

LEXICAL FEATURES IN THE TEXT OF PRABOWO SUBIANTO'S PRESIDENTIAL INAUGURATION SPEECH IN 2024

Zaky Faishal Mustafa¹⁾, Raden Yusuf Sidiq Budiawan²⁾, Siti Ulfiyani³⁾

^{1,2,3}Universitas PGRI Semarang

Jl. Sidodadi Timur Jalan Dokter Cipto No.24, Karangtempel, Kec. Semarang Tim., Kota Semarang, Jawa Tengah 50232

¹E-mail: zakyfaishal4125@gmail.com

²E-mail: r.yusuf.s.b@upgris.ac.id

³E-mail: sitiulfiyani@upgris.ac.id

Abstrak

Pidato politik memiliki peran strategis dalam menyampaikan pesan-pesan ideologis dan membentuk konstruksi makna yang memengaruhi opini publik. Dalam konteks politik Indonesia, pidato pelantikan presiden merupakan momen penting yang tidak hanya mencerminkan visi kepemimpinan, tetapi juga menjadi sarana untuk membangun narasi kebangsaan, memperkuat legitimasi kepemimpinan, dan menyampaikan agenda pemerintahan secara simbolis. Penelitian ini bertujuan untuk mendeskripsikan penggunaan fitur leksikal dalam pidato pelantikan Presiden Prabowo Subianto tahun 2024. Penelitian ini menggunakan pendekatan deskriptif kualitatif dengan teknik analisis agih untuk mengidentifikasi dan mengkaji unsur-unsur leksikal yang membentuk makna dan ideologi dalam teks pidato. Fokus kajian meliputi pola klasifikasi, kosakata ideologis, leksikalisasi, relasi makna, ekspresi eufemistik, dan penggunaan metafora. Hasil penelitian menunjukkan bahwa pidato tersebut merepresentasikan suatu konstruksi ideologis yang kuat, ditandai dengan dominasi narasi kebangsaan, ajakan persatuan, serta penegasan peran rakyat sebagai poros utama kekuasaan. Pilihan diksi dalam pidato mencerminkan strategi komunikasi politik yang tidak hanya bersifat persuasif, tetapi juga ideologis, sehingga berperan penting dalam membentuk persepsi publik terhadap figur kepemimpinan nasional. Temuan ini menegaskan bahwa fitur leksikal dalam pidato politik berfungsi lebih dari sekadar alat retorika Presiden Prabowo Subianto juga menjadi instrumen ideologis yang efektif dalam mengarahkan wacana dan membentuk opini publik. Penelitian ini menunjukkan bahwa teks pidato pelantikan tidak hanya perlu dipahami dari sisi permukaan semantik, tetapi juga dari sisi ideologisnya, karena mencerminkan kepentingan tertentu dan memainkan peran penting dalam proses hegemonik. Penelitian ini memberikan kontribusi terhadap kajian wacana kritis dalam konteks politik Indonesia, khususnya dalam memahami bagaimana kekuasaan dimediasi melalui bahasa. Temuan ini diharapkan dapat menjadi acuan bagi penelitian selanjutnya mengenai strategi linguistik dalam komunikasi politik.

Kata Kunci: fitur leksikal, teks pidato, pelantikan presiden, wacana ideologis, analisis semantik

Abstract

Political speeches play a strategic role in conveying ideological messages and constructing meaning that influences public opinion. In the Indonesian political context, the presidential inauguration speech is a crucial moment that not only reflects the leadership vision but also serves as a means to construct a national narrative, strengthen leadership legitimacy, and symbolically convey the government's agenda. This study aims to describe the use of lexical features in President Prabowo Subianto's 2024 inauguration speech. This study uses a qualitative descriptive approach with distributional analysis techniques to identify and examine the lexical elements that shape meaning and ideology in the speech text. The focus of the study includes classification patterns, ideological vocabulary, lexicalization, meaning relations, euphemistic expressions, and the use of metaphors. The results of the study indicate that the speech represents a strong ideological construction, marked by the dominance of national narratives, calls for unity, and the affirmation of the people's role as the main axis of power. The choice of diction in the speech reflects a political communication strategy that is not only persuasive, but also ideological, thus playing a significant role in shaping public perception of national leadership figures. These findings confirm that lexical features in political speeches function more than just rhetorical tools for President Prabowo Subianto, but also serve as effective ideological instruments in directing discourse and shaping public opinion. This research demonstrates that the language of inaugural speeches needs to be understood not only from a surface semantic perspective but also from an ideological perspective, as it reflects specific interests and plays a crucial role in hegemonic processes. This research contributes

to critical discourse studies in the Indonesian political context, particularly in understanding how power is mediated through language. These findings are expected to serve as a reference for further research on linguistic strategies in political communication.

Keywords: lexical features, speech text, presidential inauguration, ideological discourse, semantic analysis

1. INTRODUCTION

Speech is a form of verbal communication carried out by a person in public to convey information, opinions, or invitations with the aim of influencing the audience (Slamet in Ningsih and Ridwan, 2023). This opinion shows that speeches are a means of conveying messages carried out by state leaders to the general public. In line with this opinion, Widyastuti (2016) said that speech is a public speaking skill to convey ideas, ideas, and thoughts that have been compiled in a systematic, structured, and effective manner. Speeches allow for the effective conveyance of information, ideas, and ideas to the audience, thus influencing their views and actions. The same is also reflected in a study (Ristyandani, Budiawan, and Kurniawan 2024) that examines language errors in the context of BIPA learning, showing the importance of mastery of structure and vocabulary in formal communication.

This shows that politicians or state figures with such errhetoric are the main point in conveying messages in front of the public. A broad vocabulary and easy-to-understand diction can have a significant influence in establishing more effective communication. The same thing was also stated by Budiawan et al., (2025) in their study on language errors in the speaking practice of BIPA learners, which showed that the selection and use of appropriate vocabulary greatly affects the effectiveness of communication in the context of learning and formal discourse. Similar findings are also described by Wijayanti et al., (2025) who identified errors in the phonological speech of BIPA learning during the Indonesian Handai Festival, which shows the importance of phonetic

accuracy in forming direct communication that is easy to understand. President Prabowo Subianto was officially inaugurated as Indonesia's eighth president on October 20, 2024. In his speech, President Prabowo Subianto committed to eradicating corruption at all levels of government and to reducing inefficient budgets and conspiracy practices that damage the country. The issue of corruption is also in the spotlight in various discourse studies, such as the one carried out by (Utami, Budiawan, and Nayla 2025) in the reporting of the 271 T tin corruption case in Kompas.com, which shows how the media frames the issue of corruption as part of the public discourse that strategic.

President Prabowo Subianto also highlighted the importance of food and energy security in his vision of self-reliance in the sector and is optimistic that it can be a great source of power through the obsessive use of resources. In external relations, President Prabowo Subianto emphasized support for Palestine based on the principles of anti-colonialism and Indonesian history and emphasized the importance of integrity, courage and national unity to achieve justice and prosperity in society. Based on this explanation, Falah Koentjaraningrat (1997: 25) explained, integration is the process of adaptation between different cultural elements to achieve the harmony of their roles in social life.

Integration of the nation or nationality in terms of culture, Indonesia is in the process of forming a national solidarity unit, a unity consisting of, among others, national elders (tribes) with different cultures and achieving inner harmony in people's lives with several Indonesian roles and duties. A member of the society should not be separated from the old

national membership. President Prabowo Subianto's inaugural speech has appeal because it is more enthusiastic, strategic and reflects a practical approach that focuses on true solutions for society. President Prabowo Subianto's inaugural speech emphasized to establish unity, regardless of political or social differences, regardless of the importance of economic growth, social progress, and sustainability for environmental conservation. The vision outlines a strong commitment to building an inclusive and sustainable nation, where everyone has a role to play in achieving common goals.

In this regard, President Prabowo Subianto invites all levels of society to work together to overcome various increasingly complex local and global problems and foster collaboration among all sectors to create a better future for future generations. With an engaging art of rhetoric, the speeches delivered can illuminate new hopes for Indonesia, providing a clear vision for a more successful, stronger and self-reliant future. Focusing on the importance of education and innovation, specific guidelines are expected to be developed to improve the quality of human resources, which is a key component of nation building. It is hoped that this collective responsibility will encourage active participation from all segments of society, resulting in strong collaboration in quoting the nation's quotes.

Regarding this presentation, the purpose of this research is to describe the lexical features of President Prabowo Subianto's inauguration speech in 2024. Lexical features are characteristics related to vocabulary in a language. Lexical features have an important role in studying a linguistic phenomenon. This lexical feature can provide an overview of understanding the language used in certain situations. As in journalistic texts that also have their own peculiarities in the choice of diction and sentence structure (Sari, Wismanto, and Budiawan 2022), state speeches also convey ideological messages through certain forms and styles of language. The

semantic study of state speeches involves analyzing the meaning of the language used in speeches. Semantics focuses on the meaning of words, phrases, and sentences spoken by President Prabowo to convey a certain message. The semantic study of state speeches reveals how meaning is constructed, conveyed, and accepted by the audience through the use of language. From word selection, the use of metaphors, to sentence patterns.

The analysis of President Joko Widodo's state speech has been explored through various lenses, ranging from the construction of ideology and political image (Lestari, 2021; Syarif, 2019; Syawaludin, 2019) to morphological error analysis (Saputri 2019) and policy capacity (Mahtiasari, Mardiyono, & Amiruddin, 2022). Critical discourse approach (Riyantini & Sarwititi, 2018; Robin & Priscila, 2021), and (Fera, Budiawan, and Arifin 2025) are also used to uncover the dynamics of power and the messages contained in speech. In addition, language modalities (Kurniawan et al. 2024) and illocution speech (Ardhan 2023) are also the focus of research. However, there is still a *significant research gap*, namely a lack of understanding of how these speeches directly affect public perception, especially in the age of social media. As explained by (Budiawan et al. 2025) which shows how media representation contributes to shaping public perception in social issues such as online gambling. In addition, a comparison of Jokowi's communication strategies with other leaders, longitudinal studies on the long-term impact of speeches, and the integration of multimodal analysis (visual and audio) still require further attention to provide a more comprehensive understanding.

This research focuses on the analysis of lexical features in the text of President Prabowo Subianto's inauguration speech with the hope that readers can understand the messages conveyed in the speech. In this regard, Fowler in Nurhayati et al., (2022) said that lexical deficiencies are

characterized by overlapping terms and simplification of terms, while lexical overload arises due to the presence of synonyms that make meanings vague. Lexical analysis includes the study of word choice, sentence structure, and language style used by speakers in conveying their message. By understanding these elements, the reader can capture a deeper meaning and feel the nuances of the emotion that is being conveyed in the speech. This research is expected to expand readers' insights in understanding various other forms of language delivery. These insights are not only relevant to speech texts, but they are also useful in understanding other oral communications, such as lectures, orations, or public presentations. In media coverage, social actors can be represented differently depending on the point of view of the discourse used (Sivana et al., 2025). Thus, readers can be more sensitive to the nuances of meaning in oral and written communication, so that they are able to interpret messages more accurately and contextually. This research not only helps in understanding the content of speech, but also improves linguistic analysis skills that are useful in various communication situations.

This research is useful to help readers understand the meaning contained in speech or similar forms of communication. In a speech, the message is often delivered in a distinctive style of language and word choices that are not always explicit, so it takes a deeper understanding to capture the intent the speaker is trying to express. The framing approach can be used as a complement in analyzing political discourse, considering the potential of media in framing social reality (Budiawan and Utomo 2023). By understanding the meaning behind the words used, the listener or reader can better appreciate the content of the speech and the purpose that the orator wants to convey. In addition, the use of creative and varied vocabulary in language delivery can be a particular attraction for listeners. Unusual word choices or innovative use

of majas are able to attract attention and arouse the emotions of the listener, so that the message conveyed becomes more effective and memorable. An attractive language style also helps the speaker in establishing an emotional connection with the audience, so that the speech delivered becomes more persuasive and able to provide inspiration.

2. METHOD

The approach in this study is a qualitative descriptive approach. The data analyzed were classification patterns, ideological vocabulary, lexicalization, meaning relations, euphemistic expressions, and the use of metaphors in the text of President Prabowo Subianto's inauguration speech broadcast by the KOMPASTV YouTube channel on Sunday, August 20, 2024. Qualitative descriptive research according to Creswell (2023) aims to provide a comprehensive picture of a phenomenon or event in a daily context. This approach emphasizes on detailed descriptions, interpretations, and understanding of meaning from the experiences and perspectives of the individuals or groups involved. The data source used in this study is the text of President Prabowo Subianto's inauguration speech in 2024.

The data collection method uses documentation techniques. In addition, the look-a-go technique is used to identify relevant lexical features in the speech text. The data analysis technique uses the distribution method. Sudaryanto (2015) said that this method has basic techniques such as direct elements (BUL), as well as advanced techniques such as slipping, replacing, expanding, inserting, flipping, changing *ujud*, re-reading, reinforcement, counter-attack. The data that has been collected is grouped based on certain criteria. The data is encoded based on paragraphs and sentence sequences in the speech text, (e.g.: P1. K1), "P1" means the first paragraph and "K1" means the first sentence in the first paragraph. The data analysis technique uses the distribution method.

The speech text is divided into smaller Language elements, and then the Language elements are analyzed to identify lexical features. The results of the data analysis are presented in the form of a narrative in easy-to-understand language.

3. RESULTS AND DISCUSSION

The presidential inauguration speech is not just a formal statement, but a condition of ideological and symbolic meaning. Through the choice of language, this speech reflects the expectations, challenges, and direction of leadership. This study analyzes the lexical features of Prabowo's speech with the critical discourse approach of the Roger Fowler model, including, classification, lexicalization, ideological vocabulary, meaning relations, euphemistic expressions, formal and informal words, positive evaluation and negative evaluation, and metaphor. This is in line with the goal of exploring the role of language as a communication tool as well as an ideological instrument in shaping public perception of leadership.

Classification Pattern

Fowler et al., (2018), conveyed that classification patterns refer to the way language is used to label or classify social realities, including individuals, groups, events, or concepts, so as to reflect certain ideological positions. In line with that, Ramlan (1985) emphasizes that classification is seen in the distribution of nominal and pronoun words that make up the subject of the group, as well as emphasizing the function of words in grammatical structure. A certain lexical can be associated with a right-wing or left-wing ideology.

The words used in a text, such as speech or writing, do not appear out of nowhere, but are influenced by social realities and evolving contexts. In this context, Santoso in Nurhayati et al., (2022) affirms that this classification is based on the evolving reality and the context that exists

in the text. Based on this perspective, President Prabowo Subianto's speech showed how the classification process is used to group individuals and groups in society through diction that contains certain social and ideological meanings. The choice of words in the speech can reflect attitudes and possible partiality towards certain groups of people. The classification pattern found in the text of President Prabowo Subianto's inauguration speech in 2024 is;

Table 1. Classification Pattern

Data	Data Code
1. (<i>Para petani di desa-desa, para nelayan, para pekerja</i>) Farmers in the villages, fishermen, workers	(P5.K4)
2. (<i>Cendekiawan, ulama, pengusaha, pemimpin politik, pemuda dan mahasiswa</i>) Scholars, scholars, businessmen, political leaders, youth and students	(P6.K1)
3. (<i>Yang memberi makan adalah para petani di desa-desa, para nelayan, para pekerja</i>) Those who feed are the farmers in the villages, the fishermen, the workers	(P5.K4)
4. (<i>Cita-cita kita adlah melihat wong cilik iso guyu</i>) Our goal is to make sure that the wong cilik iso gemuyu	(P19.K2)

The data that has been found explains that President Prabowo Subianto groups people into two large groups, namely, small groups of people such as farmers, fishermen and workers, and elite groups such as scholars, scholars and businessmen. This small group of people is described as the backbone of the nation, unsung

fighters who contribute greatly to the nation's independence and welfare. The use of terms such as "*wong cilik iso gemuyu*" also shows a populist approach, which is to highlight partiality towards ordinary people and voice their interests. These data illustrate that language can affect social identity and public perception of the group in question. This classification pattern also shapes the social identity of the community and can affect the way people view certain groups. This classification is not only descriptive, but also frames the narrative of nationality, class solidarity, and leadership ethics. The results of this classification create a society that can influence the political environment, especially among people who feel marginalized.

Ideological Vocabulary

According to Fowler et al., (2018) an ideological word is a word that is not neutral in meaning, but contains certain values, beliefs, or views that reflect the social, political, or cultural interests of the speaker or writer. Thus, ideological words not only function as conveyors of information, but also represent a certain way of thinking or point of view. In line with this, Kridalaksana (2008) explained that vocabulary or a collection of words has a layer of ideological meaning depending on the context in which it is used. Based on these two views, the use of ideological words in texts indirectly reflects the speaker's position, beliefs or attitudes towards the social or political context behind it. President Prabowo Subianto's inauguration speech contained a number of ideological words that reflected certain political positions and views. The ideological words found in the speech text are.

Table 2. Ideological Words

Data	Data Code
1. (<i>Rakyat</i>) People	(P2.K1, P3.K3, P8.K2, dst.)
2. (<i>Bangsa</i>) Nation	(P1.K3, P1.K4, P2.K1, P2K3, dst.)
3. (<i>Kemerdekaan</i>) Independence	(P5.K1, P22.K2)
4. (<i>Pancasila</i>) Pancasila	(P28.K1, P29.K1)
5. (<i>Kemerdekaan</i>) Independence	(P5.K1, P22.K2)
6. (<i>Kedaulatan rakyat</i>) People's sovereignty	(P17.K2, P20.K2)

The ideological words that are often used from several ideological words found in the text of President Prabowo's inauguration speech are the words "*rakyat*" and "*bangsa*". This repeated use shows that President Prabowo Subianto wants to emphasize the importance of the people's position in government. The word "*rakyat*" is used not only as a common designation, but also to assert that power should come from the people and be exercised in the interest of the people. Then, the use of the word "*rakyat*" in this speech reflects the principle of democracy, namely that the people are the owners of the highest power in the government system. This concept emphasizes the need for public participation in the political process, starting with democratic principles that uphold the rights and welfare of the people.

Lexicalization

Fowler et al., (2018), said that lexicalization is the process of choosing certain words to describe social reality that is not neutral, because each word choice reflects a certain way of view, attitude, or ideology towards something. In other words, word choice is not just a linguistic act, but also a representation of a particular ideological interest. In line with this view, Kridalaksana (2008) emphasizes that lexicality

focuses on the form of words both verbal and nominal, as well as how their distribution reflects a particular structure. This means that vocabulary selection does not only consider linguistic aspects, but is also closely related to message delivery strategies and the formation of meaning. Based on these two views, it can be understood that the lexical process in President Prabowo Subianto's inauguration speech not only functions as a means of conveying information, but also plays a role in shaping public opinion and influencing the public's perception of the figure of the president as the nation's leader. The lexical features found in President Prabowo Subianto's Inauguration speech are;

Table 3. Lexicalization

Data	Data Code
1. (<i>Korupsi, kolusi, pengusaha nakal, tidak patriotik</i>) Corruption, collusion, mischievous businessmen, unpatriotic	(P7.K2– P7.K5)
2. (<i>Demokrasi yang santun, tanpa permusuhan, tanpa cacik</i>) A polite democracy, without hostility, without insults	(P18.K3– P18.K5)
3. (<i>Kita tidak ingin menjadi darah bagi bangsa-bangsa lain</i>) We don't want to be the blood of other nations	(P28.K3)
4. (<i>Kita ingin menjadi tetangga yang baik</i>) We want to be good neighbors	(P24.K5)
5. (<i>Kami siap melanjutkan estafet kepemimpinan</i>) We are ready to continue the leadership relay	(P33.K8)

The above data shows a negative attitude towards the practices of bureaucratic and business elites who carry out actions that are

detrimental to the state, as well as affirming the anti-corruption ideology. The term "*Korupsi, kolusi, pengusaha nakal, tidak patriotik*" indicates a firm attitude towards actions that are detrimental to the state, such as corrupt practices and collusion carried out by officials or businessmen who do not have a sense of love for the country. Then, the term "*Demokrasi yang santun, tanpa permusuhan, tanpa cacik*" indicates the desire to create a peaceful and respectful political climate, without hatred and infighting. Meanwhile, the term "*Kita tidak ingin menjadi darah bagi bangsa-bangsa lain*" is a lexical process of anti-imperialism and historical reflection. It contains a message that Indonesia does not want to be a victim or used as a tool by other countries for their interests. This is a form of rejection in the face of colonialism or modern imperialism. Then, the phrase "*estafet kepemimpinan*" shows the spirit of sustainability and sustainability in government. From these statements, President Prabowo Subianto conveyed how language is used not only as a means of communication, but also as a means of conveying certain values and ideologies in a political context. The use of language in political speeches plays a very important role in building the image of a leader, influencing people's minds, and clarifying the direction of his government's goals.

Relationship Meaning

Fowler et al., (2018) said that the relationship of meaning is the relationship between lexical and grammatical elements in discourse that form ideological meaning through the process of representation, classification, identification, and evaluation of the social world. The same opinion conveys that the relationship of meaning appears in the structure of phrases and the relationship between grammatical elements (Ramlan, 1985). Based on these two opinions, it can be concluded that the realization of meaning is a relationship between elements of language

that are interrelated and form a certain meaning. In the context of President Prabowo Subianto's inaugural speech, it is built through evaluative contrast, metaphors, and personifications. This relationship plays an important role in showing how meaning can vary depending on the context and usage in communication. The relationship of meaning found in the text of President Prabowo Subianto's inauguration speech in 2024 is;

Table 4. Relationship Meaning

Data	Data Code
1. (<i>Bangsa yang berani dan bangsa yang tidak takut tantangan</i>) A brave nation and a nation that is not afraid of challenges	(P4.K1)
2. (<i>Kita sebagai pemimpin politik dan marilah kita bangun masa depan bersama</i>) We as political leaders and let us build a future together	(P8.K5) and (P23.K6)
3. (<i>pengusaha nakal, korupsi, penindasan, kemiskinan, kelaparan</i>) rogue businessmen, corruption, oppression, poverty, hunger	(P7.K5, P21.K5)

The results of the findings of the meaning relationship in the text that are the most memorable are "*bangsa yang berani*" and "*bangsa yang tidak takut tantangan*", these two phrases create a similarity in meaning which is interpreted as the character of a resilient nation, who has courage and a strong mentality, does not give up in facing various obstacles and difficulties. The relationship of meaning here creates an emphasis on the spirit of struggle and optimism of the nation. Then, the data "*Kita sebagai pemimpin politik*" and "*marilah kita bangun masa depan bersama*", have the meaning of an invitation to establish national unity and mutual cooperation to build a better future.

The data also illustrates the spirit of collectivity, that progress will not be achieved personally, but involves all elements of society

and leaders. Then a collection of words such as "*pengusaha nakal, korupsi, penindasan, kemiskinan, kelaparan*" form a relationship of meaning that leads to negative connotations, describing various social problems that must be faced and overcome. Also, it describes the big challenges that the nation is still facing. Thus, the use of this relationship of meaning not only enriches the language, but also deepens the audience's understanding of the message to be conveyed. The relationship of meaning helps convey the message in a stronger, more memorable and easier to understand way, while reflecting the vision, values, and goals that President Prabowo Subianto wants to achieve.

Euphemistic Expressions

Fowler et al., (2018) said that euphemistic expressions are part of the lexical feature, which is the way language is used to convey something indirectly, more subtly, or more socially acceptable, with the aim of disguising the true meaning or reducing the emotional/political impact of a statement. In line with this, Kridalaksana (2008) stated that euphemism is a lexical strategy that involves semantic refinement. In this context, President Prabowo Subianto's inaugural speech uses euphemisms as a rhetorical tool against social and political realities. The euphemistic expressions that appeared in President Prabowo Subianto's inauguration speech were;

Table 5. Euphemistic Expressions

Data	Data Code
1. (<i>tantangan, rintangan, hambatan, dan ancaman</i>) Challenges, obstacles, obstacles, and threats	(P3.K1, P4.K1, P6.K2)
2. (<i>masih terlalu banyak kebocoran penyelewengan korupsi</i>) There are still too many corruption corruption leaks	(P7.K2–P7.K4)
3. (<i>anak-anak yang tidak punya pakaian untuk berangkat sekolah</i>) children who don't have clothes to go to school	(P8.K4)
4. (<i>demokrasi yang khas untuk Indonesia, demokrasi yang santun</i>) democracy that is typical for Indonesia, a polite democracy	(P18.K2–K3)

Some of this data is used to disguise conditions of crisis or political conflict, such as "*tantangan, rintangan, hambatan, dan ancaman*". This data also disguises difficulties in dealing with a certain situation. Such as in the context of fighting for something important or leadership. This shows that success will not be achieved so easily, but will have to go through various tests and difficulties. With this, the use of euphemisms in political speech does not only serve to ease tensions. Then the word "*kebocoran*", this term was used by President Prabowo Subianto to soften an act of fraud or corruption committed by an irresponsible political elite.

Then, the term "*anak-anak yang tidak punya pakaian untuk berangkat sekolah*", this

data represents the conditions of poverty that exist in several areas, where children do not have basic needs such as clothes and other school support equipment. This data also illustrates the suffering and limitations of the lives of underprivileged children. Through this data, President Prabowo conveyed several important things by refining expressions that are felt to be able to hurt the hearts of some parties with sentences that are more comfortable for all people to listen to.

Then, the term "*pengusaha-pengusaha yang tidak patriotik*" describes business actors who are more concerned with personal profits and tend to harm the nation, both in terms of economy, social, and the surrounding environment. Finally, the term "*demokrasi yang khas untuk Indonesia, demokrasi yang santun*". This data contains that democracy in Indonesia has its own peculiarities. Referring to democracy that contains Pancasila values. Also, emphasizing that Indonesian democracy must reflect national identity, such as the values of family, togetherness and liberal individuality.

Formal and Informal Words

According to Chaer (2009), formal language is a language used in formal situations, such as in an academic environment, work, or in communication with those who are considered to have a higher social status. The characteristics of formal language include the use of orderly sentence structure, polite word choices, and language styles that maintain authority and show respect for society. Based on this view, the text of President Prabowo Subianto's speech tends to be dominated by the use of formal words, namely;

Table 6. Formal and Informal Words

Data	Data Code
1. (<i>kehormatan</i>) honor	(P1.K1)
2. (<i>Pelantikan</i>) inauguration	(P1.K1)
3. (<i>Presiden</i>) President	(P1.K1, P24.K1, P30.K1, P31.K1, dst)
4. (<i>cabinet</i>) cabinet	(P28.K3, P30.K3)
5. (<i>bangsa</i>) nation	(P1.K3, P1.K4, P2.K1, P2.K3, dst)
6. (<i>rakyat</i>) People	(P1.K3, P1.K4, P2.K1, P2.K3, P2.K4, dst)

These words reflect the official institutional and ceremonial language. These words not only show performance but also provide serious advice and highlight important factors in the context of statehood. Formal language has an important role in creating effective communication in social realities and can influence the audience's perception of the message being conveyed. The use of formal language in this kind of political speech shows that President Prabowo Subianto wants to establish a professional image and credibility in public communication. Formal language also helps to make the message conveyed more easily accepted and appreciated by the wider community, especially in a social context that demands an impression of seriousness and honorable. This kind of language is able to shape the image of the speaker as a trustworthy and authoritative figure.

However, there is also an informal word. The informal word found is the word "*bikin*". This word is used in everyday communication, reflecting the closeness and closeness between individuals. Even though it can make a speech feel closer to the community, the use of informal words like this can reduce the professional and serious impression that you want to show in a state speech. Thus, it is important to adjust the

type of language used according to the situation and the intended audience, so that the message conveyed can be well received and still maintain an image as a leader of the country.

Positive Evaluation and Negative Evaluation

According to Fowler et al, (2018), evaluation is a way of language assessing or giving weight to a thing, person, or event, either explicitly or implicitly. This evaluation is part of lexical semantics related to connotations and pragmatic aspects (Kridalaksana 2008). Thus, positive and negative evaluations are part of the lexical features that are used to uncover hidden ideologies in language and have opposite meanings. In President Prabowo Subianto's inauguration speech, various forms of evaluation were found, both positive and negative. The evaluation not only represents the president's personal attitude or assessment, but also as a means to convey important messages to the public. In the text of President Prabowo's inauguration speech, the forms of positive and negative evaluations that emerged, namely;

Table 7. Positive Evaluation

Data	Data Code
1. (<i>karena kadang-kadang kita tidak andal dan piawai dalam mengurus kekayaan kita sendiri</i>)	P6.K4)
Because sometimes we are not reliable and good at managing our own wealth	
2. (<i>terlalu banyak kebocoran penyelewengan korupsi</i>)	(P7.K2)
Too many corruption malpractice leaks	
3. (<i>terlalu banyak... di bawah garis kemiskinan, idak makan pagi, tidak punya pakaian</i>)	(P8.K2– P8.K4)
too much... below the poverty line, no breakfast, no clothes	
4. (<i>sekolah-sekolah kita yang tidak terurus</i>)	(P9.K3)
Our schools that are not managed	
5. (<i>kita bahkan digolongkan lebih rendah dari anjing</i>)	(P25.K7)
We are even ranked lower than dogs	
6. (<i>masih menarik becak... bukan ciri-ciri bangsa yang merdeka</i>)	(P22.K1)
still attractive pedicabs... Not the characteristics of an independent nation	

Table 8. Negative Evaluation

Data	Data Code
1. (<i>kehormatan yang sangat besar</i>)	(P1.K1)
A huge honour	
2. (<i>dengan penuh rasa tanggung jawab</i>)	(P2.K2)
with a sense of responsibility	
3. (<i>hentikan dendam, hilangkan kebencian, bangun kerukunan</i>)	(P33.K6)
Stop Grudging, Eliminate Hatred, Build Harmony	
4. (<i>sejarah yang penuh kepahlawanan, pengorbanan, keberanian</i>)	(P4.K2)
A history full of heroism, sacrifice, courage	
5. (<i>melindungi mereka yang paling lemah untuk mencapai kesejahteraan sejati</i>)	(P13.K3)
protecting the weakest to achieve true well-being	

There are quite a lot of positive evaluations found in the text of President Prabowo's inauguration speech, but some of the positive evaluations stand out are "*kehormatan yang sangat besar*" and "*dengan penuh rasa tanggung jawab*". This positive evaluation highlights the moral and ethical aspects in the context of leadership. This illustrates that President Prabowo Subianto feels honored and proud of the opportunity and trust that has been given to him and shows that President Prabowo Subianto will carry out all his obligations seriously and committedly. Then, another prominent positive evaluation is "*hentikan dendam, hilangkan kebencian, bangun kerukunan*". It refers to the moral call to abandon negative feelings and to establish peaceful and harmonious relationships in people's lives.

However, negative evaluations are also seen in the text of the speech. Negative evaluations include, "*karena kadang-kadang kita tidak andal*

dan piawai dalam mengurus kekayaan kita sendiri" and *"terlalu banyak kebocoran penyelewengan korupsi"*. This evaluation aims to criticize the condition of the bureaucracy and state management. As well as showing a lack of expertise and skills in managing assets and resources owned by the Indonesian state. This negative evaluation shows how language can shape social criticism and shows the challenges faced by leaders in carrying out their duties.

Metaphor

Fowler et al., (2018) said that metaphors are not just beautiful comparisons in language, but also play a role in shaping a perspective on reality. The use of metaphors in President Prabowo Subianto's speech does not only function as an aesthetic or figurative style of language, but also as a rhetorical tool that strengthens ideological messages and builds the collective imagination of the community. Another opinion conveys that language style or metaphor is part of contextual meaning, conveying more than the literal (Kridalaksana 2008).

Therefore, through metaphor, leaders can influence people's way of thinking, feelings, and attitudes towards a problem. In the world of politics, especially in speech, metaphors are often used to convey criticism, hopes, invitations, political, social, or economic interests in a more subtle way but have a deeper meaning. Metaphors are often used to influence emotions and shape opinions. Based on this explanation, President Prabowo Subianto used metaphors in his speech. The metaphors used are;

Table 9. Metaphor

Data	Data Code
1. (<i>Kalau ikan menjadi busuk, busuknya mulai dari kepala</i>) If the fish becomes rotten, the rot starts from the head.	(P14.K3)
2. (<i>Kita tidak boleh memiliki sikap seperti burung unta</i>) We must not have an attitude like an ostrich.	(P10.K1)
3. (<i>Wong cilik iso gemuyu</i>) little people can smile	(P19.K2)
4. (<i>Estafet kepemimpinan</i>) Leadership relay	(P33.K8)
5. (<i>Menatap ancaman dan bahaya dengan gagah</i>) Staring at threats and dangers valiantly	(P10.K2)

Some of the metaphors found in President Prabowo's inauguration speech such as the metaphor "*Kalau ikan menjadi busuk, busuknya mulai dari kepala*" describing systemic corruption is interpreted as the natural decay of the fish's head which illustrates that if there is a problem in an organization or state, then, the source of the problem must come from the dreamer. This phrase insinuates that bad leadership will ruin the entire system under it. For example, if the dreamer embezzled money, then his luggage was also damaged. This expression is a form of criticism of the political elite who are considered immoral. Other metaphors such as "*Kita tidak boleh memiliki sikap seperti burung unta*" come from the myth that ostrich will hide its head in the sand when there is a threatening danger. In this metaphor, President Prabowo Subianto in his speech gave an encouragement to

all elements of society not to hide their heads or pretend that everything is fine in facing reality like an ostrich. As well as encouraging especially leaders to be brave and realistic.

Then, "*Wong cilik iso gemuyu*". In this metaphor, it symbolizes the awakening of the hope of small communities to achieve prosperity and strive to get a better life. The use of this kind of regional language also gives the impression that President Prabowo Subianto is close to the people and understands their feelings. Then, "*Menatap ancaman dan bahaya dengan gagah*", this metaphor shows a courageous attitude in facing challenges, both from within and outside the country. President Prabowo Subianto wants to convey that the Indonesian nation will not be afraid or afraid to face threats, but will face them with full confidence and strength. Through these metaphors, it represents the uniqueness of President Prabowo Subianto's speech delivery who packages such language to suppress fairly frontal deliveries and give the impression of a wise and wise leader. This style of language is very effective in attracting attention and building emotional closeness to society.

This research contributes to the study of critical discourse analysis, particularly in understanding how lexical features are strategically used in political discourse to develop and articulate ideology. These findings show that the words used in President Prabowo Subianto's speech were not neutral, but loaded with ideological content that reflected partiality, expectations, and political communication strategies. By utilizing Roger Fowler's model approach and enriching the analysis with insights from Kridalaksana and Ramlan, this study improves the understanding that language is not only a means of communication but also a means of shaping social reality. These implications encourage the development of critical linguistic studies in political contexts, particularly to examine how social values, identity, and power

are shaped and maintained through language structures.

4. CONCLUSION

Based on the results of data analysis, it can be concluded that President Prabowo Subianto's inaugural speech in 2024 is an example of effective communication that is full of ideological meaning and symbolism. The speech not only outlined the President's vision and commitment to strategic issues such as the eradication of corruption, food and energy security, and support for Palestine, but also highlighted the importance of integrity, national unity, and cooperation among all members of society to build an inclusive and comprehensive era of the nation. The analysis of the lexical features of this speech outlines classifications, ideologies, and lexicalizations that are highly effective in strengthening social identity, enhancing narrative nationalism, and elevating the status of the general public as a central authority in government.

The use of language and vocabulary choice not only reflects ideological positions, but also serves as a tool to influence public opinion and foster unity among the general public. This study aims to decipher the lexical features in state speeches that are very important to identify the meanings expressed. In addition, the results of this study also help in understanding different forms of writing and improve the ability to analyze various communication situations. President Prabowo Subianto's inaugural speech was not only a formal declaration but also a strategic tool to foster unity, encourage the active participation of all members of society, and advance the goals of the Indonesian people.

However, this study has some limitations. The analysis focused only on the text of the speech without involving the audience's response. In addition, the study is still limited to lexical aspects without touching on the domain of syntax and pragmatics which are also relevant in

political discourse. Although limited, this research makes an important contribution in revealing the role of lexical features in representing ideology and shaping public perception. These findings enrich critical studies in Indonesia and can serve as a reference for further study and development of critical literacy in ethical and effective political communication.

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