



**LANGUAGE AND POWER: PRESIDENT JOKO WIDODO'S 2014 & 2019
INAUGURATION SPEECH**

AN UNDERGRADUATE THESIS
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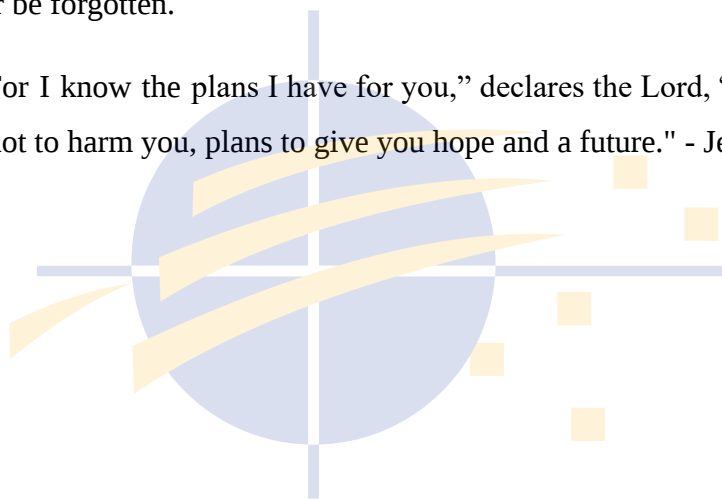
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"For I know the plans I have for you," declares the Lord, "plans to prosper you and not to harm you, plans to give you hope and a future." - Jeremiah 29:11



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ABSTRACT

Anastasia Michelle Sindhunatha. 2025. Language and Power: President Joko Widodo's 2014 & 2019 Inauguration Speech. English Department. Faculty of Letters and Language Education. Widya Kartika University.

This study explores how language is employed to construct and exercise political power in President Joko Widodo's 2014 and 2019 inauguration speeches. Utilizing Norman Fairclough's three-dimensional model of Critical Discourse Analysis—which includes textual analysis, discursive practice, and social practice—the research examines rhetorical strategies, thematic emphases, and linguistic choices within each speech. The study is qualitative in nature, relying on close reading and discourse analysis to identify patterns of meaning, ideology, and power embedded in the speeches. Four key aspects are analyzed: expressions of power and authority, inclusive versus exclusive language, shifts in policy messaging, and rhetorical adaptation to evolving sociopolitical conditions. The findings reveal that Jokowi's 2014 speech emphasizes a populist and inclusive tone rooted in unity, cultural identity, and collective effort. Conversely, his 2019 speech adopts a more technocratic and results-oriented approach, stressing institutional reform and productivity. This discursive evolution highlights how political language adapts to maintain legitimacy and reflect changing governance priorities. The study contributes to understanding language as a social practice in shaping leadership identity, constructing authority, and signaling ideological transitions in Indonesia's political landscape.

Keywords: discourse analysis, political speech, Joko Widodo, language and power, rhetoric, Indonesia

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ABSTRAK

Anastasia Michelle Sindhunatha. 2025. Bahasa dan Kekuasaan: Pidato Inaugurasi Presiden Joko Widodo Tahun 2014 & 2019. Program Studi Sastra Inggris. Fakultas Sastra dan Pendidikan Bahasa. Universitas Widya Kartika.

Penelitian ini mengeksplorasi bagaimana bahasa digunakan untuk membangun dan menjalankan kekuasaan politik dalam pidato pelantikan Presiden Joko Widodo tahun 2014 dan 2019. Dengan menggunakan model tiga dimensi Analisis Wacana Kritis (AWK) dari Norman Fairclough—yang mencakup analisis tekstual, praktik wacana, dan praktik sosial—penelitian ini menganalisis strategi retorik, penekanan tematik, dan pilihan kebahasaan dalam masing-masing pidato. Penelitian ini bersifat kualitatif dengan pendekatan deskriptif-analitis, melalui pembacaan dekat dan analisis wacana untuk mengidentifikasi pola makna, ideologi, dan relasi kuasa yang terkandung dalam teks. Empat aspek utama yang dianalisis meliputi: ekspresi kekuasaan dan otoritas, penggunaan bahasa inklusif dan eksklusif, pergeseran pesan kebijakan, serta adaptasi retorik terhadap perubahan kondisi sosiopolitik. Temuan menunjukkan bahwa pidato tahun 2014 menonjolkan nada populis dan inklusif yang berakar pada semangat persatuan, identitas budaya, dan kerja kolektif. Sebaliknya, pidato tahun 2019 menunjukkan pendekatan yang lebih teknokratis dan berorientasi pada hasil, dengan penekanan pada reformasi institusi dan produktivitas. Evolusi diskursif ini menegaskan bagaimana bahasa politik beradaptasi untuk mempertahankan legitimasi dan mencerminkan prioritas pemerintahan yang berubah. Studi ini memberikan kontribusi dalam memahami bahasa sebagai praktik sosial dalam pembentukan identitas kepemimpinan, konstruksi otoritas, dan penanda transisi ideologis dalam lanskap politik Indonesia.

Kata kunci: analisis wacana, pidato politik, Joko Widodo, bahasa dan kekuasaan, retorika, Indonesia

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