

**A PRAGMA-STYLISTIC STUDY OF PRABOWO SUBIANTO'S PRESIDENTIAL
INAUGURATION SPEECH ON THE *BERITASATU* YOUTUBE CHANNEL****Rindy Kartika Lapien**Institut Prima Bangsa, Cirebon
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Abstract: This study aims to analyze the speech structure, illocutionary acts, and stylistic features used in the inaugural address of Prabowo Subianto, President of the Republic of Indonesia. The analysis was conducted using the Generic Structure Potential (GSP) framework proposed by Richard Oluwadolapo Awoyemi and Tomitope Michael Ajayi, John R. Searle's theory of illocutionary acts, and the concept of figurative language developed by Gorys Keraf. This study employed a qualitative descriptive method using the techniques of document analysis, listening, and note-taking. The results indicate that the inaugural address exhibits a discourse structure consistent with the mandatory patterns in the GSP framework. Several types of speech acts identified include assertive, expressive, directive, and commissive speech acts, while the figurative language used in the speech consists of metaphors and hyperbole. Further research is recommended to broaden the scope by comparing several inaugural speeches, rather than focusing on just one.

Keywords Inaugural Speech; Stylistic Features; Generic Structure Potential (GSP); Illocutionary Acts

INTRODUCTION

Language plays a crucial role in conveying ideas, intentions, and social meanings within communication. One approach that examines this relationship between language use and context is pragma-stylistics. Pragma-stylistics integrates pragmatic and stylistic perspectives to analyze how meaning and linguistic style function together within a particular communicative situation. According to Hickey (1993), pragma-stylistics studies the potential power of different ways of expressing the same idea, where stylistic choices are influenced by pragmatic or situational factors. This perspective emphasizes that the selection of linguistic forms does not only convey information but also reflects communicative intentions, contextual conditions, and desired effects on the audience.

Pragmatics itself is a branch of linguistics that studies how language is used in context and how speakers convey meaning through interaction. Rahardi (2005) states that pragmatics focuses on how language users interpret meaning based on contextual factors. Similarly, Tarigan (2009) explains that pragmatics examines utterances within specific situations where social context influences interpretation. Since pragmatics is closely related to speaker intention, the analysis of speech often focuses on identifying communicative purposes rather than only analyzing literal word meanings (Yule, 2014). In this regard, pragmatics is closely associated with speech act theory, which examines how utterances function as actions in communication. Speech acts represent actions performed through language. According to Austin (1975), speech acts can be categorized into three main types: locutionary acts, which refer to the production of utterances; illocutionary acts, which represent the intended meaning or function of the utterance; and perlocutionary acts, which describe the effect of the utterance

Among these categories, illocutionary acts play an important role in understanding the speaker's intention because they reveal what the speaker intends to achieve through the utterance. In addition to pragmatic meaning, stylistic aspects of language also influence how messages are interpreted. Language style reflects the speaker's attitudes, emotions, and communicative strategies within social interaction. According to Agustina (2018), language style is closely related to how speaker express personality, attitudes, and emotional states through linguistic choices. Furthermore, sentence structure also contributes to stylistic expression. As stated by Silalahi (2018), sentence structures such as periodic and loose sentences influence how emphasis and meaning are conveyed within discourse.

Political speeches provide a rich context for analyzing both pragmatic functions and stylistic features. A speech is generally prepared in the form of a structured script and delivered to a wide audience with the purpose of conveying information, persuading listeners, and expressing the speaker's ideas or aspirations. According to Sugono (2008), a speech represents the expression of ideas delivered verbally to a public audience. Within political communication, speeches often contain various speech acts such as invitations, commands, warnings, and expressions intended to influence the audience. Therefore, speech analysis can reveal how speakers construct meaning and persuasive strategies through language. One of the most significant forms of political discourse is the presidential inauguration speech. Many scholars consider presidential inaugural speeches as important examples of political communication because they reflect the vision, ideology, and leadership style of the newly elected leader (Biria & Mohammadi, 2012). These speeches mark an important political transition and are often used to build public trust, unity, and national direction.

In Indonesia, presidential inauguration speeches attract significant public and media attention. The inauguration speech of Prabowo Subianto as the eighth President of the Republic of Indonesia in 2024 represents an important political moment in the country's leadership transition. The speech was delivered and widely distributed through digital media platforms, including the *BeritaSatu* YouTube channel, which enables broader public access and engagement with political discourse. Previous studies have examined speech acts and language styles in various political or literary contexts. For example, Lestari et al., (2020) analyzed speech acts and language styles in Indonesian presidential inauguration speeches and found that representative, directive, expressive, and commissive speech acts were used by different presidents with varying stylistic patterns. Similarly, Ahmad & Fudiyartanto, (2023) analyzed language style and illocutionary speech acts in Biden's speech during the Eid Al-Fitr celebration and found that emotive and assertive speech acts were frequently used to strengthen engagement with the audience. Another study by Rahayu & Parmawati (2020) examined language style and illocutionary acts in a literary text and identified several stylistic forms along with expressive speech acts.

Although previous studies have examined speech acts, stylistic features, and generic structure in political speeches, these studies generally analyze these aspects separately. To date, there has been little research that integrates John R. Searle's theory of illocutionary speech acts, Gorys Keraf's theory of stylistic features, and the Generic Structure Potential (GSP) theory by Awoyemi and Ajayi (2023) into a single analytical framework for political speeches. Consequently, the relationship between generic structure, illocutionary acts, and figurative language as communication strategies in political speeches has not yet been comprehensively explained. This gap forms the basis of this study, which analyzes the inaugural address of Indonesian President Prabowo Subianto from a pragma-stylistic perspective. This study focuses on identifying the speech's generic structure, the types of illocutionary acts, and the figurative language used, thereby elucidating the interrelationship among these three aspects in constructing political communication strategies.

METHODOLOGY

This study employed a qualitative descriptive approach to analyze the generic potential structure, illocutionary speech acts, and figurative language in President Prabowo Subianto's inaugural address. The speech was selected because it was his first official address following the inauguration and presented the administration's vision, mission, and policy direction. Focusing on a single speech also enabled an in-depth analysis within the scope of the study. This approach is consistent with Siyoto and Sodik (2015), who emphasize that qualitative research focuses on an in-depth understanding of phenomena rather than generalization.

The data were collected using listening and note-taking techniques. Following Mahsun (2014), the researcher listened to the inaugural address available on the *BeritaSatu* YouTube channel and recorded relevant linguistic data. The speech was then transcribed, and the data were identified and classified according to the categories of generic potential structure, illocutionary speech acts, and figurative language.

The data source refers to the subject or object from which research data are obtained (Arikunto, 2010). The data for this study were drawn from President Prabowo Subianto's inaugural address delivered at the Plenary Session of the MPR RI on October 20, 2024, marking the beginning of the 2024–2029 presidential term. The speech was obtained from the *BeritaSatu* YouTube channel. The video was selected based on four criteria: it was published by a credible national media outlet, contained the complete inaugural address, provided clear audio and video for transcription, and was publicly accessible for verification. The data consisted of Prabowo Subianto's verbal utterances, which were analyzed using Searle's theory of illocutionary speech acts, Keraf's theory of language style, and Awoyemi and Ajayi's Generic Potential Structure framework.

Data were collected through documentation, listening, and note-taking techniques. Qualitative research may employ multiple sources and data collection methods to support data credibility (Sugiyono, 2018). Documentation was used to obtain the audiovisual recording of the speech, following Gunawan (2022), who describes documentation as the collection of evidence from written, oral, or visual sources. The speech was carefully listened to and observed to identify relevant linguistic features, consistent with Sudaryanto's (2015) listening method and Tarigan's (2009) view of listening as a process of understanding and interpreting spoken messages. Relevant linguistic data were recorded through note-taking, following Mahsun (2014). The speech was then transcribed, and utterances relevant to the three analytical categories were identified for further analysis.

Data analysis followed the qualitative stages of data collection, data reduction, data presentation, and conclusion drawing and verification described by Sugiyono (2018) based on the Miles and Huberman model. First, the speech was transcribed into written form. Second, relevant data were selected and classified according to Searle's illocutionary speech acts, Keraf's language styles, and Awoyemi and Ajayi's Generic Potential Structure. Third, the findings were presented descriptively to explain the speech structure, illocutionary speech acts, and figurative language. Finally, conclusions were drawn and verified against the respective theoretical frameworks to ensure consistency of interpretation.

RESULTS AND DISCUSSION

This section presents the findings from the analysis of President Prabowo Subianto's inaugural speech using Awoyemi and Ajayi's Generic Structure Potential (GSP), Searle's illocutionary speech act theory, and Keraf's figurative language framework. The analysis examined the rhetorical structure, illocutionary speech acts, and figurative language used in the speech. A total of 58 data were analyzed, identifying eight mandatory GSP elements, 58

illocutionary speech acts, and 18 instances of figurative language.

Generic Structure Potential

According to Hasan and Halliday (1989), Generic Structure Potential (GSP) theory explains the range of possible structural elements that may appear within a particular genre. The theory encompasses the various textual components that contribute to shaping and defining a genre. Therefore, GSP includes all potential elements that may occur in a text to construct its overall structure. In a study conducted by Awoyemi and Ajayi (2023), the Generic Structure Potential theory proposed by Halliday and Hasan was applied to analyze Nigerian presidential inaugural speeches from 1999 to 2015. Their research identified eight mandatory elements commonly found in presidential speeches, namely title, opening acts, protocol, recognition of predecessors, manifesto, call for support, closing acts, and customary declaration.

Table 1 Results of Generic Structure Potential Analysis in Inaugural Speeches

No	Elements of Speech	Description	Fulfillment of Elements
1	Title	The title very clearly and specifically mentions the forum speaker and the context of the speech (the inauguration of the president and vice president)	✓
2	Opening Acts	The President conveyed the context of the event and drew the audience's attention by mentioning the presence of important world figures.	✓
3	Protocol	The president mentions important figures and institutions in full and formally demonstrates protocol in the speech	✓
4	Acknowledgement of Predecessors	The President respects and recognizes the services of previous leaders and shows the continuity of leadership history.	✓
5	Manifesto	The President clearly stated his vision, mission and political commitment for Indonesia in the future.	✓
6	Call for Support	This element refers to an appeal for moral, ethical, and collective support from the audience to ensure the realization of the goals and commitments presented in the manifesto.	✓
7	Closing Acts	There is a closing marker with a reflective call to build the nation together and peacefully. In addition, the president asks for prayers and blessings to all Indonesian people, there is a moral call for reflection and self-improvement.	✓
8	Customary Declaration	There were interfaith greetings and nationalist appeals as a symbolic ending that reinforced the value of nationality and togetherness.	✓

Illocutionary Speech Acts

According to John R. Searle (1969), illocutionary speech acts refer to actions performed by speakers when producing an utterance with a particular communicative intention, such as suggesting, commanding, promising, asking, or stating something. Searle classifies

illocutionary speech acts into five main categories: assertive, directive, commissive, expressive, and declarative. In the context of political speeches, these speech acts function as linguistic strategies through which speakers convey information, influence audiences, and construct political messages.

Table 2: The *results of the analysis of illocutionary speech acts*

No	Illocutionary Speech Acts	Frequency	Percentage
1.	Assertive	26	44.8%
2.	Directive	12	20.6%
3.	Commission	4	6.8%
4.	Expressive	16	27.5%
	Total	58	100%

Assertive Illocutionary Speech Acts

Excerpt 1

“Tokoh-tokoh dari negara sahabat ini terbang dari tempat yang jauh di tengah kesibukan mereka. Di tengah banyak masalah yang dihadapi, mereka datang ke sini untuk menghormati bangsa dan rakyat Indonesia.”

(These figures from friendly countries flew in from distant places despite their busy schedules. Even though they face many challenges, they came here to honor the Indonesian nation and its people.)

The utterance above represents **an assertive speech act of asserting** because the speaker conveys information that emphasizes the significance of the presence of foreign representatives at the presidential inauguration ceremony. The statement *“Tokoh-tokoh dari negara sahabat ini terbang dari tempat yang jauh di tengah kesibukan mereka”* indicates that international figures made considerable efforts to attend the event despite geographical distance and professional responsibilities. Furthermore, the sentence *“Di tengah banyak masalah yang dihadapi, mereka datang ke sini untuk menghormati bangsa dan rakyat Indonesia”* strengthens this information by highlighting the symbolic meaning of their presence. Through this assertion, the president underlines the importance of international respect and recognition toward Indonesia.

Excerpt 2

“Hari ini kita mendapat kehormatan yang sangat besar pada acara Pelantikan Presiden dan Wakil Presiden Republik Indonesia.”

(Today we receive a great honor in witnessing the inauguration of the President and Vice President of the Republic of Indonesia.)

This statement can be categorized as **an assertive speech act of notifying** because the speaker informs the audience about the significance of the ongoing event. The utterance conveys the idea that the inauguration of the President and Vice President is not merely a ceremonial activity but a formal state event that holds historical, symbolic, and political importance. By presenting this information, the president emphasizes the prestige of the occasion and invites the audience to recognize the solemnity of the democratic process.

Excerpt 3

“Saya sudah mempelajari bersama pakar-pakar yang membantu saya, saya yakin paling lambat empat sampai lima tahun kita akan swasembada pangan. Bahkan, kita siap menjadi lumbung pangan dunia.”

(I have studied this together with experts who assist me, and I am confident that within four to five years we will achieve food self-sufficiency. In fact, we are ready to become the world's food barn.)

The utterance above represents **an assertive speech act of stating**, as the speaker expresses a viewpoint regarding the possibility of achieving national food self-sufficiency. The statement *“Saya sudah mempelajari bersama pakar-pakar yang membantu saya”* serves as the basis of the president's claim, indicating that the opinion is supported by expert consultation and prior analysis. Through this statement, the president attempts to present the projected goal as a realistic and achievable national target. The assertion therefore functions not only to deliver information but also to strengthen public confidence in the government's development agenda.

Directive Illocutionary Speech Acts

Excerpt 4

“Saya selalu mengajak saudara-saudaraku sebangsa dan setanah air untuk menjadi bangsa yang berani, bangsa yang tidak takut tantangan, bangsa yang tidak takut rintangan, bangsa yang tidak takut ancaman.”

(I always invite my fellow countrymen and women to become a brave nation, a nation that is not afraid of challenges, a nation that is not afraid of obstacles, a nation that is not afraid of threats.)

The utterance above is categorized as **a directive speech act of advising**. Through the word *“mengajak,”* the president encourages the audience to develop a courageous national character when facing various challenges. This expression functions as a persuasive invitation rather than a direct command, reflecting the advisory nature of the directive. The phrase *“saudara-saudaraku sebangsa dan setanah air”* emphasizes collective identity and strengthens the connection between the speaker and the audience. By presenting bravery as a shared national value, the president promotes resilience as an essential attitude for confronting national and global challenges. Thus, the advisory directive reinforces nationalism and unity among the Indonesian people.

Excerpt 5

“Kita juga harus swasembada energi. Dalam keadaan ketegangan, dalam keadaan kemungkinan terjadi perang di mana-mana, kita harus siap dengan kemungkinan yang paling jelek: negara-negara lain harus memikirkan kepentingan mereka sendiri. Kalau terjadi hal yang tidak kita inginkan, sulit akan kita dapat sumber energi dari negara lain. Karena itu kita harus swasembada energi dan kita mampu untuk swasembada energi.”

(We also have to be self-sufficient in energy. In a state of tension, in a state of possible war everywhere, we have to be prepared for the worst possible outcome: other countries have to think about their own interests. If something we don't want happens, it will be difficult for us to get energy sources from other countries. Therefore, we have to be self-sufficient in energy and we are able to be self-sufficient in energy.)

The utterance above represents **a directive speech act of commanding**. The repeated phrase *“kita harus”* signals obligation and urgency, emphasizing the importance of national

energy self-sufficiency. Through this directive, the president positions energy independence as a strategic priority requiring collective action. By referring to global tensions and possible conflicts, the speaker highlights potential risks to national energy supply. This framing strengthens the urgency of the directive and encourages coordinated efforts from both government institutions and society to achieve energy resilience.

Excerpt 6

“Akhir kata saya mohon doa restu Saudara-saudara.”
(Finally, I ask for your prayers and blessings.)

The utterance above is categorized as a **directive speech act of requesting**. The word “*mohon*” reflects politeness and humility, indicating a respectful appeal to the audience. Through this expression, the president asks for prayers and blessings to support the leadership of the newly inaugurated president and vice president. Pragmatically, this request also strengthens the relationship between the leader and the public. By adopting a humble tone, the speaker emphasizes that national leadership requires collective support from the people. Overall, the use of directive speech acts in the inauguration speech reflects the president’s effort to mobilize public engagement and strengthen collective responsibility for national development. Advising directives encourage shared values and national resilience, commanding directives emphasize urgent national priorities such as energy self-sufficiency, while requesting directives highlight the interpersonal dimension of political communication by seeking public support and legitimacy.

Commissive Illocutionary Speech Acts

Excerpt 7

“Kami akan menjalankan kepemimpinan pemerintah Republik Indonesia, kepemimpinan negara dan bangsa Indonesia dengan tulus, dengan mengutamakan kepentingan seluruh rakyat Indonesia, termasuk mereka-mereka yang tidak memilih kami. Kami akan mengutamakan kepentingan bangsa Indonesia, kepentingan rakyat Indonesia di atas segala kepentingan, di atas segala golongan, apalagi kepentingan pribadi kami.”
(We will carry out the leadership of the government of the Republic of Indonesia, the leadership of the Indonesian state and nation with sincerity, prioritizing the interests of all Indonesian people, including those who did not elect us. We will prioritize the interests of the Indonesian nation, the interests of the Indonesian people, above all other interests, above all groups, let alone our own personal interests.)

The utterance above is categorized as a **commissive speech act of promising**. The use of the phrase “*kami akan*” signals the speaker’s commitment to future actions, which is a key characteristic of commissive speech acts. Through this statement, the president publicly promises to lead the government with sincerity while prioritizing the interests of all Indonesian citizens, including those who did not support him during the election.

From a pragmatic perspective, this promise functions to strengthen political legitimacy and build public trust. By emphasizing that national and public interests will be placed above group or personal interests, the president positions himself as a leader who represents the entire nation. This statement therefore serves not only as a commitment to future governance but also as a rhetorical strategy to promote unity and inclusiveness in national leadership. Overall, the use of commissive speech acts in the inauguration speech reflects the president’s effort to demonstrate responsibility and commitment toward the future of the nation. Through promises related to leadership and national interests, the speaker seeks to build credibility and reassure

the public that the government will prioritize the welfare of all Indonesian people.

Expressive Illocutionary Speech Acts

Excerpt 8

“Yang saya hormati dan yang saya muliakan, Presiden Republik Indonesia masa jabatan 2014-2024 Bapak Ir. Joko Widodo, beserta Ibu Iriana Joko Widodo.”

(Respected and esteemed President of the Republic of Indonesia for the 2014–2024 term, Mr. Ir. Joko Widodo, and Mrs. Iriana Joko Widodo.)

The utterance above is categorized as an expressive speech act of praising. The phrases “*yang saya hormati*” and “*yang saya muliakan*” explicitly convey respect and appreciation toward the former president and the first lady. Such expressions reflect the speaker’s psychological attitude of admiration and recognition toward individuals who have held important roles in national leadership. From a pragmatic perspective, this praising expression also functions as a politeness strategy in formal political discourse. By acknowledging the contributions of the previous president, the speaker demonstrates respect for leadership continuity and national unity. Thus, the utterance not only expresses appreciation but also reinforces a respectful and harmonious political atmosphere.

Excerpt 9

“Sebagai insan yang bertakwa, marilah kita tidak henti-hentinya memanjatkan puji syukur kehadiran Tuhan Yang Mahabesar kita masih diberi kesehatan dapat hadir di majelis yang baik ini dan melaksanakan tugas konstitusi kita dengan baik dan aman.”

(As pious people, let us never cease to express our gratitude to the presence of Almighty God that we are still given good health to be able to attend this good assembly and carry out our constitutional duties well and safely.)

The utterance above is categorized as an expressive speech act of thanking because it explicitly expresses gratitude to God. The phrase “*marilah kita tidak henti-hentinya memanjatkan puji syukur kehadiran Tuhan Yang Mahabesar*” reflects the speaker’s feeling of gratitude for the health and opportunity to attend the assembly. In the context of political discourse, this expression of gratitude also functions to establish a shared moral and spiritual value with the audience. By acknowledging divine blessings, the speaker emphasizes humility and reinforces a sense of collective gratitude among participants of the event. Therefore, the utterance serves both as an expression of personal appreciation and as a rhetorical strategy to create a respectful and solemn atmosphere in the inauguration ceremony.

Overall, the use of expressive speech acts in the inauguration speech highlights the speaker’s effort to maintain politeness, respect, and emotional connection with the audience. Through praising and thanking expressions, the speaker acknowledges important individuals and expresses gratitude for the occasion. These expressive forms contribute to creating a respectful atmosphere while strengthening interpersonal relationships in political communication.

Language Style

Language style refers to the way speakers choose words, phrases, and expressions to convey meaning effectively within a particular context. Stylistic choices influence how messages are delivered and interpreted, especially in formal political speeches where language plays an important role in persuasion and emphasis. According to Gorys Keraf (2009), language style encompasses various levels of linguistic expression, ranging from word choice to complete utterances. In this study, the analysis focuses on figurative language styles found in the inauguration speech, particularly metaphor and hyperbole.

Table 3: Results of Analysis of Language Styles in Inaugural Speeches

No	Types of Language Styles	Frequency	Percentage
1	Metaphor	11	61%
2	Hyperbole	7	38%
Total		18	100%

Metaphor

Metaphor is a figurative language style that directly compares two different things without using comparison markers such as “like” or “as.” Through metaphor, an idea or concept is expressed using another term in order to create stronger meaning and imagery.

Excerpt 10

“Saya telah mencanangkan bahwa Indonesia harus segera swasembada pangan dalam waktu yang sesingkat-singkatnya. Kita tidak boleh tergantung sumber makanan dari luar.”

The sentence above uses metaphorical language in the phrase “*tergantung sumber makanan dari luar.*” The word “*tergantung*” does not refer to physical dependence but symbolizes economic or food security dependence on other countries. Through this metaphor, the speaker emphasizes the importance of national food independence and highlights the risks of relying on external food sources.

Excerpt 11

“Saya sudah mempelajari bersama pakar-pakar yang membantu saya, saya yakin paling lambat empat sampai lima tahun kita akan swasembada pangan. Bahkan, kita siap menjadi lumbung pangan dunia.”

The metaphor appears in the phrase “*lumbung pangan dunia.*” This expression does not literally refer to a physical global food storage facility but symbolizes a country capable of producing and supplying food in large quantities for both national and international needs. The use of this metaphor strengthens the speaker’s vision of Indonesia becoming a major global food producer while emphasizing the ambition of achieving sustainable food self-sufficiency.

Hyperbole

Hyperbole is a figurative language style that exaggerates an expression in order to emphasize meaning or create a dramatic effect. Although not intended to be interpreted literally, hyperbolic expressions can intensify the emotional or rhetorical impact of a statement.

Excerpt 12

“Atas nama seluruh bangsa dan rakyat Indonesia saya ucapkan penghargaan terima kasih yang setinggi-tingginya kepada semua kepala pemerintah, kepala negara, dan perwakilan negara-negara sahabat yang hadir di sini.”

The hyperbolic expression appears in the phrase *“terima kasih yang setinggi-tingginya.”* This phrase exaggerates the level of gratitude expressed by the speaker in order to emphasize deep appreciation toward the attending leaders and representatives of friendly countries. In diplomatic contexts, such hyperbolic expressions are commonly used to convey respect and strengthen international relations.

Excerpt 13

“Sebelum itu, marilah kita kerja keras, marilah kita berjuang tanpa menyerah, mari kita menghimpun dan menjaga semua kekayaan kita, jangan mau kekayaan kita diambil murah oleh pihak-pihak lain. Saudara-saudara sekalian, semua kekayaan kita harus sebesar-besarnya untuk kepentingan dan kemakmuran rakyat kita.”

In this utterance, the phrase *“sebesar-besarnya untuk kepentingan dan kemakmuran rakyat”* represents hyperbolic language. The expression exaggerates the extent to which national resources should benefit the people. Although the utilization of national wealth is naturally limited by regulations and resources, the hyperbole functions rhetorically to emphasize the government’s commitment to prioritizing public welfare. Overall, the use of figurative language in the inauguration speech contributes to strengthening the persuasive and expressive power of the message. Metaphor helps convey complex ideas such as national independence and future vision in a more vivid and symbolic manner. Meanwhile, hyperbole emphasizes emotional intensity and reinforces respect or commitment within political discourse. These stylistic elements enhance the effectiveness of the speech by making the message more impactful and memorable for the audience.

Communication Strategy

The communication strategy in this study is identified by examining the relationship between illocutionary speech acts and language styles used in the speech. This relationship reveals how the speaker strategically selects certain speech acts—such as assertive, directive, commissive, and expressive and combines them with figurative language styles to achieve particular communicative goals. These goals include strengthening persuasive messages, building a positive political image, and creating emotional closeness with the audience. In addition, the analysis is supported by the Generic Structure Potential (GSP) framework to identify the structural organization of the speech. Through this approach, the researcher can observe how different types of speech acts and language styles appear in each section of the speech, namely the opening, the content, and the closing. Each part demonstrates a different communicative function and strategy.

Communication Strategy in the Opening Speech

In formal political discourse, particularly in a presidential inauguration speech, the opening section plays an important role in establishing formality, respect, and diplomatic relations. The illocutionary speech acts that dominate the opening section are expressive and assertive. Expressive speech acts are mainly used to convey respect, appreciation, and

politeness toward those present at the event. This type of speech act helps build emotional and social relationships between the speaker and the audience.

Expressive speech acts appear in statements of respect addressed to important figures attending the ceremony, as reflected in the sentence: *"Yang saya hormati dan yang saya muliakan, Presiden Republik Indonesia masa jabatan 2014–2024 Bapak Ir. Joko Widodo, beserta Ibu Iriana Joko Widodo."* This utterance functions as a formal expression of respect.

In state speeches, such expressions are essential because they demonstrate politeness, humility, and recognition of institutional authority.

Although expressive speech acts dominate the opening section, assertive speech acts also appear. Assertive speech acts function to convey information or state facts related to the situation. This can be seen in the sentence: *"hari ini kita mendapat kehormatan yang sangat besar pada acara Pelantikan Presiden dan Wakil Presiden Republik Indonesia."* From the perspective of language style, the opening speech also contains hyperbolic expressions, particularly in the phrase *"kehormatan yang sangat besar."* The exaggeration emphasizes the importance and solemnity of the inauguration ceremony.

Communication Strategy in the Speech Content

The main body of the inauguration speech contains ideological, political, and national messages delivered through various types of illocutionary speech acts. In this section, assertive and directive speech acts appear most frequently. Assertive speech acts are used to present information, describe national conditions, and express the speaker's views about Indonesia's current challenges and future directions. Examples include the following statements *"tantangan, rintangan, hambatan, dan ancaman yang dihadapi oleh bangsa Indonesia di tengah dinamika dan pergolakan dunia tidak ringan."*, *"Kita memiliki luas wilayah daratan dan lautan yang sangat besar, kita memiliki kekayaan alam yang sangat besar..."*, *"Kita harus menghadapi kenyataan bahwa masih terlalu banyak kebocoran, penyelewengan, korupsi di negara kita."*

These assertions help build awareness among the audience about national challenges and emphasize the importance of collective responsibility. In addition, directive speech acts appear as persuasive invitations encouraging unity and cooperation, such as *"Saya selalu mengajak saudara-saudaraku sebangsa dan setanah air untuk menjadi bangsa yang berani..."*, *"marilah kita berani mawas diri... marilah kita berani memperbaiki diri kita sendiri..."*, *"Saudara-saudara sekalian, marilah kita berhimpun, marilah kita bersatu untuk mencari solusi..."*

These directives function as motivational appeals intended to inspire national solidarity and encourage active participation from the public. Besides assertive and directive speech acts, commissive speech acts are also present to express political commitments, for example *"Sumpah tersebut akan kami jalankan dengan sebaik-baiknya..."*, *"Kami akan menjalankan kepemimpinan pemerintah Republik Indonesia... dengan mengutamakan kepentingan seluruh rakyat Indonesia."* These statements represent political promises that emphasize the president's responsibility to fulfill the mandate entrusted by the people.

In terms of language style, the speech content also contains metaphorical and hyperbolic expressions. Metaphor appears in the phrase *"lumbung pangan dunia,"* which symbolically represents Indonesia's aspiration to become a major global food producer. Meanwhile, hyperbole appears in the expression *"seribu kawan terlalu sedikit, satu lawan terlalu banyak,"* which emphasizes the importance of unity and international solidarity.

Communication Strategy in the Closing Speech

The closing section of the speech functions as a symbolic conclusion that reinforces the key messages delivered earlier. In this section, the dominant illocutionary speech act is expressive, particularly when the president conveys gratitude and appreciation. An example appears in the statement “*kita berterima kasih kepada Presiden Habibie.*” This expression acknowledges the contributions of previous national leaders and demonstrates respect for Indonesia’s political history.

In addition, directive speech acts appear in the form of polite requests, such as “*akhir kata saya mohon doa restu saudara-saudara.*” This statement invites public support while also reflecting the humility of the leader. The closing section also contains commissive speech acts, such as “*kami siap melanjutkan estafet kepemimpinan.*” This expression highlights the president’s readiness to continue the national leadership and fulfill his responsibilities. Finally, metaphorical language appears in the phrase “*menahkodai bangsa ini,*” which symbolically portrays the leader as the captain guiding the nation toward its future. Overall, the analysis indicates that each structural part of the inauguration speech employs different combinations of speech acts and language styles to achieve specific communicative objectives. The opening section emphasizes respect and diplomatic courtesy, the main content focuses on persuasion and national vision, while the closing section highlights gratitude, commitment, and symbolic leadership.

CONCLUSION

This study demonstrates that President Prabowo Subianto’s inaugural speech combines a systematic rhetorical structure, illocutionary speech acts, and figurative language to communicate political messages and reinforce national unity. The Generic Structure Potential (GSP) analysis reveals a structured discourse consisting of a protocol opening, acknowledgment of previous leaders, presentation of the government’s vision and mission, calls for unity and cooperation, and a symbolic closing. These elements contribute to constructing continuity, inclusiveness, and national identity throughout the speech.

Pragmatically, assertive speech acts were the most dominant, with 26 occurrences used to communicate political realities, government programs, and national priorities. These were followed by 16 expressive acts expressing gratitude and appreciation, 11 directive acts encouraging collective participation, and four commissive acts conveying commitments and promises. Figuratively, metaphor and hyperbole were the dominant forms, functioning to make abstract political ideas more accessible, provide emphasis, and strengthen the emotional and persuasive force of the speech.

Overall, the findings show that the inaugural speech functions beyond ceremonial political communication. Its rhetorical organization, pragmatic functions, and figurative expressions work together to construct political legitimacy, encourage public participation, and reinforce national identity. The study therefore highlights how linguistic and rhetorical choices enable political leaders to communicate authority, solidarity, and ideological values within public discourse.

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