

## MODES OF PERSUASION IN PRESIDENT JOKO WIDODO'S SPEECH IN 2018 ASEAN WORLD ECONOMIC FORUM: AN ANALYSIS OF POLITICAL DISCOURSE

I Wayan Juniarta, Desak Putu Eka Pratiwi  
[r\\_juniarta@yahoo.com](mailto:r_juniarta@yahoo.com)  
Mahasaraswati Denpasar University, Bali-Indonesia

### ABSTRACT

Political discourse means the text and talk that related with political issues or activities. The political issues always become controversial in society, the way that makes certain issues become controversial is the act of the actor of politics, as well as the statements delivered in the form of political speech. The existence of political speech is becoming an essential part in noticing the influence of particular political figures, placing his significant role in conducting a political movement to the public, citizens, or particular group from various categories. Language strategy in politics is different and unique since it is used to gain attention and even change people perspective. Modes of persuasion plays a very important role in political speech which mainly aims at persuading and convincing people. The modes of persuasion, often referred to as ethical strategies or rhetorical appeals, are devices in *rhetoric* that classify the speaker's appeal to the audience. This study aims at identifying and analyzing modes of persuasion used in President Joko Widodo's Speech in 2018 ASEAN World Economic Forum. The data were collected by using observation method and note taking technique. Qualitative method was used to analyze the collected data. They were analyzed by using theory about modes of persuasion as proposed by Aristotle (1962) who divided modes of persuasion into *ethos*, *pathos* and *logos*. Our preliminary finding shows that modes of persuasion has crucial role in delivering political speech since it has power to control people's behavior.

**Keywords:** persuasion, political speech, *ethos*, *pathos*, *logos*

### ABSTRAK

*Wacana politik adalah teks dan pembicaraan yang berkaitan dengan masalah atau kegiatan politik. Isu politik selalu menjadi kontroversi di masyarakat, cara yang membuat isu tertentu menjadi kontroversial adalah ulah para aktor politik, serta pernyataan yang disampaikan dalam bentuk pidato politik. Keberadaan pidato politik menjadi bagian penting dalam memperhatikan pengaruh tokoh politik tertentu, menempatkan perannya yang signifikan dalam melakukan gerakan politik kepada masyarakat, warga negara, atau kelompok tertentu dari berbagai kategori. Strategi bahasa dalam politik berbeda dan unik karena digunakan untuk menarik perhatian bahkan mengubah cara pandang orang. Cara persuasi memainkan peran yang sangat penting dalam pidato politik yang terutama bertujuan untuk membujuk dan meyakinkan orang. Cara persuasi, sering disebut sebagai strategi etis atau retorik, adalah alat retorika yang mengklasifikasikan daya tarik pembicara kepada audiens. Penelitian ini bertujuan untuk mengidentifikasi dan menganalisis mode persuasi yang digunakan dalam Pidato Presiden Joko Widodo di ASEAN World Economic Forum 2018. Pengumpulan data dilakukan dengan metode observasi dan teknik mencatat. Metode kualitatif digunakan untuk menganalisis data yang dikumpulkan. Mereka dianalisis dengan menggunakan teori tentang mode persuasi seperti yang dikemukakan oleh Aristoteles (1962) yang membagi mode persuasi menjadi *ethos*, *pathos* dan *logos*. Temuan awal kami menunjukkan bahwa mode persuasi*

*memiliki peran penting dalam menyampaikan pidato politik karena memiliki kekuatan untuk mengontrol perilaku orang.*

*Kata kunci: persuasi, pidato politik, etos, pathos, logo*

## I. INTRODUCTION

Political discourse means the text and talk that related with political issues or activities. It is usually used by politicians and country leaders mostly in election season and in conference in purpose to establish the point of view of particular situation that is dealt by their countries or the world which leads to the political movement. Political speech is always controversial since it can criticize the situation that is happening with the policies that is established by official and government and it can also give the exceptional ideas and solutions that may be controversial for other parties to convince the audience in the particular event.

Apart from the controversy, political speech is indeed used by the speaker to persuade the listeners or audiences to support what is becoming the goal of the speaker itself. The fact that is happening in the particular situation recently, the idea that is established within the speech in order to overcome or support the situation with the logical statement. The impression that is introduced by the speaker about him/herself; and the emotion that is shown by the speaker along the speech to grab the sympathy of the speaker or audience. All those treatments which formulated in the political speech have the purpose to pull the audiences will in supporting the goals of the speakers.

Along with that, Aristotle (1967) in the book entitled "The Art of Rhetoric" presents three different persuasive strategies. They are: (a) Logos, a persuasion strategy by giving the relevant reason or the logic statement; (b) Ethos, the way on how the speaker is convincing the listener or the audience through the impression that is possessed by the speaker which refers to the credibility of the person whom those

individuals respect; (c) Phatos, the strategy on how the speaker is able to give an impression to the listener by the emotion. One politician who always presents his speech in a unique way by putting pop culture images and term in his speech is the President of Indonesia, Joko Widodo.

President Joko Widodo always delivers his speech in exceptional way. He often adds popular terms which known by all people in the world in showing his ideas in his speech. One of his political speech using popular terms is his speech in 2008 ASEAN World Economic Forum which is interesting to analyze.

## II. RESEARCH METHOD

The data source in this research was taken from the video of President Joko Widodo's speech in 2018 ASEAN World Economic Forum, 11<sup>th</sup> -13<sup>th</sup> September in Ha Noi Vietnam. The library research was used in collecting the data. Furthermore, qualitative method was used in analyzing data. The data were analyzed by using theory proposed by Aristotle (1962) about modes of persuasion which divided into ethos, pathos and logos.

## III. DISCUSSION

The political speech which taken from President Joko Widodo's speech in 2018 ASEAN World Economic Forum was delivered on 11<sup>th</sup> – 13<sup>th</sup> September 2018 in Ha Noi, Vietnam and it will be discussed based on three modes of persuasion, they are Logos, Ethos, and Phatos.

### 3.1 Logos

Logos is persuasion strategy by giving the relevant reason or the logic statement. The statement itself consists of ideas, logical statements, and the related facts regarding to

the statements. Therefore, here are the data of the relevant logos.

### Data 1

*"During the Asian Games we already showed this safe driving mini bus settle operating on a trial 5G network, but first we must prevent the trade wars from becoming the infinity wars. You might be wondering who is Thanos?"*

The first line of the data above shows that Jokowi wanted to persuade the audiences by impressing them about how he was successfully held the Asian Games event. In particular, he highlighted the state-of-the-art technology used for mini bust settle with a trial 5G network. It can be seen from the line *"During the Asian Games we already showed this safe driving mini bus settle operating on a trial 5G network..."*. In details, by his leading in the event he provided a satisfactory in term of transportation for every single person who took part in the event so that they were satisfied with the transportation service. By telling this, he wanted to give a positive impression to audiences in the event.

Furthermore, he changed those impressions by giving his idea about *Thanos*. It can be seen on the statement, *"... but first we must prevent the trade wars from becoming the infinity wars."* Here, he changed the persuasive style, from giving the impression into giving an idea to the audience. He clearly wanted to go back to the topic of preventing the economy depression and using the *infinity war* as an analogy. He used the idea of *infinity war* in picturing the global economy depression. *Infinity War* (2018) is a superhero movie produced by Marvel studio and distributed by Disney studio. It tells about a great war between Marvel superheroes and a supervillain named Thanos. And this movie has becoming a world box office movie. By using this popular culture, he tried to deliver his idea by giving a clear image about how the global economy depression can be pictured using this movie as the symbol of it. Furthermore, he rose his idea about who is

behind this crisis by questioning it, using *Thanos* as the symbol.

Instead of giving the impression to the audience which is all stated on the first line, Jokowi wanted to challenge the audience to prevent the global economy crisis which is symbolized by words *Infinity War*. He also emphasized his idea that there is something behind this crisis by putting the image *Thanos*, which is the supervillain in the movie. The idea of using *infinity war* and *Thanos*, to him, is the easiest way to explain the condition occurred right now. This part is categorized into Logos since Jokowi gave the idea about how the global economy crisis looked like and who is working behind this crisis.

### Data 2

*"Scientific research clearly shows that all of our economies are getting lighter. There is less and less physical weight and physical volume to each of our economies. In just the last 12 years, the total weight and volume of television sets, cameras, music players, books, newspapers and magazines has been replaced by the lightness of smartphones and tablet. Large and heavy coal fired power plants are being replaced by tin and light solar panel and wind turbine. Second, as our economists develop they are driven increasingly not by natural resources which are limited but by human talent which is unlimited."*

This part is preceded with several facts and logical statements and finally ended with the idea that it is categorized as logos. Jokowi starts this part by using the words *scientific research*. He wanted to show that the statement cannot be argued since the fact presented in the beginning of the statement is based on research conducted by scientists. Furthermore, he wanted to underline the point about the fact that world economies are getting better after the massive economic crisis. By putting the word *scientific research*, he also wanted to persuade the audiences to understand and acknowledge that the economies are getting better. He, then, continued his speech with logical statement

that saying the weight of gadgets and books have been lightened with the establishment of smartphone. It emphasizes the fact that smartphone has replaced the function of those gadgets and book, which people nowadays can do everything just by using their smartphone. Furthermore, he showed a fact how the coal-power-based power plant and similar power plant had been replaced by more environmental-friendly solar panels and wind turbines. It shows how he wanted to persuade the audience to be more progressive in maintaining the environment by replacing the former power plant into environmental-friendly power plants. At the end, he wanted to establish the idea to stop depending on limited natural resources and start to consider the human resources instead.

### Data 3

*"First, all around us we see technological progress creating ever great efficiencies, technological progress and increasing efficiency are giving us the ability to stretch our resources farther than ever before."*

This part is categorized into logos since the statement that is delivered by the speaker shows the idea and logic statements about how technological progress creates efficiency and enable the countries to empower their resources. Here, Jokowi emphasized the current situation of how the development of technology, in fact, giving a room for the resources to develop themselves in term of ability improvements. The way Jokowi persuades the audience is by giving the idea on how technology can be implemented efficiently. Furthermore, he put this idea into the logical statement which stated that technology can be used effectively in smart way. This statement extended by sharing the idea that human resources can increase their performances by the help of technology development as well.

### 3.2 Ethos

Ethos refers to the way on how the speaker is convincing the listener or the

audience through the impression that is possessed by the speaker. It refers to the credibility of the person whom that individual respect. Therefore, through this speech, the personality or the self-representation of the speaker can be considered as the way to persuade the listener. Here are the data regarding to the ethos.

### Data 4

*"The 18<sup>th</sup> Asian Games and ASEAN Para Games which reechoed in Jakarta were a spectacular showcase of Asians human talent. More than 14.000 athletes and 7.000 officials from 45 countries engaged in 40 athletic fields. In the opening and closing ceremonies, thousands of singers, dancers, acrobats, and others artists from Indonesia, from India, from Korea and many others countries put on glorious show that included Indonesian Dangdut, Indian Bollywood and Korean K-POP."*

The impression of how Jokowi successfully led the 18<sup>th</sup> Asian Games and ASEAN Para Games held in Jakarta which was supported by 14,000 athletes and 7,000 officials from 45 countries that engaged in 40 field shows how big the event was. The impression that possessed by him as the leader of the event that is regarded as a spectacular showcase of Asian human talent really emphasized the power of Asian people when they are united so it can be categorized into Ethos.

Here, Jokowi persuaded the audience about the event that can be successfully done when all the parties were very supportive. Furthermore, he wanted to impress the audiences that he was very successful in encouraging the Asian countries to work together and unite to tackle the global crisis as it already happened in Europe. The way Jokowi persuaded the audience also focuses on the idea that everyone can take the same part to arise the spirit of the audience in the event, particularly Asian, to utilize their uniqueness and strength and working together in tackling the global crisis that occurred and

affected the world economy. Impression is also emphasized by further statement that particularly mentions some Asian countries showcased in the event. By stating that fact, he wanted to impress the audience once again how he succeeded in organizing Asian countries to be able to work together in the event. Thus, Jokowi wanted to impress the audiences about his leadership.

#### Data 5

*"In Indonesia our human talent especially our young people are driving a transformation e-commerce and digital economy boom. Today, we have 4 unicorns or startups with billion dollars valuation in Indonesia, and of course human talent is now also driving the forth industrial revolution."*

The above statement is categorized as Ethos since Jokowi showed his impression as the leader of Indonesian. He had established 4 unicorns and startups with billion dollars of valuation. His statement is started with two facts, they are: first, the fact that e-commerce and digital economy is driven by young people in Indonesia. Further he wanted to persuade the audience by using the word *boom* to describe how popular the establishment of those in Indonesia since he led the countries. Secondly, the impression that is built by Jokowi that under his leadership Indonesia has had 4 unicorns or startups with billions dollars valuation. It persuaded the audience that establishing the company as e commerce and digital company indeed will bring billion dollars valuation for audience's countries. Those facts precede his idea that industrial revolution can be driven based on how success the e-commerce and digital economy is. Furthermore, Jokowi impressed the audience that based on his experience it is the time for Asian countries to establish digital companies as well as e-commerce so Asian can survive the global crisis which recently happened.

#### Data 6

*"On April 4<sup>th</sup> of this years, I officially launched our industry 4.0 government program which we called "Making Indonesia 4.0". To share with you, several of my views on industrial revolution 4.0."*

This part of the speech is categorized into Ethos since it shows how the speaker convinces the audience through the impression possessed by the speaker itself. Here, Jokowi persuaded the audiences by giving the impression that he formulated, granted and, finally established a program which can support to re-establish the world economy to be better. Furthermore, he also wanted to persuade the audiences that they also can eliminate the world economy crisis by taking part in establishing a similar program in their countries. He also stated that this program can be viewed freely to give understanding to the audiences about what is the program, how is the mechanism and also how far it will work in supporting the world economy recovery.

#### 3.3 Phatos

Pathos is defined as the strategy on how the speaker is able to give an impression to the listener by the emotion. The speaker has to acknowledge the listener's emotion. It means that the speaker is appealing the emotion of the listener.

#### Data 7

*"First, I believe that fourth Industrial Revolution will create more job than it's destroyed not only in long term but even in the short term. Second, I believe that this fourth industrial revolution will not increase inequality but instead will reduce inequality because one important aspect of Industry 4.0 is dramatic cost reductions for many products and services which will make those products and services cheaper and more accessible to lower income people. Third, I believe that ASEAN including Indonesia will be at the forefront of the fourth Industrial Revolution."*



This part of speech is categorized into Phatos since the speaker gives the impression to the audiences by his emotion. Here, Jokowi as the speaker persuaded the audiences by sharing his optimism based on three things that he believes in. The optimism that Industrial Revolution will create more job than before, the optimism that the equality will be stronger, and the optimism that ASEAN country will move forward onto the frontline in the Industrial Revolution 4.0. He also emphasized what kind of circumstances can be achieved if the people of Asian countries being optimistic in facing the global economy crisis. Explicitly, he mentioned the dramatic reduction cost will be achieved and it will lead to a cheaper prices of the products that really accessible for lower income citizens. From above explanation, he wanted to persuade audience to build their optimism in facing global economy crisis by stating the result of what probably happens if they started their deeds by optimism and unity. Thus, the speaker wants to encourage the audiences to have the same feeling as him which is being optimistic to face the global crisis.

#### Data 8

*"Thanos is not any individual person. Sorry to disappoint you. Thanos is inside all of us. Thanos is the misguided belief that in order us to succeed others must surrender. It is misperception that the rise of some necessarily mean the decline of others. Therefore, the Infinity wars in not only about our trade wars, but about each and every one of us relearning the lesson of history then with creativity, with energy, and with collaboration and with partnership, we humanity shall enjoy abundance and we share produce not infinity war but infinite resources."*

This part is categorized as Pathos since the speaker gave his personal feeling through some of sentences that is mentioned. In the beginning of the statement, Jokowi revealed his idea of who is actually *Thanos*. It is then informed to the audiences that *Thanos* refers

to the misguided belief to be surrendered upon the global crisis. He emphasized that those belief is a misperception of how someone's success is the failure of other people. Apart from that, it reveals the ideas of the speaker; this part is showing more on Jokowi's feeling by regretting the beliefs that has affected the economy's development. Furthermore, he tried to encourage the audiences to eliminate those feeling and start to collaborate and upgrade the quality human resources instead.

#### Data 9

*"What is happening in the world economy today is that we are heading toward Infinity War, not since the Great Depression of the 1930s have trade wars erupted with the intensity that they have today. But rest assured, I and my fellow 'Avengers' stand ready to prevent Thanos from wiping out half the world's population."*

At the beginning Jokowi wanted to share his idea about the economy situation occurred recently. Taking the analogy of the Infinity war, he wanted to deliver the idea that the economy depression which result from the trade wars among the giant companies has emerge decades after decades and will not meet the end. Infinity war (2018) is a title of superhero movies that produced Marvel studio and distributed by Disney. This movie tells about the war among superhero and supper villain who has their own superpower. By saying this he wants to show the images of how the world economy will be if the trading war among those gigantic companies always emerges. Up to this point he wanted to create participants or audiences' awareness that the depression in fact will be happening since there is no single person or organization who took a step in handling this issue. He emphasized the great depression have had been emerge before, by comparing today's situation to the 1930's great depression. The image of how the 1930's great depression has affecting the world was becoming the idea that Jokowi wanted to inject in the audience's mind.

Furthermore, then, he tried to give the impression as if he knew how the audiences' feeling and tried to calm them down by saying that it is him and his fellow *Avengers* will be ready in preventing the threat which will result in economy depression. He took the pop culture term *Avengers* in picturing the world leader in World ASEAN Economy Forum including himself and *Thanos* for the misguided beliefs to give up facing this situation. *Avenger* is the superheroes team in *Infinity War* (2018) movie who confront *Thanos* who are the leader of the supervillain who has the intention wiping up half of universe population for the sake of justice.

By saying this part, he wanted to give impression in a way that he understands the audiences' feeling of worries and uneasy because of the great depression that might be happened, by telling them that this situation will not happen since he and the other leaders in this forum will do anything to prevent the

economy depression. Thus this part of speech is categorized into Pathos.

#### IV. CONCLUSION

Based on the analysis above it is concluded that political speech delivered by President Joko Widodo in front of the audiences of 2018 ASEAN World Economic Forum has three elements modes of persuasion, they are Logos, Ethos, and Phatos. Furthermore, the way President Joko Widodo presented their speech to persuade the audiences are by giving an idea and logical statements of how the people of Asia have to utilize the development of technology to create and show the progress in economic growth, how he gave impression of his leadership in the biggest events that unite the people of Asia, and how he expressed his feeling through the misguided beliefs that lingered inside the Asian people. All those ways have fulfilled the characteristic of all modes of persuasion in his speech in the event.

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