the speaker uses to commit themselves to future actions.	I promise, I vow, I will refuse, etc.
4	Expressives	Words that the speaker uses to convey their emotions.	I apologize, I will praise you for, I congratulate you, etc
5	Declarative	Words that the speaker uses to change the 'world' in the right context.	I now pronounce you husband and wife, I resign myself, I bet that, etc.

The primary goal of this article is to identify and find the types of speech acts a politician would use in their speech. To find and interpret the key pragmatic and stylistic elements that can work together in political speeches which can enhance the impact and persuasiveness of said speech. So, the researcher intends to analyze Prabowo's political intentions just from the speech acts used in his speech.

METHOD

This study uses a qualitative research approach, utilizing pragma-stylistic and more specifically, the Speech Act theory in order to analyze the prominent feature of Prabowo's speech at the 2025 World Government Summit. To collect the necessary data for this study, the researchers utilized video recordings of Prabowo's speech from the official YouTube channel of the World Government Summit and the Kompas.com's YouTube channel as the primary sources. In addition, a speech transcript is made, which was obtained through careful listening and note-taking from the video. After that, the researchers also compared the transcript generated by YouTube's auto-translate feature with the manually transcribed text to ensure accuracy and minimal errors in the data. Based on the data collected, a series of steps were taken. First, the researcher transcribed Prabowo's speech video at the 2024 World Governments Summit. Second, an analysis was performed to identify and categorize the speech acts and their types of expected responses. Third, after the analysis and categorization of the Illocutionary acts, the dominant Speech Act types were quantified.

FINDINGS AND DISCUSSION

President Prabowo Subianto's speech at the 2024 World Government Summit was analyzed using the Speech Acts theory by Austin (1962) and Searle (1969). The speech was sourced

from the internet and examined by numbering the sentences from 1 to 57, helping the researcher identify different types of speech acts. The selected excerpts were then thoroughly analyzed, followed by the creation of a table displaying frequencies and percentages for clarity and ease of interpretation. The discussion focuses on the percentage of speech acts, calculated based on the total number of sentences, providing a quantitative perspective on their distribution within the speech.

From the entire speech, we will choose sixteen of the data we have analyzed to be shown as examples. The example will include the Locutionary, the Illocutionary and the Expected Perlocutionary Effect in order to show our analysis's workings:

Table 2. Findings and data

Data	Locutionary	Illocutionary	Expected Perlocutionary Effect
Data 1	"Esteemed Colleagues. Ladies and Gentlemen, it is indeed a pleasure to join you at The World's Government Summit."	Expressive (Welcoming)	Applause
Data 2	"I was just elected a few hours ago for another five years as general chairman of my political party."	Representative (Stating)	Amazed
Data 3	"Our archipelago, comprising 177,000 islands and covering nearly 2 million square kilometers, is home to more than 282 million people, a vibrant mosaic of cultures and traditions."	Representative (Describing)	Amazed
Data 4	"We must keep our own house in order. We must do our own homework at home."	Directive (Command)	Comply
Data 5	"Moving forward Indonesia aims to strengthen its role as a force for regional stability and development, while maintaining its position as a bridge between the global North and the global South To promote peace cooperation and stability, but of course we know that to be an effective actor on the global stage."	Declarative (Intending)	Admire
Data 6	"Indonesia understands rhetoric alone is insufficient to confront these challenges."	Representative (Claiming)	Convinced
Data 7	"It is time to rebuild homes, reopen schools, and restore normally Indonesia supports sincere efforts towards a just and lasting resolution anchored in a two-State solution."	Directive (Requesting)	Agreement
Data 8	"Now more than ever the world needs platforms where leaders can share ideas and shape global events."	Representative (Opinion)	Agreed
Data 9	"If we do not act wisely, these changes may spiral out of control."	Declarative (Remind)	Reflecting
Data 10	"This is a time to be active architects of a future guided by peace, justice, and mutual respect."	Representative (Suggesting)	Enthusiastic
Data 11	"We want to build a modern, developed nation powered by its greatest asset its people and our vast natural resources."	Commissive (Promise)	Amazed
Data 12	"My administration's vision for Indonesia is clear."	Expressive (Convincing)	Admire
Data 13	"This success was greatly aided by the smooth transition ensured by my esteemed predecessor, President Joo Doo, to whom I extend my sincere gratitude for our long and fruitful cooperation."	Expressive (Thanking)	Grateful
Data 14	"Production, we are supporting aquaculture and developing clean and renewable energy projects by leveraging our rich mineral and renewable resources."	Expressive (Supporting)	Appreciate
Data 15	"This fund, set to be launched on February 24, will invest our natural resources and state assets into sustainable, high-impact projects across sectors such as renewable energy, advanced manufacturing, downstream industries, food	Commissive (Promising)	Excitement

	production, and more."		
Data 16	"To bridge these gaps, we have embarked on an ambitious program in partnership with the private sector."	Directive (Convincing)	Motivating

Table 3. Types, Amounts and Percentages of Speech Act

No	Speech Act	Amount	%
1	Representative	33	57.89%
2	Directive	4	7.01%
3	Expressive	9	15.79%
4	Commissive	8	14.04%
5	Declarative	3	5.27%
Total		57	100%

Discussion

Language holds significant sway in politics, with its impact contingent upon effective utilization and available resources. This is especially true in political discourse that is argumentative as argumentative discourse such as in a speech is a linguistic principle of method of social interaction that contains the main and important system of language, which also made of the code of language (especially the theory of information), the participants of the discourse and some events (Novikova, et al. 2023). Our analysis focused on discerning the President's intended meanings through speech acts categorized by Searle (1969). Representative sentences predominated, comprising 57.89% of the speech, followed by expressive sentences at 15.79%, commissive at 14.04%, directive at 7.01%, and declarative at 5.27%.

President Prabowo Subianto's speech at the 2024 World Government Summit focused heavily on providing information, stating facts, and explaining Indonesia's position in the world. Within the complicated dance of language and rhetoric itself, politicians are able to wield their words freely to shape perceptions, mobilize huge support, and assert their own authority (Oyewole, et al. 2023). This is clear from the fact that 57.89% of his speech used representative speech acts, which are used to describe, report, or clarify something. By doing this, Prabowo aimed to show Indonesia's strengths, such as its large population, rich resources, and role in global politics. His words were not just about inspiring people but also about proving that Indonesia is ready to take on a bigger role in international affairs.

Additionally, his frequent use of representative speech acts suggests that he wanted to build trust and credibility. Rather than using too many commands (directives) or emotional expressions (expressives), he chose to focus on clear statements and logical explanations. This approach makes his speech sound more serious and professional, which is important for a leader speaking to an international audience.

Another key point is that Prabowo used representative speech acts to highlight Indonesia's future goals. By describing planned projects and policies, he reassured his audience that his administration has a clear vision. This approach makes his leadership seem stable and reliable, which is important for attracting international support and investment. In the normalcy of political debate, politicians usually turn and resort to a mix of emotional method and logical reason and also search for the right balance between these two important elements (Gennaro, et al. 2023). In summary, Prabowo's speech was mostly about informing, persuading, and showing confidence in Indonesia's future.

CONCLUSION AND SUGGESTION

In conclusion, President Prabowo Subianto's speech at the 2024 World Government Summit focused on giving information and convincing his audience through facts. The high number of representative speech acts shows that he wanted to build trust by explaining Indonesia's strengths, achievements, and future plans. He talked about Indonesia's large size, rich resources, and important role in keeping peace and working with other countries. Instead of using emotional words or giving direct commands, he chose to explain things clearly to make people believe in his leadership. His speeches are made to make Indonesia look like a strong and responsible country, ready to grow and work with others. And by focusing on facts and real actions, Prabowo showed his vision for Indonesia's progress and its role in the world. Future research is recommended to explore the discourse meaning within President Prabowo's speech, shifting the focus from delivery style to a deeper analysis of the intended messages and underlying ideological constructs he aims to convey.

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