

**DICTIONS AND RHETORIC IN PRABOWO SUBIANTO'S  
SPEECH ON *THE PEACE PROPOSAL OF WAR BETWEEN  
UKRAINE AND RUSSIA***

**THESIS**

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UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM MALANG**

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**DICTIONS AND RHETORIC IN PRABOWO SUBIANTO'S  
SPEECH ON *THE PEACE PROPOSAL OF WAR BETWEEN  
UKRAINE AND RUSSIA***

**THESIS**

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**2024**

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I state that the thesis entitled “Dictions and Rhetoric in Prabowo Subianto's Speech on *the Peace Proposal of War between Ukraine and Russia*” is my original work. I do not include any materials previously written or published by another person, except those cited as references and written in the references. At this moment, if there is any objection or claim, I am the only person who is responsible for that.

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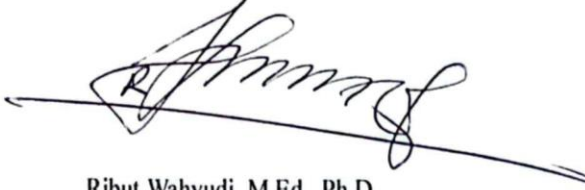
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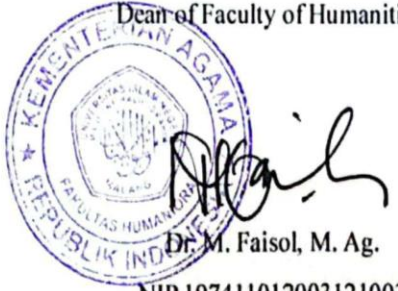
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## **MOTTO**

Kind words have extraordinary power, like a sturdy and beneficial tree.

*"Have you not noticed how Allah has made a parable of a good sentence like a good tree, its roots are firm and its branches (reach) to the sky. This tree gives its fruit to every Muslim with the will of his God."*

*(Q.S Al-Ibrahim:24-25)*

Allah commands to convey the truth in a tactful manner, using appropriate and non-hurtful words.

*"Call (people) to the path of your God with wisdom and good lessons and refute them in a good way"*

*(Q.S An-Nahl :125)*

## **DEDICATION**

This thesis is dedicated to:

My beloved father, M Andy Yusuf, beloved mother, Srianti, and beloved siblings

Dwi Khifna Ayuningtias who always supported me mentally, spiritually, and financially so that I could finish my study in the Department of English Literature

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Firstly, I would like to express my gratitude to Allah Subhanahuwataala, because of His abundance of mercy and grace, I am able to complete my thesis to the best of my ability despite obstacles and obstacles, but I believe Allah will not give me a test beyond the limits of His servant's ability. Both of you salute and greet the Prophet Muhammad, salallahualaihi wasallam, who has guided us from the zahiliah era to the bright era, namely Addinul Islam.

During the process of writing this thesis, I realized that this thesis could be successful because of the help, guidance, support, and prayers from various parties. Therefore, I would like to thank humbly: The Dean of the Faculty of Humanities, Dr. M. Faishol, M. Ag., with the permission of this thesis, also the Head of the Department of English Literature, Mr. Ribut Wahyudi, M. Ed., Ph.D., as well as my academic supervisor, Ma'am Ulil Fitriyah, M.Pd, M.Ed., my thesis advisor who patiently provided advice, direction, and guidance to me, Mr. Abdul Aziz, M.Ed, Ph.D., and all lecturers majoring in English Literature for the knowledge they imparted during college.

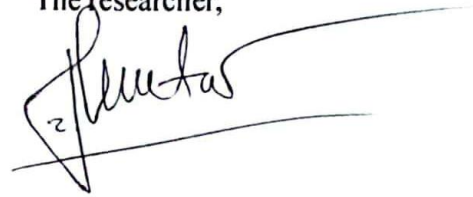
Next, I would like to express my deepest gratitude to my parents, M Andy Yusuf and Srianti, who always provide prayers, support and advice, both mentally and spiritually, you are the main support system for me to be able to complete my studies. Not only that, you always accompany me in various difficult or happy situations in the process of pursuing my education. as well as my friends and



relatives who have helped and prayed for me to get to this point. Thanks to all of you, I was able to complete and complete this thesis to get the bachelor's degree that I wanted. May Allah reward all your kindness.

Malang, 20 September 2024

The researcher,

A handwritten signature in black ink, appearing to read 'Intan Rachmadani', with a small '2' written below the first letter of the first name. The signature is written over a horizontal line.

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## ABSTRACT

**Rachmadani, Intan** (2024) *Dictions and Rhetoric in Prabowo Subianto's Speech on the Peace Proposal of War between Ukraine and Russia*. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor: Abdul Aziz, M.Ed, Ph.D.

*Keywords: Diction, Rhetoric, Speech*

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Speech is something that an orator usually does to convey a message to his listener. To give a good impression, diction is a rhetorical strategy. Diction plays an important role in conveying meaning. This is because when giving a speech, an orator does not necessarily convey the meaning directly, but the orator will choose the right diction to express the meaning of his speech. Apart from that, the orator also prepares the rhetoric that will be used when delivering a speech so that listeners will be interested (persuasive) in the speech being delivered. This research used a quasi-qualitative method with diction and rhetoric theory as the theoretical approach. The data source for this research is Prabowo Subianto's speech regarding the peace proposal between Ukraine and Russia. The result of this research is that Prabowo Subianto's speech combines the use of diction and rhetoric effectively to convey a strong message in his speech. This research found 12 diction data including 3 Concrete Diction data, 3 Abstract Diction data, 3 Connotation data, and 3 Denotation data. Prabowo Subianto's speech carefully chose words to convey a deep message, both factually and emotionally. Apart from that, the rhetorical devices used by Prabowo Subianto in his speech show 8 rhetorical data used in this research, which include 2 ethos data, 3 logos data, and 3 pathos data. In Prabowo Subianto's speech, the use of ethos, logos, and pathos together is a powerful rhetorical device to convey a message, provide an empathetic response from the audience, and build credibility.

## مستخلص البحث

رحمداني، إنتان (2024) الألفاظ والبلاغة في خطاب برابوو سوبيانتو حول اقتراح السلام في الحرب بين أوكرانيا وروسيا. رسالة بكالوريوس قسم الأدب الإنجليزي كلية العلوم الإنسانية جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج. المشرف عبد العزيز، ماجستير، دكتوراه.

الكلمات المفتاحية: اللفظ، الدلالة، الكلام

الخطاب هو شيء يفعله الخطيب عادةً لنقل رسالة إلى الجمهور أو المستمعين. لإعطاء انطباع جيد، يعد الإلقاء أحد الاستراتيجيات البلاغية. يلعب الإلقاء دورًا مهمًا في نقل المعنى. وذلك لأنه عند إلقاء خطاب، لن ينقل الخطيب بالضرورة المعنى مباشرة، ولكن الخطيب سيختار الأسلوب الصحيح للتعبير عن معنى الخطاب. وبصرف النظر عن ذلك، يقوم الخطيب أيضًا بإعداد الخطابة التي سيتم استخدامها عند الإلقاء الخطاب بحيث يكون المستمع مهتمًا (مقنعًا) بالخطاب المنقول. يستخدم أسلوب البحث شبه النوعي باستخدام الإلقاء والدلالات والأساليب البلاغية. البيانات المستمدة من هذا البحث هي خطاب برابوو سوبيانتو بشأن اقتراح السلام بين أوكرانيا وروسيا. نتائج هذا البحث هي أن خطاب برابوو سوبيانتو يجمع بين استخدام أسلوبي الإلقاء الدلالي والبلاغي بشكل فعال لتوصيل رسالة قوية في خطابه. وجد هذا البحث 12 بيانات إعرابية باستخدام المنهج الدلالي والتي تضمنت 3 بيانات معنى دلالية، 3 بيانات معنى ضمنية، 3 بيانات معنى عاطفية، 2 بيانات معنى ترابطية، 3 بيانات معنى تجميعية. يجمع خطاب برابوو سوبيانتو في الغالب بين المفاهيم الدلالية والدلالية لنقل رسائل متعمقة، على المستويين الواقعي والعاطفي. بصرف النظر عن ذلك، فإن الأدوات البلاغية التي استخدمها برابوو سوبيانتو في خطابه تظهر 8 بيانات بلاغية مستخدمة في هذا البحث، والتي تشمل 2 بيانات روحية، و3 بيانات شعارات، و3 بيانات رثاء. في خطاب برابوو سوبيانتو، يعد استخدام الروح والشعارات والشفقة معًا أداة بلاغية قوية لنقل الرسائل والاستجابات المتعاطفة من الجمهور وبناء المصداقية.

## ABSTRAK

**Rachmadani, Intan** (2024) *Diksi dan Retorika Pidato Prabowo Subianto tentang Usulan Damai Perang Ukraina dan Rusia*. Skripsi, Progran Studi Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Dosen Pembimbing: Abdul Aziz, M.Ed, Ph.D.

*Kata kunci: Diksi, Retorika, Pidato*

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Pidato merupakan sesuatu yang biasa dilakukan seorang orator untuk menyampaikan suatu pesan kepada pendengar atau pendengarnya. Untuk memberikan kesan yang baik, diksi merupakan strategi retorik. Diksi memainkan peran penting dalam menyampaikan makna. Hal ini dikarenakan ketika berpidato, seorang orator tidak serta merta menyampaikan makna secara langsung, namun orator akan memilih diksi yang tepat untuk mengungkapkan makna pidatonya. Selain itu orator juga menyiapkan retorika yang akan digunakan saat menyampaikan pidato sehingga pendengar akan tertarik (persuasif) terhadap pidato yang disampaikan. Penelitian ini menggunakan metode kuasi kualitatif dengan teori diksi dan retorika sebagai pendekatan teorinya. Sumber data penelitian ini adalah pidato Prabowo Subianto mengenai usulan perdamaian antara Ukraina dan Rusia. Hasil dari penelitian ini adalah pidato Prabowo Subianto memadukan penggunaan diksi dan retorika secara efektif untuk menyampaikan pesan yang kuat dalam pidatonya. Penelitian ini menemukan 12 data diksi yang meliputi 3 data Diksi Konkret, 3 data Diksi Abstrak, 3 data Konotasi, dan 3 data Denotasi. Pidato Prabowo Subianto dengan cermat memilih kata-kata untuk menyampaikan pesan yang mendalam, baik secara faktual maupun emosional. Selain itu, perangkat retorika yang digunakan oleh Prabowo Subianto dalam pidatonya menunjukkan 8 data retorika yang digunakan dalam penelitian ini, yang meliputi 2 data ethos, 3 data logos, dan 3 data pathos. Dalam pidato Prabowo Subianto, penggunaan ethos, logos, dan pathos secara bersama-sama merupakan perangkat retorika yang ampuh untuk menyampaikan pesan, memberikan respon empati dari audiens, dan membangun kredibilitas.

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## CHAPTER I INTRODUCTION

This chapter consists of the background of the study, research questions, significance of the study, scope and limitation, and the last one is the definition of key terms.

### **A. Background of the Study**

Delivering a speech is considered a rhetorical thing that is always related to making an impression, A political communicator must have better or above-average communication skills which are useful for seeking the sympathy of others. Currently in Indonesia, one of the political communicators known to the public is Prabowo Subianto (Aryansyah, 2022). Prabowo plays populist issues when conducting political campaigns in a discursive style (Ritonga, 2020).

Diction plays a significant role in conveying meaning. This is because, in the speech, the orator will not necessarily convey his meaning directly, but the orator will choose the right diction to state the meaning of his speech (Jeniver, 2021). Diction analysis is also part of the analysis of language style (Aeni & Ahmadi, 2021).

This research analyzes the use of diction by Prabowo Subianto in his speech. According to Abram's theory (1999), there are several types of words that can be concluded as diction. Some of the themes raised are: Concrete, Abstract, Connotation and Denotation. As for the explanation of *Concrete*, joints refer to words that describe real things that can be felt with the five senses (seeing, hearing, smelling, touching or feeling). *Abstract* refers to words that describe ideas,

concepts, or feelings that cannot be directly felt with the five senses. These words are usually more subjective and require interpretation. *Connotation* contains additional meaning, both positive and negative, which is not always literal. This meaning is influenced by emotion, culture, or context. and *Denotation* refers to the literal or dictionary meaning of a word, without additional emotional or figurative meaning.

Rhetorical theory is closely related to Aristotle's artistic evidence, namely character (ethos), emotion (phathos), and argumentation (logos) (Habinek, 2017). This concept of artistic proof must be understood properly and correctly because it is the core of Aristotle's rhetorical theory. Herrick (2017) explains these three artistic proofs in detail and well, explaining that Aristotle uses logos to refer to the evidence available in words, arguments, or the logic of speech. Meanwhile, Aristotle discusses pathos about "how" to evoke different emotions when giving a speech. Finally, ethos focuses more on discussion or the use of arguments that try to show something in accordance with the purpose of the speech.

There are several previous research that discussed the use of rhetoric. In the analysis it was found Soekarno's rhetoric on the themes of Anti-Imperialism and Capitalism, Soekarno speech was intended to persuade readers persuaded by the author, in accordance with what the author expected Roring (2018). In Prabowo Subianto's speech, the analysis found that Prabowo used populism only as a rhetorical style to attract people's sympathy Ritonga, (2020). For the next analysis of Prabowo Subianto's campaign style by Aryansyah (2022). it was found a political communicator needs to create a good image in order to attract public sympathy. In



the analysis of Soekarno's speeches from a da'wah perspective by Mukoyimah (2018), it was found that Soekarno's rhetoric was built on language that had diction with good and bad connotations and was systemati. In the analysis of President Soesilo Bambang Yudoyono (SBY) speech text using Aristotle's rhetorical approach by Luhukay (2007), it was found that the content of President SBY's speech was very full of words that were chosen precisely to convey who he was and in SBY's speech, the aspect that was most emphasized to influence the audience was ethos

In the analysis of Ismail Haniyah's speech to Indonesian Muslims by Fikry (2020), forms of persuasive rhetoric types and the concept of the five canons of Rhetoric from Aristotle's perspective were found. They are *Inventio* (Discovery), *Dispositio* (Arrangement), *Elocutio* (Style), *Pronuntiatio* (Delivery), and *Memoria* (Memory). The analysis of Rhetoric in Surya Paloh's speech by Fitriani and Chan (2022), the results of the study found types of use of standard and non-standard vocabulary in the figure of Surya Paloh who tended to use standard language. This shows that Surya Paloh pays close attention to the use of language, especially vocabulary. Therefore it is interesting to discuss the diction and rhetoric used by Prabowo Subianto in the contents of the speech on the Ukrainian and Russian war peace proposal.

From previous studies, there are still many studies discuss rhetoric as a tool for conveying, but the use of language has not yet been found in detail regarding the use of diction in the rhetoric conveyed in previous studies. From the explanation above, the researcher considers that it is important to research the choice of words or diction in Prabowo Subianto's speeches, as he is an important

person in security politics and his speech can always be heard by many people, even on the international stage.

This researcher starts from the assumption that, as a politician, communicating using language is very necessary. This is because a politician, whether during a campaign or giving a speech, must be clever in choosing the words used when delivering his political speech. Therefore, it is important to use diction in speeches as an aspect to analyze different rhetorical strategies from each other.

Prabowo Subianto has a good reputation and a good ability to speak English and in this case, the topic is about words and he has to be very careful in choosing words. It will also affect the position of Indonesia as one of the masters in Indonesia. Besides, is important to show that he is very careful in choosing words because he has a very important position in indonesia, he should be very careful in choosing words.

The purpose of this study is to see how the use of diction and rhetoric is very influential in convincing the audience or listeners of the contents of the speech and to find out persuasive techniques that have three rhetorical formulas. Thus, this study analyzes the diction and rhetoric in Prabowo Subianto's speech.

## **B. Research Question**

Based on the explanation of the background of the study, the problem formulation that can be proposed in this research is as follows:

1. What diction did Prabowo Subianto use in his Speech on "Peace Proposal in the War between Ukraine and Russia"?

2. How does Prabowo Subianto apply rhetoric in his Speech on "Peace Proposal in the War between Ukraine and Russia"?

### **C. Significance of the Study**

this research can provide theoretical and practical contributions to enrich the area of diction analysis. It can contribute to the field of linguistics, especially in diction analysis, which can then be channeled into the learning process. It can be used as a comparison and reference for other relevant research, both diction and rhetoric analysis.

### **D. Scope and Limitation**

The scope of this research is sociolinguistics, especially regarding the use of diction and rhetoric used by Prabowo when making speeches. The limitation of this research is that this research only focuses on the diction and rhetoric used in Prabowo Subianto's speech in proposing peace in the Ukrainian and Russian war. This research uses Abram's (1999) diction theory to identify the diction used in speeches and Aristotle's theory to identify the rhetoric used, namely that technically persuasion can be successful by manipulating three things: (1) the speaker's character, (2) the audience's emotions, (3) words. delivered. These three things are known as ethos, pathos and logos respectively.logos.

### **E. Definition of Key Terms**

The terms are to avoid misunderstandings about the meaning of some of the terms used in this study. The researcher provides the definitions below:

1. Diction is the choice of words in writing that is used to provide meaning according to the author's speech. Diction in this topic diction in this research refers to the choices of words used by Prabowo Subianto in his speech “The Peace Proposal of War between Ukraine and Russia”.
2. Rhetoric is the skill of using language effectively in composing. Rhetoric is also often referred to as the art of making grandiose and bombastic speeches.
3. Prabowo Subianto's speech in the peace proposal for the Ukraine and Russia war contained a proposal to reach a peaceful resolution of the conflict. Prabowo made this proposal during a speech at Shangri-La in Singapore on Saturday, 3 June 2023. In his speech, Prabowo proposed five points as concrete steps to end the war. The essence of this speech is a call to immediately end armed conflicts and replace them with diplomatic solutions, reflecting a commitment to international peace.

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

This chapter discusses several important ideas that support current research and provide an overview of the direction of this research, such as diction, rhetoric and speech.

#### **A. Diction**

Diction, as an important element in speech, plays a major role in successful communication. Diction refers to the selection of appropriate and harmonious words in expressing ideas, which then have the desired impact. This concept is in line with the main purpose of a speech, which aims to influence listeners to achieve certain goals as stated in the content of the speech.

Diction is the use of certain words deliberately chosen by the author. Considering the literary work is the world of words, communication is carried out and interpreted through words. The choice of words certainly goes through certain considerations to obtain the effects of accuracy and beauty effects. The effect itself can be simply considered in terms of form and meaning to support the aesthetics of the literary work concerned, able to communicate meaning, and messages, and be able to express ideas intended by the author. The choice of word in this case is called diction.

In the context of a speech, diction is not just a collection of words but is also a tool to build an atmosphere, strengthen a message, and influence the listener's emotions and thoughts. Therefore, the choice of words must be adjusted to the current conditions or context. For example, in formal situations, diction tends to be

more serious and structured, while in more relaxed or recreational situations, diction can be more colorful and flow more freely.

By using the right diction, a speaker is able to create a stronger connection with the audience, build trust, and inspire desired action or change. Therefore, a good understanding of the context, audience, and desired impact is essential in the effective use of diction in a speech.

According to Keraf (2006), diction is the ability to understand and choose correctly the nuances of meaning of the ideas to be conveyed, as well as the skill to adapt language style to the circumstances and preferences of a group of people. This shows that diction is not just about choosing words, but also about matching words that can be accepted by the listener so that they do not disturb the communication atmosphere at that time.

Keraf's opinion provides a clear picture of diction. Diction according to Keraf is as follows:

- 1) Choose words that involve decisions about which ones to use to convey an idea.
- 2) Choose words that involve the ability to understand correctly the various meanings of the ideas you want to convey, as well as the ability to find a form that fits the situation and preferences of the values of the listening group.
- 3) Selection of appropriate and relevant words can only occur if someone has extensive mastery of the language's vocabulary or vocabulary.

From the explanation that has been given, it can be concluded that the diction chosen in a speech has the potential to become a unique strength or identity for the speaker. This is due to the fact that diction is a reflection of the speaker's own socio-cultural background. Diction includes not only the choice of words, but also the communication style, tone, and style of language used, all of which are reflected in the experience, values, and identity of the speaker. Therefore, the use of appropriate and context-appropriate diction not only enriches the speech but also strengthens the unique characteristics of the speaker.

According to Abram's theory, there are some kinds of words that can be concluded as diction. Some of the themes are:

1. Concrete and abstract

A sentence, accordingly, is said to be concrete if it makes an assertion about a particular subject (T.S Elliot's "Grishkin is nice..."). For example: "Mid husks, cool-rooted flower, fragrant eyed, blue, silver-white, and budded Tyrian. The concrete description of a locale which is inter involves qualities that are perceived by four different senses; hearing, touch, sight, and smell.

My heart aches, and a drowsy numbness pains  
My sense, as though of hemlock I had drunk,  
or emptied some dull opiate to drains

The abstract term denotes either a class of things or else (as in brightness, beauty, evil, and despair) qualities that exist only as attributes of particular persons or things. For example:

A thing of beauty is a joy forever  
Its loveliness increases; it will never  
Pass into nothingness;

## 2. Connotation and Denotation

If we talk about diction, we have to know about denotative and connotative meanings. According to Abrams (1999,p. 47) in widespread literary usage, the denotative of a word is its primary signification or reference; its connotation is the range of secondary or associated significations and feelings that it commonly suggests or implies. Thus 'home' denotes the house where one lives, but connotes privacy, intimacy, and coziness; that is the reason real estate agents like to use 'home' instead of 'house' in their advertisements.

The denotative meaning is the physical referent the word identifies, that is the thing or the concept. According to Leech (1981:37), denotation is the central, logical, comparatively abstract aspect of word meaning. Denotative meaning is usually a public and traditional meaning. It gives what a word has to mean; the irreducible meaning contains its logical definition which is usually called the dictionary definition.

### **B. Rhetoric**

Rhetoric and speech are closely related because they both intend to convey a message. The relationship between the two makes rhetoric and speeches inseparable, therefore, in order to be able to give speeches/rhetoric, someone needs to study them. Studying rhetoric builds people to become positive goal-oriented leaders.

The view of rhetoric, according to Plato, refers to efforts to influence the minds of the masses through the use of words. Aristotle, on the other hand, viewed rhetoric as a faculty inherent in every individual, as an art of persuasion that must be concise,



clear, and convincing. For Aristotle, rhetoric must also have the beauty of language that is structured for various purposes, including correcting, instructing, encouraging, and defending.

Rhetoric theory is closely linked to Aristotle's artistic proofs, namely character (ethos), emotion (phathos), and argument (logos) (Habinek, 2017). This concept of artistic proofs must be understood properly and correctly because it is the core of Aristotle's theory of rhetoric. Herrick (2017) explains the three artistic proofs in detail and well, explaining that Aristotle uses logos to refer to the evidence available in words, arguments, or the logic of speech. while Aristotle discusses pathos about "how" to evoke different emotions during a speech. Lastly, ethos focuses more on the discussion or use of arguments that try to show something according to the purpose of the speech.

### **1. Logos**

Logos, also known as logical proof, is a part of rhetoric that emphasizes the rational aspect of humans, relying on the audience's ability to process information. In the context of logical proof, arguments have an organized structure. Argument structures are divided into two types, namely inductive arguments and deductive arguments. Apart from that, in logos, there is also reasoning, which is the process of drawing or drawing conclusions from the evidence presented (Beebe, Beebe, & Ivy, 2010). According to Lucas (2007), reasoning is very important because, in everyday life, we are often faced with various persuasive messages, from television media to political campaigns.

## **2. Ethos**

Ethos, or source of credibility, is an important aspect of rhetoric. Ethos includes the speaker's personal expertise, charisma, and character. Apart from having competence in the field, character and how the audience feels the speaker's sincerity, trust, and concern for the welfare of the audience are also important factors in determining credibility. Credibility is not only viewed from the speaker's perspective but also from the communicator's perspective. This credibility is also closely related to the characteristics of the communicator (Lucas, 2007).

The credibility of a speaker is not something that is given automatically but must be earned through the right to speak as well as through self-verification. This credibility includes competence, suitability, dynamism, and consistent principles. Not only that, personal expertise, charisma, and character are also significant factors in determining credibility. According to Lucas (2007), apart from having competence and character that depicts sincerity and trustworthiness, attention to welfare is also an important factor in demonstrating a speaker's credibility.

This confirms that in the persuasion process, people are not only influenced by the evidence presented by the speaker, but also by who the speaker is, and how he presents the evidence.

## **3. Pathos**

Pathos or emotional evidence is a strategy in rhetoric that relies on emotion. Influencing people emotionally is often more effective than using logic. One emotion that is often exploited is fear. Pathos involves the use of emotion to influence the listener. To successfully appeal to emotion, a speaker needs to

understand the audience's state of mind (Aristotle, 1954). Some emotional appeals that speakers often use include (Lucas, 2007):

- a. Fear: worry about illness, natural disasters, sexual harassment, personal rejection, or financial difficulties.
- b. Compassion: sympathy for people who have physical limitations, women who are victims of violence, abandoned pets, the unemployed, hungry children, or AIDS victims.
- c. Pride: a sense of pride in one's country, family, school, cultural heritage, and individual achievements.
- d. Anger: angry at terrorists and their supporters, irresponsible business leaders, congressmen who abuse the public trust, criminals, and thieves.
- e. Guilt: feeling guilty for not helping people who are less fortunate, not paying attention to the rights of others, or not doing the best in a situation.
- f. Respect: is a feeling of respect for a person, tradition, institution, or one's beliefs.

This diction research in relation to rhetorical studies is a philosophical search about how words work or influence discourse. Rhetorical elements include imagery, deviating sentence structure, and imagery. Thus, language style consists of lexical, grammatical, cohesion, and rhetorical elements. In this research, the linguistic style elements used are rhetorical elements. The discussion of elements of language style that are the object of this research are rhetorical elements which include investigating word choice or diction. This stylistic study plays a role in helping

analyze and provide a complete picture of the value of a language as a means of communication, including the speech studied in this research.

### C. Speech

Speech is an expression of ideas conveyed through the use of words and addressed to a general audience. A similar thing is done by the definition of speech according to Achard (1993) who says:

“Speech is the use of language in practical situations, considered as effective action, and in relation to all language actions (linguistic or not). The word "speech" can indicate a statement solemn (Presidential speech), or Referring to words without effect, or even designate restricted use of language such as speech politics, polemical speeches, youth discourse", etc.”

Speech is the application of language in a practical context which is often considered an effective action, both in application with linguistic and non-linguistic aspects. The term "speech" can refer to various types of statements, ranging from very solemn ones such as presidential speeches, to the use of language that may not have a significant impact, even in situations where language is used in a limited way such as in political speeches, polemical speeches, or in youth discussions, and so on.

Making a speech, which generally occurs in a formal context, is a communication process that aims to transmit and impart ideas, information, or concepts from the speaker to a wide audience with the intention of convincing them. From this definition, speech can be considered the art of persuading or influencing listeners. However, giving a speech is not easy because it requires important elements such as a competent speaker, responsive listener, situational background, thorough preparation, application of appropriate techniques, and respect for speech

ethics. As an important medium for conveying information, speeches must be delivered clearly, straightforwardly, and interestingly to successfully achieve their goals.

According to Ochs and Winner (2008), speeches have four objectives:

- 1) Informational, which intends to convey knowledge or reports to listeners or provide interesting information.
- 2) Persuasive, intended to influence the listener's attitude by trying to convince and invite the audience to do something.
- 3) Recreational, which aims to entertain or please the audience.
- 4) Educative, means conveying the content of the speech by emphasizing educational aspects.

These four objectives reflect the function of speech as a communication tool that has an important role in various contexts. Through speeches, speakers can share information clearly and structured to broaden listeners' horizons. In addition, speeches can also be used as a means to motivate and excite audiences, encouraging them to take action or change certain views. In a more relaxed atmosphere, a speech is able to entertain and delight the audience, creating enjoyable moments and bringing the speaker closer to the listener. No less important, speeches function as educational media, conveying educational messages and providing in-depth understanding of a topic. Thus, speech becomes a versatile communication tool to achieve various goals in interacting with the audience.

## **CHAPTER III**

### **RESEARCH METHOD**

This chapter discusses the use of research method used in this research. There are several things discussed, namely research design, research instruments, data and data sources, data collection, and data analysis.

#### **A. Research Design**

This research used a post-positivistic paradigm and a quasi-qualitative methodology to understand more deeply the diction and rhetoric in Prabowo Subianto's speech text. The video was taken from one of Kompas TV's YouTube channels. In the video, the study focuses on Prabowo's speech text regarding the proposal for peace in the Ukraine and Russia wars. By using quasi-qualitative techniques, an in-depth data exploration process is needed, in line with Rahardjo's (2020) thinking. This research design consists of three important phases, namely: the pre-research stage, the research implementation stage, and the post-research stage. With the following explanation:

##### a) Pre-research Stage:

Initially, the basis used was aimed at identifying the research process carefully and thoroughly. At this stage, it is important to identify the stylistic point of view as central to the research. researchers use the online Open Knowledge Map to find related stylistic research using various sources, such as theses, journals, and Google Scholar. After conducting this thorough examination, the researcher selected an interesting topic after sifting through various journals, theses, and Google academics.

By carefully collecting information from various sources, such as journals and theses, understanding of the selected theme is broadened. The research focus is carefully selected to suit the selected topic environment, and the current social media subject is carefully selected. Ultimately, there is a strong connection between the chosen topic and the research object, which results in the formulation of the research title. This title is then presented in discussion with the supervisor.

b) Research Implementation Stage

After this preparation stage, the research continues to the implementation stage. This research uses videos on one of the YouTube channel accounts, namely Kompas TV. Here, the researcher start transcribing the speech delivered by Prabowo at the forum. By transcribing, researcher found that there were several dictions used. Taking inspiration from Aristotle's theory, the researcher carefully identified the diction used in the speech delivered by Prabowo Subianto and examined more deeply the diction used in it.

c) Post-research Stage

The research moved to the post-research stage after obtaining the necessary data and knowledge. After the data is collected, it must go through a careful analysis process that is based on previously acquired knowledge. Once this analytical process is complete, the results are presented in their entirety, which are discussed in depth in the discussion section. The depth and breadth of research findings are presented in phases. Based on the analysis, the researcher makes reasoned conclusions, synthesizing the research findings and contributions.

## **B. Research Instrument**

The researcher is the key instrument in this research because they are directly involved in data collection process. Data collection requires careful listening, transcribing, and interpreting of the speech, and skilled researchers are needed to observe and analyze the diction and rhetoric used in Prabowo Subianto's speech on proposing peace between Ukraine and Russia. Their role is crucial to ensure accuracy in identifying the diction and analyze the rhetoric used in the same speech.

## **C. Data Sources**

In this research, the main data source collected were videos and subtitles from one of the Kompas TV YouTube channel accounts <https://www.youtube.com/live/79cYwgfCicY?si=swQ5yL4p3B53WN2E>. The data sought focuses on the diction and rhetoric in Prabowo Subianto's speech on proposing peace between Ukraine and Russia.

## **D. Data Collection**

In collecting data, researchers used the observation method. The steps in collecting data include the following: first, search for a video from YouTube, download it, then watch it. secondly, the researcher transcribed the video using the help of anthiago to get a transcript of the speech that was spoken correctly. thirdly, identify the data and make several notes that may contain diction and rhetoric, as well as classify the data based on theory. The fourth interprets the data which is included in data interpretation based on findings and is linked to Abrams' (1999) theory of diction and Aristotle's theory of rhetoric (1954).



### **E. Data Analysis**

After the data were collected, the researcher did the steps of data analysis as follows: first, categorizing the collected data according to Abrams' (1999) and Aristotle's (1954) theories on diction and rhetoric. Then, she analyzed each piece of data found in the using the theory of diction by Abrams'(1999) and theory rhetoric Aristotles's (1954). The last step was drawing conclusions at the end of the study.

## **CHAPTER IV**

### **FINDINGS AND DISCUSSION**

In this chapter the researcher will present the data findings and their discussion. In this case, the researcher presents data analysis according to Abram (1999) regarding types of diction, namely concrete, abstract, connotation, and denotation and Aristotle (1954) regarding types of approaches to persuading an audience, namely logos, pathos, and ethos. The data found are based on Prabowo Subianto's speech on YouTube entitled Pidato Prabowo Subianto dalam Forum Dialog The 20<sup>th</sup> Asian Summit IISS Shangri-La 2023.

#### **A. Findings**

In this research, the researcher found 20 data. where she explains several examples of data analysis based on research questions. This will be divided into two parts. The first is 12 diction data that Prabowo used in speeches using Abrams' theory. The second is 8 rhetorical data that Prabowo used using Aristotle's theory.

##### **1. Diction**

This research found 12 data based on analysis of diction in Prabowo Subianto's speech regarding the submission of a peace proposal for the Ukraine and Russia war, based on Abram (1999), which consist of abstract, connotation and denotation:

###### **a. Concrete diction**

Concrete diction refers to words that have a specific, clear meaning and are connected to objects or things that can be seen, touched, or felt physically:

###### **Datum 1**

*" Ceasefire "*

In his speech, Prabowo proposed a "ceasefire" between Ukraine and Russia. This word has considerable connotation in the context of conflict resolution. This proposal is specific because it involves a substantive action that can be observed: A pause in the fighting between the two countries. A ceasefire is more than a token gesture; both parties must consent to halt all aggression, military activity, weapon positioning, and tactical movements across the battlefield. As enforcement of a ceasefire is immediately verifiable gunfire stops, troop movements decrease, and forces withdraw from the frontlines the observability of the ceasefire is its first element. This action provides an opportunity for dialogue, humanitarian aid, and potential pathways to lasting peace, even if only temporarily. By advocating for a ceasefire, Prabowo is underscoring the importance of creating conditions where diplomacy can take precedence over armed conflict.

## **Datum 2**

### *"Demilitarized zone"*

This is a tangible term as it delineates a well-defined region in which a military coversaporateion is understood at least on paper to be excluded. A DMZ (demilitarized zone) is a buffer zone within a diplomatic or military context that is established between conflicting parties to reduce the risk of escalation and avert conflict. Demilitarized zone lines are easily identifiable (albeit blurry on Google Earth) and easily policed (actually, furious fighting is expected to be the first step after implementation) under international supervision, rendering it a transparent and implementable option. This type of zone is often established under treaties or peace

agreements, and its conditions can be observed in the real world through the absence of armed personnel, weapons, and military installations within its designated borders. By preventing militarization within these zones, DMZs contribute to stability and offer a tangible means of reducing immediate tensions.

### **Datum 3**

#### *"Referendum"*

The word "Referendum" process refers to a concrete action in the form of voting carried out by the community to determine the political status of a particular region. Prabowo proposed a referendum as one solution, which is concretely an action that can be seen and implemented in the disputed area.

#### **b. Abstract diction**

Abstract diction are words that refer to concepts, ideas, or feelings that cannot be seen or felt physically, but rather conceptual or emotional understanding.

### **Datum 4**

#### *"Suffering"*

Suffering is an abstract term, describing a condition in which someone experiences pain, difficulty, or deep discomfort, both physically and emotionally. In the context of war or conflict, suffering is not only experienced by those directly involved in the fighting, but also by the general public who are affected by impacts such as hunger, loss of shelter, and economic and political instability. This suffering cannot be measured mathematically, but it is very real for those who experience it.

In Prabowo's speech, he described suffering as one of the main reasons why peace must be realized immediately, because war not only destroys physical infrastructure but also deeply wounds human life, both individually and collectively.

#### **Datum 5**

*."Destruction"*

Although it often has a physical connotation such as collapsed buildings or cities destroyed by war, in this context refers more to deeper and more widespread damage, both socially, psychologically, and morally. Physical destruction can be seen with the naked eye collapsed buildings, burned land, or damaged infrastructure. However, more abstract destruction, such as the destruction of human values, intergroup trust, and social solidarity, is often more difficult to measure and restore. In Prabowo's speech, destruction is recognized not only as a direct effect of war but also as a long-term result that threatens social stability and human relations. He underlines the importance of stopping further destruction through diplomatic measures and peaceful solutions, because the longer the conflict lasts, the greater the impact of the destruction that must be borne by the next generation.

#### **Datum 6**

*"Peace"*

Peace is an abstract term because it describes an ideal condition where there is no conflict, violence, or tension between individuals, groups, or countries. This concept is often associated with social harmony, political stability, and general

welfare which are the ultimate goals of many diplomatic and conflict resolution processes. Peace cannot be seen or touched physically, but its existence can be felt through a calm life and a sense of security. In Prabowo's speech, peace was made the main goal that he put forward through a diplomatic proposal to resolve the Ukraine and Russia conflict. This proposal focuses on concrete steps, such as a ceasefire and referendum, to create conditions in which peace can be realized. For Prabowo, peace does not only mean the absence of war but also the presence of opportunities for all parties to live in security and harmony.

By developing these sentences, we can see that Prabowo in his speech uses abstract terms such as \*peace, \*\*suffering, and \*\*destruction\* to describe the deep impact of war, both physically and mentally. He also emphasizes the importance of joint efforts to overcome suffering and stop destruction in order to achieve stable and sustainable peace.

### **c. Connotation**

Connotation refers to the additional meaning or emotional meaning associated with a word, which can be positive or negative, depending on the context.

#### **Datum 7**

*"suffering"*

The word "suffering" not only describes physical pain or hardship, but also carries a deep emotional burden. This word has a strong emotional connotation, arousing the listener's sympathy and empathy for those who experience the direct impact of war. In the context of Prabowo's speech, suffering is used to highlight the

human suffering experienced not only by soldiers fighting on the battlefield, but also by civilians, including children and families, who lose their homes, livelihoods, and security. By using this word, Prabowo tries to create awareness of the human side of the conflict, so that the audience can feel the urgency of resolving the ongoing conflict. Suffering becomes one of the emotional elements that connects the audience personally with the tragedy of war, encouraging them to support peace initiatives.

### **Datum 8**

*"peace"*

Prabowo's speech has a very positive connotative meaning. He associates peace with the ideal state desired by all parties: stability, harmony, security, and tranquility. Peace is not merely the absence of conflict, but also the creation of an atmosphere where people can live freely without fear of violence or uncertainty. By putting forward this word, Prabowo not only provides a solution to the ongoing conflict but also offers hope to the audience that peace is the ultimate goal that can be achieved through cooperation and diplomacy. In this speech, peace is projected as a path to shared prosperity, where all parties can enjoy the results of political and social stability.

### **Datum 9**

*"Destruction"*

The word "Destruction" carries a very strong negative connotation, describing damage that is not only physical, but also moral, social, and

psychological. In Prabowo's speech, destruction does not only refer to collapsed buildings or infrastructure destroyed by conflict, but also to the damage to human values, interpersonal relationships, and the social order damaged by prolonged war. Destruction in this context is more than just material losses; it includes the loss of a sense of security, the destruction of collective morals, and the destruction of the human soul involved in the conflict. By using this term, Prabowo wants to emphasize the urgency to stop the war, because the impact of this destruction will continue and spread if it is not addressed immediately. Destruction becomes a symbol of everything that is lost due to war and conflict, as well as a warning of greater danger if there is no immediate step to stop it.

#### **d. Denotation**

Denotation refers to the literal or direct meaning of a word, without involving additional emotions or association.

#### **Datum 10**

##### *"Conflict"*

The denotation of the word "conflict" is a battle, dispute, or dispute between two opposing parties. In Prabowo's speech, this word is used to describe the actual situation between Ukraine and Russia directly, without emotional or figurative embellishments. The conflict is presented as a reality that must be resolved immediately through diplomatic efforts. The use of this term in the context of the speech shows that there are significant differences between the two countries involving political, military, and national interests that lead to violence. Prabowo



emphasized that the conflict is not only local but also has a global impact that affects international stability. By adhering to its denotative meaning, the word "conflict" emphasizes the urgency of a resolution through a diplomatic solution, considering that the impact of this war extends to the economic, social, and humanitarian fields throughout the world.

### **Datum 11**

#### *“Referendum”*

The denotation of the word “referendum” is a democratic process in which citizens or residents of a region vote to decide on a particular political issue, such as changing borders or the political status of a region. In Prabowo's speech, this term is used denotatively to refer to the proposed settlement of the disputed territory between Ukraine and Russia. Prabowo proposed a referendum as a democratic solution to determine the wishes of the people in the contested region, whether they want to remain under Ukrainian jurisdiction, join Russia, or choose an independent status. By sticking to its denotative meaning, the word "referendum" shows Prabowo's commitment to the principles of democracy and human rights, where decisions must be in the hands of the people directly affected by the conflict. This proposal reflects the view that peaceful solutions must be based on the active participation of the people, not just through negotiations between political elites.

**Datum 12***"Ceasefire"*

Denotatively, “ceasefire” refers to a temporary cessation of fighting or armed conflict between warring parties, either to open up space for dialogue or as an initial effort towards peace. In Prabowo's speech, this term is used directly to convey the first concrete step he proposed in the peace process between Ukraine and Russia. Prabowo considers a ceasefire as an important starting point because without a cessation of violence, productive negotiations are impossible. The denotative use of this term also shows that Prabowo's proposal is based on a practical and diplomatic approach, where a cessation of violence is a prerequisite for creating a more constructive dialogue between the two parties.

From the data presented above, it can be seen that Prabowo uses a combination of concrete and abstract diction, as well as utilizing denotative and connotative meanings, to convey a strong message, both rationally and emotionally, regarding the importance of peace and the steps that can be taken to resolve the conflict between Ukraine and Russia.

**2. Rhetoric Used Logos, Ethos, Pathos**

In Prabowo Subianto's speech, there are three main rhetorical strategies used: ethos, logos, and pathos. The following are sentences that reflect the use of each strategy:

**a. Ethos (Credibility or authority of the speaker)**

Ethos refers to how the speaker builds credibility, reputation, and trust to convince the audience. In Prabowo's speech, ethos is seen when he shows his authority, experience, and capacity to talk about global peace.

**Datum 1**

*"I propose that the Shangri-La Dialogue find a declaration mode, urging Ukraine and Russia to immediately begin peace negotiations."*

Prabowo's authority and credibility as a leader who can put forth practical suggestions in a reputable international arena are demonstrated in this sentence. The Shangri-La Dialogue is the ideal venue for developing strategic solutions to end international crises since it is a distinguished forum that unites world leaders. In addition to demonstrating his understanding of the gravity of the situation, Prabowo demonstrates his confidence and ability to have an impact on the global diplomatic process by suggesting that the forum publish a declaration pushing Ukraine and Russia to quickly begin peace negotiations.

Prabowo demonstrates his role as a person who is actively engaged in solving global issues with this idea. In addition to speaking at the national level, he presents himself as a member of the global community that is concerned with global security and harmony. This declaration demonstrates his willingness to take the initiative and drive the peace discussion, especially on a highly complicated matter involving two powerful nations like Russia and Ukraine. Additionally, Prabowo demonstrates his capacity to bring disparate parties together and use diplomatic influence to promote a peaceful outcome by suggesting peace talks through a forum involving numerous nations.

In this statement, Prabowo's authority extends beyond his opinions to include his conviction that global platforms like the Shangri-La Dialogue play a significant role in generating more comprehensive and inclusive solutions. As a result, this plan enhances his stature as a global-thinking leader and as someone who can steer world discourse toward greater constructive outcomes and the pursuit of peace.

## **Datum 2**

*"And I would like to state at this time that Indonesia is ready to contribute military observers and military units under the auspices of the United Nations peacekeeping."*

This statement demonstrates Prabowo Subianto's legitimacy as a global leader and represents Indonesia's genuine resolve to play a proactive role in preserving world peace. Prabowo enhances Indonesia's standing as a responsible nation that actively contributes to international stability by emphasizing the country's willingness to dispatch military observers and units flying the UN flag. This is a firm promise to make a direct contribution to the peace process in addition to a diplomatic declaration.

Indonesia is demonstrating that it is not just a passive viewer of world politics but also an active participant prepared to step in when necessary by offering military forces under UN auspices. This demonstrates that Indonesia has sufficient military capabilities under Prabowo's command and is prepared to use those capabilities to uphold peace rather than engage in hostilities. In this phrase, military

force is employed for the higher good of preserving world peace and security, reflecting the proper balance between strength and diplomacy.

Furthermore, Prabowo and his administration recognize the value of multilateral collaboration in addressing international issues, as evidenced by Indonesia's participation under UN auspices. Indonesia will work with other nations through the UN, highlighting the importance of international cooperation in achieving lasting security and peace. Additionally, this demonstrates Prabowo's ability as a leader to mobilize domestic resources for larger global objectives, which enhances Indonesia's reputation as a nation that actively participates in international affairs. Thus, this declaration not only demonstrates the Indonesian military's preparedness to participate, but also demonstrates that Indonesia, under Prabowo's direction, is dedicated to becoming a part of the global solution in preserving world peace and stability.

#### **b. Logos (Logic or rational argument)**

Logos is related to the use of facts, logic, and reason to support an argument. In this speech, Prabowo uses a logical approach to provide a structured solution to the Ukraine-Russia conflict.

#### **Datum 3**

*"First, a ceasefire which is a succession of hostilities that occur in the current positions of both parties in conflict."*

In this statement, Prabowo suggests a ceasefire as a practical and sensible first step toward ending the fighting. This concept highlights how crucial it is for there to be a brief end to hostilities between Russia and Ukraine in order to go forward with a more extensive peace process. Prabowo stresses the significance of

putting an end to the killing and creating room for diplomacy to operate by putting an end to violence on the ground at the current location.

In addition to serving as a brief stop to hostilities, his proposed ceasefire is a useful measure that can foster mutual confidence between the two sides. By ending hostilities where they are, a solid base is established to prevent further escalation. This is a sensible and practical course of action because successful peace talks are unlikely to occur in the absence of a ceasefire. This response demonstrates Prabowo's understanding of the mechanics of military conflict, wherein the end of hostilities is a crucial requirement before discussing and putting into practice long-term settlement measures.

Furthermore, the current position's proposed ceasefire accepts the ground reality. Instead of forcing one side to give up or back down significantly, Prabowo suggests a more practical strategy that enables both sides to keep their positions and dignity while preventing greater losses. This illustrates that his solution is grounded in idealism but also takes into account the tactical requirements of both sides as well as the real-world circumstances.

Thus, Prabowo establishes a solid foundation for carrying out a more thorough diplomatic process aimed at resolving the problem peacefully while demonstrating his capacity to provide a practical, calculated, and agreeable solution for both sides with this proposal.

#### **Datum 4**

*"Two, the withdrawal of each [troop] 15 kilometers from the front position to the new demilitarized zone."*

This argument shows a fact-based, strategic method to reduce the likelihood of future conflict. Prabowo demonstrates that he understands the significance of establishing enough physical distance between the warring forces to lessen the possibility of military friction that could spark a fresh escalation by suggesting a troop pullback of 15 kilometers from their current front positions. The proposed demilitarized zone provides a safe haven for tensions to subside and acts as a buffer zone that may help avoid direct conflicts in the future.

This action also demonstrates an understanding of the realities of the battle area, where fighting factions are frequently positioned in close proximity to one another, raising the possibility of an adverse incident. Relocating the troops farther away is a workable strategy that can greatly lower tensions. This is a genuine step toward establishing the conditions necessary for the commencement of peace negotiations, not just a symbolic one. With this idea, Prabowo is advancing a strategy that aims to defuse immediate tension while also laying the groundwork for future discussions.

Furthermore, by establishing a new demilitarized zone, Prabowo is not only seeking to stop the ongoing conflict but also to create a long-term security structure. The zone serves as a neutral area monitored by a third party, in this case perhaps international observers from the UN, who ensure that there are no violations of the ceasefire. This strengthens the argument that such practical steps can be part of a broader peace process, where both sides have the security that their enemies will not resume aggression without warning.

Thus, the proposed 15-kilometer troop withdrawal suggests that Prabowo is offering a solution that is both military-based and peace-oriented, designed to stabilize the situation and pave the way for a more comprehensive resolution of the conflict.

#### **Datum 5**

*"Fifth, the United Nations should organize, hold, and implement a referendum in the disputed territory for a specific purpose in accordance with the wishes of the majority of the population in the various disputed territories."*

This statement reflects rational thinking and is based on the principle of democracy, where Prabowo offers a referendum as a fair and inclusive solution to resolving the conflict. Prabowo highlights the value of hearing the opinions of the locals who are most impacted by the conflict by giving the majority of people living in the disputed territory the final say in decision-making. This strategy places a high priority on the sovereignty of the people and makes sure that those with the most rights to the land and territory decide how to end the conflict, rather than outsiders imposing their will.

Additionally, the suggested referendum is a democratic move that gives the obtained results political credibility. This demonstrates Prabowo's dedication to an open and impartial procedure in which the outcomes of the referendum will represent the desires of the vast majority of people living in the disputed area. This strategy prioritizes the interests of the local community over unilateral or global interests in order to avoid ending the war in that way. Therefore, this approach guarantees that the people's will, and not merely the agreement of opposing parties or political elites, would be the basis for the conflict's settlement.



Furthermore, Prabowo highlights the significance of international neutrality and collaboration in handling this problem by enlisting the United Nations (UN) as a facilitator in the referendum process. The UN is a reputable multinational organization with the power and ability to conduct a fair referendum devoid of political interference or coercion. This fosters confidence among all concerned parties regarding the integrity of the ongoing process and the worldwide community's ability to accept the final findings.

Prabowo thus provides a solution that is both just and long-lasting with this approach. The referendum offers a chance for a peaceful resolution process that upholds the rights of each and every person living in the disputed zone and gives all sides a chance to feel heard. This action demonstrates that Prabowo is searching for a long-term solution that maintains regional peace while giving democracy and human rights top priority.

### **c. Pathos (Emotion or feeling)**

Pathos is related to the use of emotion to touch the hearts of the audience and arouse sympathy or empathy. Prabowo uses sentences that touch the feelings of the audience so that they realize the human impact of the conflict.

### **Datum 6**

*"As I said, our planet is getting smaller. What's happening in Ukraine is affecting the livelihoods of everyone in the world."*

This assertion highlights the realities of globalization and draws attention to the fact that, in the present period, conflicts that originate in one place no longer only affect that region; they now have worldwide ramifications. The phrase "our

planet is getting smaller" is a smart metaphor used by Prabowo to highlight how interconnected and dependent on one another the world is today more than ever. Every event has repercussions that extend beyond the borders of the conflict, whether it be political, economic, or a conflict such as the one in Ukraine.

With this statement, Prabowo asks the audience to recognize that the situation in Ukraine affects more than just two nations; it affects everyone on the planet. Many nations, even those not directly involved in the conflict, have experienced economic and social hardship as a result of the conflict's impact on global food and oil prices. Prabowo creates a sense of international solidarity by bringing up the impact on "the livelihoods of everyone in the world," giving the audience the impression that they, too, have a role in the attempts to end this conflict. He is calling for speedy and cooperative action to put an end to the crisis because he wants everyone to understand that stability in Ukraine equals stability for the entire world.

This line also fosters a sense of collective responsibility by implying that no nation can ignore the ongoing conflict or act as though it doesn't touch it. Every nation, no matter how big or little, has a part to play in developing better solutions since we are all members of an interdependent global society. This illustrates the value of international collaboration and multilateral diplomacy, as well as the necessity of national participation in initiatives to uphold world peace and stability.

Overall, Prabowo was able to remind his audience—who were reminded that our globe is now interconnected and that events in one location can fast resound

throughout the world—by touching both the logical and emotional parts of their minds with this statement.

### **Datum 7**

*"Energy prices are going up. Food prices are going up. This is causing a lot of suffering for many people around the world."*

The immediate effect of the ongoing conflict on the day-to-day lives of people worldwide is aptly demonstrated by this line. Two very important economic effects of instability in one region that have global ramifications are rising energy and food prices. The word "suffering" is intentionally used in this context to arouse empathy and sympathy in the audience for individuals who are suffering as a result of this circumstance. The cost of living rises in tandem with energy prices, impacting all facets of life including manufacturing costs, transportation, and heating. Similarly, rising food prices have a direct impact on people's capacity to meet their basic necessities. Serious financial strain results from this, particularly for individuals who are already at risk or have little money. The use of the word "suffering" underscores the level of hardship experienced by individuals caught in this situation, reminding the audience of the harsh realities faced by many people they may not know personally.

Prabowo is attempting to make the problem more relatable and emotional for his audience by focusing on "suffering." He wants students to know that the impacts of this struggle go beyond figures in price statistics or economic reports; they also entail true accounts of families who are finding it difficult to provide for their most basic necessities and individuals who are experiencing the negative effects of economic instability.

The term's usage also seeks to promote international response and action. The audience may be more inclined to support attempts to end the conflict and work toward solutions that can lessen its detrimental effects on the international community once they understand the depth of the misery this conflict has caused. Prabowo wishes to underline that the effects of this conflict transcend political and geographic borders and that the world community as a whole must work together to find a solution.

Thus, this line encourages the audience to feel the deeper social impact of the war in addition to explaining its economic effects. It also helps them to better grasp the issue and become more involved in seeking solutions to lessen the suffering that many people experience globally.

#### **Datum 8**

*"But for the security of the world, for the safety of innocent people, we must achieve a succession of hostilities as soon as possible."*

This line emphasizes the necessity of ending the war right now in order to ensure the protection of innocent people. It is an emotive and urgent call to action. Prabowo emphasizes that protecting people who are most impacted by the hostilities but are not directly involved in them must be the first concern in this tragic scenario.

Prabowo emphasizes in his remarks about "world security" and "the safety of innocent people" that this conflict is harming not only the parties involved but also placing a great deal of innocent people in danger. This serves as a reminder that there are many individuals who just want to live in harmony and safety behind

every quarrel. This appeal for action makes us realize how urgent it is to take action and how important it is to act quickly to stop more pain and devastation.

The “succession of hostilities” in question is the immediate cessation of violence and aggression, which is anticipated to ease stress and start the healing process. Prabowo highlights that prompt and decisive action is essential to saving lives and safeguarding the most vulnerable populations by calling for this accomplishment as soon as possible.

This line also emphasizes the necessary action's moral component. It exhorts both sides to acknowledge our moral obligation to the people who are most impacted by the conflict—those who are powerless to change the circumstances but must nonetheless deal with the fallout. Prabowo makes conflict resolution a top priority by highlighting the human element of the problem and urging the audience to react with empathy and meaningful action.

Ultimately, this line reminds us that behind every number is a human existence that has to be recognized and protected, which contributes to increasing awareness of the moral necessity to end the fight as quickly as possible. Prabowo Subianto was able to deliver a speech that was not just reasonable and logical but also touched on emotions and enhanced his leadership legitimacy by skillfully fusing ethos, logos, and pathos.

## **B. Discussion**

In analyzing Prabowo Subianto's speech regarding the submission of a peace proposal for the Ukraine and Russia war, this research finds a diverse use of diction, following Abram's (1999) theories of concrete and abstract diction, as well

as denotation and connotation. This study found 12 diction data including 3 Concrete diction data, 3 Abstract diction data, 3 Conotation data, and 3 Denotation data. Through careful choice of words, Prabowo crafts a message that blends emotional appeal with clear and actionable diplomatic strategies.

Concrete diction, which refers to words with specific, observable meanings, is notably present in Prabowo's speech. The use of terms like "*ceasefire*", "*demilitarized zone*," and "*referendum*" (data 1-3) reveals a practical and diplomatic approach. These words indicate direct actions and policies that can be applied physically and monitored in real-world contexts. For instance, "*ceasefire*" represents a tangible cessation of hostilities, while "*demilitarized zone*" points to a specific geographical area with clear boundaries and implications. Similarly, "*referendum*" emphasizes a democratic process that is concrete, observable, and measurable through votes. These concrete terms reflect Prabowo's strategic focus on resolving the conflict through well-defined steps. The use of such diction not only brings clarity to his message but also builds credibility. According to Abram (1999), concrete diction helps to ground abstract ideas in reality, making complex political or diplomatic proposals more accessible to a broad audience.

Prabowo also employs abstract diction, which refers to words representing intangible concepts or emotions. Words like "*suffering*", "*destruction*," and "*peace*" (data 4-6) delve into the emotional and conceptual dimensions of the conflict. These terms evoke the psychological, social, and emotional costs of war. For instance, "*suffering*" and "*destruction*" convey the profound human and societal damage caused by prolonged conflict, transcending physical destruction to encompass

deeper emotional and moral degradation. Abram (1999) notes that abstract diction allows speakers to convey complex emotional or philosophical themes that go beyond the physical, which is particularly useful when discussing the far-reaching consequences of war.

Prabowo's abstract diction also highlights the long-term goals of peacebuilding. His use of "*peace*" does not merely refer to the absence of violence but extends to an ideal state of harmony and security. This reflects the emotional and aspirational aspects of diplomacy, which aim to restore not just political order but also societal well-being.

In terms of connotation, Prabowo carefully selects words with strong emotional undertones. Words like "*suffering*" and "*destruction*" (data 7 and 9) carry deeply negative connotations, invoking empathy and urgency among listeners. By focusing on the human cost of war, Prabowo appeals to the moral and emotional sensitivities of his audience, making the case for peace more compelling. Conversely, the word "*peace*" (datum 8) carries a positive connotation, symbolizing hope, security, and stability. In Prabowo's speech, "*peace*" is not just the absence of conflict; it represents a higher goal that encompasses the well-being of nations and their people. Abram (1999) explains that the connotative meaning of words can shape an audience's emotional response, making them more likely to support the speaker's proposals. In this case, the positive connotation of "*peace*" aligns with the hope for a better future, while the negative connotations of "*suffering*" and "*destruction*" underscore the urgency of action.

Prabowo also utilizes denotative language, which refers to the literal meanings of words, to present his proposals in a clear and direct manner. Terms like "*conflict*", "*referendum*," and "*ceasefire*" (data 10-12) are used in their straightforward, literal sense to convey specific political and military actions. For example, "*conflict*" is used to describe the ongoing war between Ukraine and Russia, without any emotional embellishment. Similarly, "*referendum*" is described in its basic democratic sense, as a method for determining the political future of a region. This use of denotation serves to provide clarity and precision in Prabowo's diplomatic proposal, making it easier for stakeholders to understand the specific actions he advocates.

Additionally, the rhetorical devices employed by Prabowo Subianto in his speech demonstrate the eight rhetorical data used in this study, which include 2 ethos, 3 logos, and 3 pathos data. In Prabowo Subianto's speech, the employment of ethos, logos, and pathos in combination is a powerful rhetorical device for message delivery, audience empathetic response, and credibility building. Within the framework of this thesis, it is imperative to examine the ways in which political leaders like Prabowo can impact public opinion through their speeches and the critical function that communication tactics play in foreign diplomacy. Additional examination reveals that rhetoric is a crucial weapon for fostering international relations and developing practical answers to problems as well as a technique for persuasion.

*Ethos*, as an appeal to character and credibility, plays a significant role in Prabowo's speech. Building Credibility as a Global Leader, the use of ethos in



Prabowo's speech aims to build his image as a credible and influential leader. As Minister of Defense and a former presidential candidate, Prabowo realizes the importance of building credibility through real action. His speeches at international forums such as the Shangri-La Dialogue show how he positions himself as a solution-maker, not only for national problems but also for global issues such as the Ukraine-Russia conflict. His ideas for peace talks and Indonesia's willingness to deploy soldiers under UN authority bolster his reputation as a proactive and accountable player in bringing about global peace.

From an intellectual standpoint, Prabowo united national identity with global duty by skillfully utilizing ethos. This demonstrates that his words are more than simply platitudes; they are backed up by real deeds that demonstrate his ability and authority. This conversation might demonstrate how crucial ethos is to establishing rapport with the audience, particularly while giving political speeches.

*Logos*, as an appeal to logic and reason, serves to strengthen the substance of Prabowo's message. Constructing rational arguments and Pragmatic Solutions, logos in Prabowo's speech is presented through arguments based on logic and rationality. The suggestion of a ceasefire and the troop pullback 15 kilometers from the frontline position are two examples. This demonstrates a thorough comprehension of the dynamics of conflict and the appropriate use of military solutions in diplomatic settings. A calculated strategy to lessen military friction that could exacerbate the conflict is demonstrated by the troop withdrawal to the demilitarized zone.

This study shows that the use of logos lends credibility to the discourse by providing specific examples and facts to support the thesis. Additional conversation might emphasize the significance of the logos component in crafting a statement that is not only emotionally charged but also offers quantifiable and doable answers.

*Pathos*, as an appeal to emotion, is utilized to create a strong emotional connection with the audience. Touching emotions to build Support Prabowo also uses pathos to touch the audience's feelings. By stating that the Ukraine-Russia conflict affects "the livelihoods of everyone in the world" and causes "a lot of suffering for many people," he successfully arouses the audience's empathy for the broad impact of the conflict. He emphasizes the rising prices of energy and food that affect the global community, linking the events to the suffering felt by many individuals outside the battlefield.

Through this analysis, it can be concluded that pathos plays an important role in attracting the audience's attention to humanitarian issues. This study shows that strong political rhetoric must not only be rational and data-based but must also be able to connect the audience with the emotional impact caused by the conflict.

The similarity between the results of diction research in Prabowo Subianto's speeches and previous studies is the focus on rhetorical analysis and word choice to influence the audience. All research highlights the importance of choosing diction and rhetorical strategies to build an image, convey a message, and create an emotional and rational connection with the audience. For example, research by Roring (2018), Ritonga (2020) and Arynsyah (2022) shows the use of diction with certain connotations to support the ideology conveyed, while research by Luhukay

(2007) and Fikri (2020) shows rhetorical strategies through the ethos approach and the five canons. Aristotle's rhetoric.

The difference lies in the context and analytical approach of each study. Research on Soekarno's speeches is more oriented towards anti-imperialist ideology and preaching diction, while Prabowo's speeches emphasize aspects of populism and diplomacy in global conflicts. Research on SBY emphasizes ethos in building trust, while Macron's analysis focuses on diction that describes national solidarity and cultural values. In addition, Surya Paloh's research highlights the aspect of using standard language, which is different from the approach in Prabowo's speech which combined concrete and abstract language to create appeal.

## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

After considering the finding and discussion, this chapter presents the conclusion and suggestions based on the analysis and interpretation of the data. Recommendations are made for future research interests.

#### **A. Conclusion**

The conclusion of this analysis is that Prabowo Subianto's speech skillfully blends concrete and abstract diction with denotation and connotation to present a compelling case for peace. The concrete terms provide actionable solutions, while the abstract language captures the deeper emotional and moral dimensions of war. The careful balance between these elements, as outlined by Abram (1999), allows Prabowo to communicate both the practical steps necessary to resolve the conflict and the higher ideals of peace and humanitarianism that underpin his proposals. This combination of rational argumentation and emotional appeal strengthens the overall persuasive impact of his speech.

When it comes to rhetoric, Prabowo balances the use of ethos, logos, and pathos. His reputation as a capable and dynamic leader on the global scene is enhanced by his use of ethos. Pathos stirs the emotions of the audience by illustrating the misery brought on by conflict on a worldwide scale, while Logos supports his claims with reason and data-driven, practical answers. Overall, Prabowo's speech is more persuasive and relevant due to the combination of rhetorical and semantic meanings, and it successfully draws in an international audience. This speech is not only standard political rhetoric; rather, it is a skillfully

executed diplomatic maneuver designed to sway public opinion and foster global backing for peace.

### **B. Suggestion**

Based on the analysis in this research, recommendations for future research include a more thorough and extensive study of the diction and rhetorical methods used in political speeches. To find out the variations in communication techniques used in conveying diplomatic and peace messages, further research can carry out comparative analysis with speeches by other political leaders, both at the national and international levels. In addition, the integration of a pragmatic approach will provide a deeper understanding of how social, cultural and political contexts influence the meaning of speech.

Researchers can also consider the impact of rhetoric on the audience by involving survey or interview methods to assess the effectiveness of the message delivered. On the other hand, a longitudinal analysis of Prabowo Subianto's speeches can show changes or consistency in his political communication style over time. Research on audience responses on social media can also be an interesting study, considering the important role of digital platforms in shaping public opinion. With a multidisciplinary approach, this research can be developed further, not only from a language perspective but also in the context of international relations and modern political communication.

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## **CURRICULUM VITAE**



Intan Rachmadani was born in Pancasari on December 4, 2001. She lives in Pancasari, Singaraja - Bali. The first child of two siblings from a married couple, M. Andy Yusuf and Srianti. She began her first education in 2007 at Candimas Pancasari Kindergarten. Then she continued her elementary school education at SDN 3 Pancasari until 2014. Furthermore, she continued her studies at the Salafiyah Syafi'iyah Sukorejo Situbondo Islamic Boarding School for 6 years, starting from SMP Ibrahimy 3 to SMA Ibrahimy 1. In 2020, she then continued her education to tertiary level at the Universitas Islam Negeri Maulana Malik Ibrahim Malang majoring in English Literature at the Faculty of Humanities. During her education, she was also involved in several organizations, one of which was HMPS Sasing in the 2022-2023 period, and she joined the IKMASS Malang Raya organization since 2022.



## APPENDIX

### A. Prabowo Subianto's Speech

I would also like to discuss the conflict in Europe, namely the Ukraine-Russia conflict. I am discussing this because I see many of our European friends present at this forum. Yes, the Shangri-La Dialogue in the past focused mainly on the Indo-Pacific region. However, the large number of our friends present from Europe proves the fact that security in the Indo-Pacific is affected by security and the situation in Europe, and vice versa. As I said, our planet is getting smaller. What is happening in Ukraine is affecting the livelihoods of everyone in the world. Energy prices are going up. Food prices are going up. This is causing a lot of suffering for many people in the world. Therefore, I would like to put forward a proposition that is not out of our context to try to contribute to the resolution of the Ukraine-Russia conflict. Therefore, I would like to take this opportunity to urge very urgently that our brothers in Ukraine and Russia move as quickly as possible to the succession of battles. I propose that the Shangri-La Dialogue find a declaration mode, urging Ukraine and Russia to immediately start peace negotiations. This declaration should be voluntary from all participants here representing their various countries. But I propose the outline of the peace plan as follows: First, a ceasefire which is a succession of hostilities that occur in the positions of both parties in conflict at this time. Two, the withdrawal of each [troop by] 15 kilometers from the front position to the new demilitarized zone. Three, the UN monitoring and observation force is immediately formed and immediately deployed along this new demilitarized zone. Fifth, the United Nations must organize, hold, and implement a referendum in the

disputed territory for a specific purpose in accordance with the wishes of the majority of the population in the various disputed territories. And I would like to state at this time that Indonesia is ready to contribute military observers and military units under the auspices of the United Nations peace. These steps, in my opinion, have proven effective in history. Let us not hear blaming any party. There are always two versions for every conflict. Both parties feel strongly that they are right. But for world security, for the safety of innocent people, we must achieve a succession of hostilities as soon as possible. I refer to the historical example in Korea, a big and massive conflict was resolved by the separation of hostilities and the demilitarized zone. Yes, the conflict in Korea still has to be resolved permanently. But for at least five decades we have had a kind of peace which is much better than the massive destruction and killing of many innocent people. Dear participants, I do not know whether my proposal will be accepted, but at least let us try to put forward some concrete recommendations. So that meetings like the Shangri-La Dialogue will have more substance, and more meaning, and can be a platform that can contribute to the diffusion and de-escalation of armed conflicts. Again as our planet becomes smaller, it is more important for us to achieve peace thank you.

### B. Diction Using a Semantic Approach

NO.	Word	Concrete	Abstract	Connotation	Denotation
1.	Ceasefire	✓			✓
2.	Demilitarized zone	✓			
3.	Referendum	✓			✓
4.	Suffering		✓	✓	
5.	Destruction		✓	✓	
6.	Peace		✓	✓	
7.	Conflict				✓

### C. Rhetoric Used Logos, Ethos, Pathos

NO.	SENTENCE	ETHOS	LOGOS	PHOTOS
1.	I propose that the Shangri-La Dialogue find a declaration mode, urging Ukraine and Russia to immediately begin peace negotiations.	✓		
2.	And I would like to state at this time that Indonesia is ready to contribute military observers and military units under the auspices of the United Nations peacekeeping.	✓		
3.	First, a ceasefire is a succession of hostilities that occur in the current positions of both parties in conflict		✓	
4.	Two, the withdrawal of each [troop] 15 kilometers from the front position to the new demilitarized zone.		✓	

5.	Fifth, the United Nations should organize, hold, and implement a referendum in the disputed territory for a specific purpose in accordance with the wishes of the majority of the population in the various disputed territories.		✓	
6.	As I said, our planet is getting smaller. What's happening in Ukraine is affecting the livelihoods of everyone in the world.			✓
7.	Energy prices are going up. Food prices are going up. This is causing a lot of suffering for many people around the world.			✓
8.	But for the security of the world, for the safety of innocent people, we must achieve a succession of hostilities as soon as possible.			✓