

Ideology and Communication Strategy of Indonesia's 2024 Presidential Candidates: A Transitivity Analysis

Diah Supatmiwati*, Hilda Hastuti, Indra, Annisa Fissilmi, Zuhroni, Tiara Resta Putri

Universitas Bumigora, Mataram, Indonesia

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*Corresponding author. E-mail: diah.supatmiwati@universitasbumigora.ac.id.

Abstract

The purpose of this study is to investigate presidential candidates' ideologies and strategies of communication through the type of transitivity processes in their speech on the last presidential debate. The final debate of presidential candidates in 2024, all Candidates used languages to shape public opinion and persuade the audience. Critical discourse analysis (CDA) reveals hidden meanings or agenda of the candidates in debate. It examines how language supports power dynamics, social hierarchies, and ideologies. Those are expressed through text and speech in social and political contexts. The method used in this research is descriptive qualitative. The research began with the observation of the speeches of the candidates on an official video. Secondly, the data was subjected to a critical discourse analysis. This analysis was used to determine how the candidates presented themselves in terms of their different and common ideologies. The research findings revealed that six types of transitivity processes were found in the candidates' speeches, with material processes dominating and then there was also a structural analysis that revealed that all candidates used different types of processes to display their respective leadership styles. Each Candidate's reveals different ideologies, language patterns and political communication strategies that boosts persuasive and reveals the link between language, power, and ideology. It shows how all candidates create messages that resonate with voters, influencing public opinion and prompting action. Furthermore, the result of this research is to provide insight into the linguistic construction of political ideology and power in Indonesian political discourse.

Keywords: Communication Strategy; Systemic Functional Linguistics; Critical Discourse Analysis; Political Discourse; Transitivity.

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1. INTRODUCTION

Presidential elections have just been held in Indonesia, in the year 2024, with three presidential candidates participating. Those presidential candidates who volunteered to become the new leader, as part of the election process, they had to deliver their vision and mission for the next five years. They expressed their respective visions and missions that were spoken in political speeches. Political speeches by public figures are crucial in shaping

presidential election discourse. They articulate candidates' platforms, influence public opinion, and engage voters. Through strategic rhetoric, these speeches address voter concerns, highlight policy differences, and inspire support, playing a vital role in the democratic process and campaign narrative. Almahasees and Mahmoud (2022) said that every politician uses language to persuade audiences and shape opinions, even playing an important role in political discourse by implementing social actions. Politics and language are intertwined, with language serving as a tool for politicians to communicate their ideologies and strategies. Critical Discourse Analysis (CDA) is a type of discourse analysis that studies the ways, in which social power is abused, feelings of domination are expressed through text and speech in social and political contexts (Van Dijk, 1993). However, CDA can explore the ideology and power behind discourse (Fairclough, 2013). Fairclough outlines several models, consisting of three dimensions: texts, discursive practices, and social practices. The textual dimension focuses on word-level analysis within the text itself, the discursive dimension examines the consumption of the text, and the social dimension considers broader social and cultural structures.

M.A.K Halliday (2014) theory reveals that Systemic Functional Linguistics (SFL) is a theory that emphasizes the creation of meaning based on context. It Consists of three meta-functions: ideational function, interpersonal function, and textual function. In the speeches that have been put forward in the presidential debate, these functions can influence voters and audiences significantly through the vision and mission that they have created.

Thus, this study fills the gap in literature by exploring the linguistic choices of political ideology and power in the context of the 2024 Indonesia Presidential Election connected to Monroe's Motivated Strcture (MMS) to see the strategy of the candidates to get voters attention. The researchers conducted this research to address the following questions: 1) what are the transitivity process types employed by the candidates in the final Indonesia presidential debate 2024? and 2) How transitivity process reflects ideology and strategy of persuasive communication in their speech?

In relation to the research issue, the aims of this study is to identify the ideology realized by Indonesian presidential candidates in the choice of transitivity, as well as the communication strategy associated with the transitivity process that reflects persuasive communication in their speeches. Thus, this integrated approach offers a structured method for analyzing ideological constructs, which advances Critical Discourse Analysis (CDA) while simultaneously improving knowledge of how language functions in political contexts. For example, the predominant use of material processes shows action and results-oriented, reflecting an ideology that values tangible achievements over abstract concepts. Through investigating the relationship between transitivity and the Monroe Motivated Sequence (MMS), researchers can gain a greater understanding of how political rhetoric is constructed to persuade and inspire audiences or voters. This novel perspective enriches existing frameworks in CDA and provides practical tools for analyzing contemporary political communication strategies.

Critical discourse analysis (CDA) have a strong foundation for practical applications and benefit from various viewpoints to investigate different discourses, including announcements, legal, political, medical, fictional, educational, TV media, and speeches. The interplay study on CDA and transitivity reveal ideologies in texts and several studies have been conducted (Gunawan et al., 2023; Kristina, 2020; Supatmiwati et al., 2020; Wulansari & Mazid, 2024). Ideology in CDA shapes narratives through linguistic choices (Wang & Jin, 2022; Yang, 2023). For example, "Dirty Vote" analysis showed transitivity's role in the ideological depiction of the Indonesian election (Wulansari & Mazid, 2024). Political discourse research highlights material processes, indicating active roles and gender differences in language (Alhumsi & Alsaedi, 2023). Thus, transitivity is vital tool in CDA for uncovering language's ideological aspects in social and political contexts (Li & Zhang, 2019; Salih, 2019; Saragih et al., 2024; Supatmiwati et al., 2022). Furthermore CDA serves as a vital tool for examining political speeches, revealing underlying ideologies and power dynamics. For instance, Mr. Christian Tadele's speech in the Ethiopian parliament, highlighting the use of inclusive language and the implications of terms like "democracy" and "corruption" to uncover social inequalities (Mekt et al., 2024). A speech is usually a formal presentation in which the speaker conveys their thoughts or discusses certain issues (Santoso & Aji, 2021). In this case, this research focuses on the last presidential debate which was held on February 4 2024, with a focus on three candidates, namely Anies Baswedan as

candidate 1, Prabowo Subianto as candidate 2, and Ganjar Pranowo as candidate 3, where they presented their vision and their mission. The last presidential candidate debate speech was broadcast by Kompas TV on their YouTube channel. In these speeches, each candidate conveyed their plans aimed at making Indonesia more advanced than other countries. The candidates also presented their main policies and explained all their main strategies to improve education, reduce poverty, and boost the Indonesian economy. Therefore, their speeches are important moments for voters to evaluate the leadership abilities of the candidates. Another relevant research was conducted by Hasanah et al. (2019) to analyze language, ideology, and power in Kim Namjoon's speech at the United Nations in September 2018. This research uses a Systemic Functional Grammar analysis framework based on M.A.K Halliday's theory. They found various transitivity processes in the speech and analyzed the use of modality, as well as the use of tenses such as simple present and simple past. Wahyuni and Syamsi (2021) examined language, ideology, and power in the speeches of the Minister of Education and Culture, Nadiem Makarim, and Muhadjir Effendy on Teacher's Day. Tian (2021) discussed Trump's TV speech uses Halliday's systematic functional grammar as the theoretical basis, and shows how speakers in political speech use language to shorten the distance between people and win people's from the aspects of transitivity analysis, modality analysis and personal pronoun. Martika et al. (2022) discussed Barack Obama's use of language in his inauguration speech in Washington, D.C. in January 2013. Their analysis was based on Thomas N. Huckin's theory and revealed that Obama emphasized the importance of democracy and the people's responsibility in maintaining it. The concept of transitivity in political speeches offers an extensive framework for examining the role of language in persuasive communication. By concentrating on the various processes connected to each stage of Monroe's Motivated Sequence, analysts can reveal more profound insights, ideological frameworks, and tactics that improve audience involvement.

Monroe's Motivated Sequence (MMS) is a systematic method for persuasive speaking that improves political communication by effectively structuring messages to captivate audiences. This sequence consists of five stages: attention, need, satisfaction, visualization, and action, which together aid in presenting persuasive arguments and enhancing public speaking abilities (Kurudayioğlu & GociAoğlu, 2021). Research shows that employing MMS not only alleviates speech anxiety but also boosts student engagement and performance in persuasive speaking (Kurudayioğlu & GociAoğlu, 2021). Additionally, studies indicate that messages arranged using MMS are viewed as more understandable, although the effect on changing attitudes may differ (Micciche et al., 2000). Merging modern persuasion theories, like Cialdini's principles, with MMS can further improve its efficacy in political communication (Baldwin 2018a) In brief, MMS is an effective tool for organizing persuasive discourse, promoting critical thinking, and increasing audience involvement in political settings.

Previous studies have explored persuasive strategies and linguistic features in political and commercial discourse, **yet none have integrated Monroe's Motivated Sequence (MMS) with transitivity analysis in political speech.** This study offers a **novel interdisciplinary approach** by integrating **Monroe's Motivated Sequence** with **transitivity analysis** to explore how persuasion is constructed at the **grammatical clause level** in political speeches. This research investigates how political speakers linguistically realize each stage of MMS using distinct process types and participants, thereby revealing deeper insights into how **ideational meaning supports persuasive intent**. Specifically, this study aims to: Identify the **dominant process types** used in each MMS stage, analyze how **linguistic choices reflect the rhetorical goals** of each step and explore how politicians construct agency, responsibility, and emotional appeal through transitivity in different MMS phases. By doing so, this research contributes to both **rhetorical studies** and **linguistic discourse analysis**, providing a nuanced model for examining political persuasion that bridges functional linguistics and classical persuasive theory.

2. RESEARCH METHOD

This is descriptive qualitative research. This method is a means of investigating and comprehending the meaning that some individuals or groups believe stems from social or human problems (Creswell, 2014). Moreover, this study utilized Critical Discourse Analysis (CDA) as proposed by Fairclough (2013). Fairclough's CDA framework involves three dimensions: text, discursive practice, and social practice (Fairclough, 2013). However,

this research focuses specifically on the textual dimension, analyzing the speech at the word level to uncover the underlying ideology. In order to analyze the text, the researcher used Ideational Function of Systemic Functional Linguistics (SFL) developed by M.A.K Halliday to explore the process types used. The researcher then interprets the data through structural speech analysis with Monroe's Motivated Sequence theory by Alan Monroe (1930).

The data presented here was obtained from the video recording of the presidential candidates' Vision and Mission speeches delivered at the presidential debate, which was posted by Kompas TV on YouTube in February 5, 2024. The researcher conducted several steps to collect the data. The first step was to transcribe the speeches of the candidates. There were 3 candidates participated in Indonesia Presidential election in 2024. They were Anis Baswedan (Candidate 1); Prabowo Subianto (Candidate 2); and Ganjar Pranowo (Candidate 3). The second step was to observe the script and then break down the script into individual clauses for detailed examination. Next the data was classified based on transitivity theory by M.A.K. Halliday. The dataset consists of a total of 155 clauses, distributed among the candidates as follows: Anies R. Baswedan contributed 65 clauses, Prabowo Subianto provided 40 clauses, and Ganjar Pranowo offered 50 clauses. The primary processes were thoroughly analyzed and clearly explained.

In analyzing the data, a technique proposed by Miles and Huberman (1994) is used. There are three steps involved in doing this analysis. They are data reduction, data display, and conclusion drawing. For the first step, which is data reduction, in this stage the speeches of all candidate are transcribed, and parsed into clauses. The obtained data consists of a total of 155 clauses are observed and classified to determine the transitivity process types of the three candidates' speeches. it is found that all three candidates have distinct number in clauses: Candidate 1-Anis has 65 clause, candidate 2-Prabowo has 40 clauses and candidate 3-Ganjar has 50 clauses. Then the lexicogrammar of each clauses are examined according to transitivity which include process, participant and circumstance. Secondly, the data displayed, in this stage all the occurrences of different lexicogrammar categories of each candidates are tabulated and converted into percentage Finally, in drawing conclusions the ideology and communication strategy of each candidates is interpreted base on the tendencies of linguisticoptions. In this case, the two most dominant tendencies was taken into account. The phase entailed interpreting the data's structural text through the application of Alan Monroe's (1930) Motivated Sequence theory, which is designed to effectively organize and present persuasive messages.

3. FINDINGS AND DISCUSSION

3.1. Findings

Transitivity refers to a framework that characterizes the entire clause as opposed to merely the verb and its object (Thompson, 2013). It should be noted, in the presidential debate 2024, all of transitivity process types are identified. The occurrences can be seen in following Figure 1.

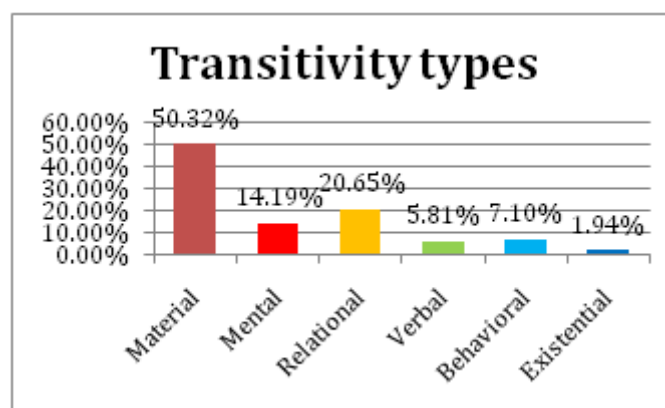


Figure 1. The types of transitivity process

Theoretically, transitivity contains of six types of processes namely material process, mental process, behavioral process, relational process, verbal process, and existential process. As shown on chart 1, material process has dominantly used by 50.32% compared to other process types. The second most used process type is Relational, representing 20.65%. And mental process is representing 14.19%. Verbal process, behavioral process, and existential process are less used with percentages of 5.81%, 7.10%, and 1.94%. The frequency of process types found to be distributed differently across the candidates. The distribution of transitivity process of the candidates is displayed in Table 1 below.

Table 1. The frequency of transitivity distribution

Process Types	Frequency			Total	Percentage
	Candidate 1	Candidate 2	Candidate 3		
Material	27	31	20	74	50.32%
Mental	13	5	4	22	14.19%
Relational	15	3	14	27	20.65%
Verbal	2	0	1	4	5.81%
Behavioral	2	0	9	11	7.10%
Existential	6	1	2	8	1.94%
Total	65	40	50	155	100%

It can be noted that the candidates employed different linguistics choices in their speeches. Candidate 1 and 3 employed six types of transitivity process otherwise candidate 2 employed 4 of 6 transitivity types, and it reflects the different perspectives of each candidate using various approaches in dealing with the nation's problems.

A. Material Process

It is known that material processes are widely used by candidates. The following are material process found in the candidates' speech are displayed in Table 2.

Table 2. Type of material processes

Type of Material	Candidate 1	Candidate 2	Candidate 3	Total
Doing	23	30	19	72
Happening	4	1	1	6

Doing processes are most common used by the candidates, 72 occurrences; this means that those involve active participation, where an agent directly influences a goal. In contrast, happening processes describe events that occur independently of any direct agency. Candidate 1 uses more happening types than Candidates 2 and 3, though this difference is not significant these differences help one better understand how language expresses events and actions in various contexts. Material processes powerfully describe concrete, tangible actions that will shape the voters' views. Those three candidates are conveyed various common verbs that denote specific actions and interactions. These verbs reveal how different cultures articulate bodily activities and experiences, reflecting their linguistic frameworks and social customs. The selection of a verb not only influences grammatical structure but also shapes the emotional tone and contextual meaning of the described actions. Here are the types of verbs employed by the candidates shown in Table 3.

Table 3. Type of verbs in the candidates' speech

Candidate	Creative	Transformative
Candidate 1	<i>mendirikan, menghasilkan, membuat</i>	<i>menguasai memberikan, berangkat mendapat, membawa, mewarnai, menemukan, menjaga, menjalankan, memegang menjunjung, menghadirkan, kerjakan, berg- erak</i>
Candidate 2	<i>membangun</i>	<i>memperbaiki, Memberi, mengatasi, menghi- langkan, menyerap, meningkatkan, memperbaiki, menambah, mengirim, merebut</i>

Candidate	Creative	Transformative
Candidate 3	<i>membangun, membuat, membuka</i>	<i>masuk, membantu mendapatkan, memberikan, bekerja, mendorong, review, melakukan, mengembangkan</i>

In Indonesian final presidential debate 2024, there were 74 occurrences of material processes found. The transformative verbs represent the act of doing that was dominantly done by the candidates. According to Halliday and Matthiessen (2014), transformative verbs are verbs that there is a change in entity after the process done.

B. Mental Process

Mental process represents conscious experience that is related to a person's thoughts, ideas, perceptions, desires, and emotions. There are four types of mental process, namely Perceptive, Cognitive, Emotive, and Desiderative. Mental process consists of two participants, namely sensor and phenomenon. Sensor is a conscious being who feels, thinks, or perceives. On the other hand, phenomenon is which is thought, felt, or perceived by the conscious sensor. Those mental processes are important in political discourse when discussing the beliefs, desires, or emotions of political actors or the electorate. The mental process found in the candidates' speech are displayed in Table 4.

Table 4. Types of Sensing

Types of Sensing	Candidate 1	Candidate 2	Candidate 3
Perceptive	1	1	0
Cognitive	5	2	1
Emotive	1	0	1
Desiderative	6	2	2
	15	5	4

C. Relational Process

Relational processes define relationships and states of mind. The term process refers to the relationships that exist between entities, including acts, facts, and things. There are two types of relational processes: attributive and identifying. Attributive relational process is a process of giving attribute to a thing. The participants are carrier and attribute. On the other hand, identifying process is about giving a value to a thing. The participants are token and value. The examples of material process found in the candidates' speech are displayed in Table 5.

Table 5. Category of relational clauses

Category	Candidate 1		Candidate 2		Candidate 3	
	Attributive	Identifying	Attributive	Identifying	Attributive	Identifying
Intensive	9	6	1	1	11	2
Possessive	0	0	1	0	1	0
Circumstantial	0	0	0	0	0	0
	9	6	2	1	12	2
	15		3		14	

D. Existential Process

Existential processes denote existence. They assert that something exists without providing additional information about its qualities or actions. The primary function is to indicate presence or existence. The participant is existent. The examples of Existential Process found in the candidates' speech are displayed in Table 6.

Table 6. Existential process in the candidates' speech

Candidate	Existential Process
Candidate 1	Ada Ketimpangan Jakarta dan Luar Jakarta), Jawa dan luar jawa, Kaya dan miskin, desa dan kota Ada Lebih dari 70 juta orang tidak punya jaminan sosial Ada Lebih dari 500juta orang mengalami kesehatan mental, kekerasan seksual

Candidate	Existential Process
Candidate 2	ada permasalahan Kita kekurangan sekitar 140.000 dokter
Candidate 3	ada dua yang utama, kelompok perempuan dan nyandang disabilitas

E. Behavioral Process

Behavioral processes refer to physiological and psychological behaviors. The process creates physiological and psychological actions in humans. The participants include behavior and phenomenon. Among the candidates only two candidate employed behavioral processes. The examples of behavioral process found in the candidates' speech are displayed in Table 7.

Table 7. Behavioral process in the candidates' speech

Candidates	Behavior	Behavioral Process	
Candidate 1	Kita	menyaksikan	
	Kami	akan memegang	
	Kita	makan sehat	
Candidate 3	Ganjar	mendengarkan	suara-suara rakyat
	Mahfud		
	Kami	tidur	di rumah penduduk

F. Verbal Process

Verbal processes involve acts of communication. It is also referred to as the process of saying. The relational process involves several participants, such as sayer, verbiage, and receiver. Similar to the behavioral process, the verbal process was identified in only two candidates, highlighting its limited presence in the analyzed data. The examples of verbal process found in the candidates' speech are displayed in Table 8.

Table 8. Verbal process in the candidates' speech

Candidate	Sayer	Verbal Process	Verbiage	Receiver/Target
Candidate 1	Saya	bicara	jaminan sosial	masyarakat Indonesia Rakyat
	Saya	bicara	rakyat	
Candidate 3	Mbak Kalis	menyampaikan	perhatikan mereka yang selama ini terpinggirkan.	Pak Ganjar

G. Monroe's Motivated Sequence paired with Transitivity

Monroe's Motivated Sequence, paired with Transitivity Analysis, provides a strong framework for examining how political speeches shape voter perceptions. This persuasive model's five stages: Attention, Need, Satisfaction, Visualization, and Action, are enhanced by analyzing process types to convey meaning and impact audiences. The candidates Monroe's motivated sequence can be seen in Table 9.

Table 9. Monroe's motivated sequence theory

Structure	Candidate 1	Candidate 2	Candidate 3
Attention	Mental	Relational	Material
Need	Existential	Existential	Relational
	Relational		Material
Satisfaction	Mental	Material	Material
	Existential		Mental
Visualization	Material	Relational	Relational Material

Structure	Candidate 1	Candidate 2	Candidate 3
Action	Material	Mental	Material Behaviour Relational

The type of process embodied by all candidates in the Monroe's motivated sequence speech structure can be seen in Tables 10 to 12:

Table 10. Candidate 1 structural speech

Structure	Time	Text	Process
Attention	0:30	<i>Ibu, bapak, serta saudara sebangsa setanah air yang sangat saya cintai</i>	Mental
Need	0:45	<i>Ketimpangan antara Jakarta dan luar Jakarta, Jawa dan luar Jawa, kaya dan miskin, desa dan kota, pendidikan umum, pendidikan agama, pendidikan kejuruan, dan pendidikan teknis.</i>	Existential
	1:00	<i>Ini semua adalah ketimpangan yang hari ini menjadi fenomena membahayakan bagi republik ini.</i>	Relational
Satisfaction	2:30	<i>Kita akan memastikan hidup sehat</i>	Mental
	2:45	<i>Jika ada sakit, ada pertolongan cepat, tumbuh cerdas dengan biaya terjangkau</i>	Existential
Visualization	3:00	<i>Orang yang membutuhkan diberikan bansos sesuai kebutuhannya, bukan memberikan bansos untuk kepentingan yang memberi, tetapi untuk kepentingan yang diberi.</i>	Material
Action	4:15	<i>Perubahan saatnya kita kerjakan</i>	Material

Table 11. Candidate 2 structural speech

Structure	Time	Text	Process
Attention	0:30	Prabowo Gibran memiliki rencana besar	Relational
	0:33	Inti dari strategi ini adalah meningkatkan kemakmuran bangsa Indonesia	
Need	2:15	Kita kekurangan sekitar 140.000 dokter	Existential
Satisfaction	0:45	Memperbaiki kualitas hidup masyarakat Indonesia, seluruh rakyat Indonesia	Material
Visualization	3:45	itu adalah beberapa program unggulan kami dalam rangka Strategi Transformasi Bangsa	Relational
Call to Action	4:15	Saudara-saudara sekalian, demikian pemikiran kami. Kami yakin kami akan melaksanakan itu dan kami akan mencapai Indonesia Emas 2045	Mental

Table 12. Candidate 3 structural speech

Structure	Time	Text	Process
Attention	0:33	Membangun Indonesia yang beradab kita mulai dari tiga bagian	Material
Attention	0:34	Kita punya kepribadian dalam kebudayaan	Relational
	0:44	Itu mesti masuk di dalam jiwa insan Indonesia.	Material
Need	0:50	Tentu saja, kesehatan menjadi yang pertama. Preventif adalah sesuatu yang paling bagus	Relational
	1:01	Tentu saja akses kesehatan yang diperlukan di setiap desa.	Material
Satisfaction	1:06	Kenapa Ganjar Mahfud membuat satu desa satu fasilitas kesehatan (faskes), satu tenaga kesehatan (nakes)?	Material

Structure	Time	Text	Process
Visualization	1:10	Kami ingin mereka mendapatkan yang terbaik.	Mental
	1:20	Kemudian, ibu, anak, lansia, disabilitas, masyarakat adat akan mendapatkan peran yang sama dalam layanan-layanan kesehatan di mana di daerah-daerah terisolir	Material
	1:28	Mereka membutuhkan akses ini dengan sangat bagus.	Mental
	1:40	Akses pendidikan yang baik, lebih inklusif, kemudian kurikulum yang mantap	Relational
	1:50	dan tentu saja fasilitas yang diberikan harus bisa memberikan akses terbaik untuk anak-anak didik kita, termasuk nasib guru dan dosen.	Material
Call to Action	3:15	Tentu saja, Bapak Ibu, dalam politik kali ini, itu mesti diberikan contoh.	Material
	3:21	Demokrasi harus lebih baik, demokratisasi berjalan baik	Behaviour
	3:28	kemudian contoh atau teladan pemimpin yang juga baik, dan tidak ada konflik kepentingan.	Relational

3.2. Discussions

The finding shows that each candidate employed different strategies in linguistic options. It means that through their language, they not only convey factual information but also pose themselves and others within a complex network of power relations. As it is stated by Thahara that the 2024 presidential election in Indonesia showcases a dynamic political landscape, highlighted by the distinct ideologies of candidates: Anies Baswedan, Ganjar Pranowo, and Prabowo Subianto. Research indicates that Baswedan and Pranowo oppose the current government, while Prabowo supports it (Thahara et al., 2024). Looking into their political statements provides fascinating linguistic insights into their differing ideologies and strategic approaches to winning over voters (Saragih et al., 2024). The identification of ideology can be observed through the use of dominant processes and participants (Kristina 2020). The comprehensive analysis of the results indicates a thorough identification of all transitivity process types, with a notable predominance of the material process, which constitutes 50.32% of the total occurrences. This substantial proportion underscores the material process's central role in conveying actions and events within the text, highlighting its significance in shaping speech text dynamics and thematic development. It aligns with the previous studies (Gunawan et al., 2023; Kristina, 2020; Saragih et al., 2024; Supatmiwati et al., 2020, 2022; Wulansari & Mazid, 2024). Political leaders often employ material processes to convey strength and authority. In addition, the relational process emerges as the second most frequently employed type, accounting for 20.65% of the instances. This process type is instrumental in elucidating the relationships and connections between entities; thereby facilitating a deeper understanding of the social and contextual frameworks within the text. Closely following is the mental process, which represents 14.19% of the total usage. This process type provides valuable insights into the cognitive and desiderative dimensions of the text, reflecting the characters' thoughts, emotions, and psychological states. The verbal process, although less prevalent, with a usage rate of 5.81%, plays a pivotal role in articulating dialogues and communications, thus enriching the text's communicative aspects. Similarly, the behavioral process, accounting for 7.10% of the instances, offers a nuanced perspective on the characters' actions and reactions, thereby enhancing the depiction of human behavior. Lastly, the existential process, at 1.94%, contributes to the representation of existence and presence within the narrative, adding layers of existential meaning. The study of political discourse through transitivity analysis not only enriches applied linguistic theories but also contributes to the broader discourse on political communication and electoral behavior in Indonesia (Wulansari & Mazid, 2024). Transitivity in presidential elections serves as a critical linguistic tool for candidates to convey their ideologies and persuade voters, indicating a focus on actions and commitments, candidates promise to undertake if elected (Guswita & Suhardi, 2020). Similarly, President Buhari's campaign speech utilized a mix of mental, verbal, and material processes to articulate his vision and connect emotionally with the electorate, thereby enhancing his persuasive appeal (Agbo et al., 2019).

The analysis of presidential debates further underscores the importance of transitivity, as candidates employ various linguistic strategies to present their ideology and engage with voters effectively (Setiawan et al., 2018).

Overall, transitivity not only reflects the candidates' intentions but also shapes the political discourse surrounding elections, influencing public perception and electoral outcomes (Tsunoda, 1985). Collectively, these diverse process types are integral to the construction of ideologies, as they provide a multifaceted lens through which actions; thoughts, relationships, communications, behaviors, and existential states are represented and articulated within the text. This intricate interplay of process types not only enriches the text but also offers profound insights into the underlying ideological constructs, thereby facilitating a more comprehensive understanding of the text's thematic and ideological dimensions.

A. Rhetorical Strategies Employed in Anies Baswedan's Speech

Anies's speech employs a strategic use of language through the processes. He dominantly used material process (27) in delivering his speech. The other dominantly process used are mental process (20), and relational process (15). Therefore, this analysis focuses on three key process types: material, mental, and relational, each of which provides a variety of perspectives to understand his rhetorical strategies. The frequent uses of material processes show his proactive approach to lead the country, portraying him as an action-oriented leader focused on tangible actions. It is implied in his verbs choices in his speech. Most of his verbs are action verbs that involve physical and concrete activity such as *menguasi, mendirikan, memberikan, berangkat, mendapat, membawa, mewarnai, menemukan, membuat, menghasilkan, menjalankan, memegang, menjunjung, menghadirkan, kerjakan, bergerak*.

- a. *Perubahan [goal] saatnya [circumstance] kita [actor] **kerjakan** [material process]*
- b. *Kami [actor] akan membawa [material process] gagasan [goal] bagi republik [recipient]*

The choice of verbs in this context underlines a firm commitment to action, a determination to implement policies and initiatives that have a direct impact on the lives of Nation. This choice of action verb not only reflects the intention to act but also conveys a sense of urgency and responsibility in addressing the needs and concerns of the population. By focusing on actionable verbs, the message conveys a proactive approach to governance, ensuring that the initiatives undertaken are not merely theoretical but are designed to bring about tangible improvements in the community. This emphasis on active language serves to reassure voter that their welfare is a priority and that there is a genuine effort to make meaningful changes in their daily lives. Furthermore, the uses of relational processes show Anies's commitment to principles, values and inclusivity.

- a. *Misi kami tegas: [token] (**adalah**) [relational process] mewujudkan bangsa yang sehat, yang cerdas, yang sejahtera, berbudaya, dan bersatu [value].*
- b. *Ini semua [token] adalah [relational process] ketimpangan yang hari ini menjadi fenomena membahayakan bagi republik ini [value].*

By emphasizing identity and relationships, he shows himself as a principled leader dedicated to not only informative but also achieving an equitable society through his mission. Overall, the use of three process types in his speech portrays a leader that is not only action-oriented but also thoughtful and principled leader. This interpretation explains Anies Baswedan's portrayal as a leader with a clear vision for Indonesia's future, capable of addressing challenges while considering diverse perspectives, and promoting an equitable society.

Candidate 1's speech uses transitivity patterns to influence voters, aligning with specific choices at Monroe's Motivated Sequence. Candidate 1 uses an attention structure with mental processes because mental verbs are very close to emotions. In theory, mental verbs are divided into several parts; cognition, affection, desiderative, and perception (Halliday & Matthiessen, 2014). In the attention that has been given by candidate one, it shows that he wants to attract the attention of the audience to focus on him by using the mental process of affection. In the second structure, he uses the existential process and mentions the existence of inequality in Jakarta, Java and outside of them, he even mentions the existence of rich and poor audiences, he tries to emphasize that the problems he will

discuss are various inequalities whose existence is already clear and visible to the eye. Candidate one also uses the relational process in the need structure, explaining that all existing inequalities are dangerous if left unchecked.

On the other hand, candidate 1 depicts his initiative using a (cognitive-type) mental process, as it entails connecting thoughts logically and consciously that he aims to ensure a healthy life for the community, and he used an existential process to indicating that prompt assistance will be available for the sick, fostering community growth through accessible means. About the practical implementation of earlier solutions, candidate 1 provides a clear example utilizing the material process, he emphasizes that community assistance should stem from genuine concern and align with the community's needs, rather than being driven by hidden motives or personal agendas. In closing, which is also classified as an action in the speech structure, candidate 1 also uses material verbs by inviting all audiences to act and have confidence that the goal will be achieved.

B. Rhetorical Strategies Employed in Prabowo Subianto's Speech

Prabowo's speech employs a strategic use of language through the processes, though with a different emphasis compared to Anies Baswedan's. He dominantly used material process (31) in delivering his speech, which is even more dominant compared to other candidates. This heavy utilization on material processes suggests that Prabowo is a highly action-oriented leader, who is focused on tangible and concrete actions. By comparison, he used only a few other processes, such as mental processes (5), in a much lower quantity. Most of his verbs are also action verbs that involve physical and concrete activity such as *memberi*, *memperbaiki*, *mengatasi*, *menguasi*, *menghilangkan*, *menyerap*, *meningkatkan*, *membangun*, *atasi*, *menambah*, *mengirim*, *merebut*.

Data examples:

- a. *Kita [actor] akan mengatasi [material process] angkakematian [goal] ibu [client] saat melahirkan [matter]*
- b. *Di bidang Kesehatan [circumstance], kami [actor] akan membangun [material process] rumah sakit modern [goal] di setiap kabupaten dan kota dan puskesmas modern di setiapdesa di seluruh Indonesia [circumstance]*

The huge contrast in the usage between material and mental processes indicate that Prabowo's strategy focuses on direct action. This is in contrast to the more balanced approach seen in Anies's speech which demonstrated mixes of material, mental, and relational processes. The predominant use of material processes in his communication reflects a strong emphasis on action and agency, often designed to instill confidence or gather support from audience. This method of communication prioritizes tangible actions and measurable outcomes, underscoring a commitment to delivering concrete results – it can be seen in his action verb choices. By also implementing mental processes as his second most used process, it reveals Prabowo's thoughtful approach to leadership.

- a. *Kita [senser] yakin [mental process] pendidikan strategis kita harus memperbaiki gaji guru termasuk gaji honorer [phenomenon]*
- b. *Kami [senser] yakin [mental process] kami akan melaksanakan [phenomenon]*

These processes show him as an individual who tried to persuade by articulating cognitive type that indicates his confidence to influence audience perspectives. In contrast, the significant differences on material process compared to mental or relational processes may indicate a lesser emphasis on emotional appeals or interpersonal dynamics. This could suggest a communication style that is more direct or assertive, where the primary focus is on achieving specific objectives rather than building emotional connections or fostering relationships. Such an approach might be particularly effective in environments where decisive action and clear outcomes are valued over collaborative or empathetic engagement. In such situations, demonstrating competence through action often outweighs building emotional rapport, favoring efficient and effective communication. Yet, it's crucial to balance this with relational engagement, especially when stakeholder buy-in and long-term cooperation are vital. While action-driven communication can propel progress and inspire confidence, it's important to address broader communication needs in diverse professional contexts. Prabowo's speeches exemplify his leadership through action. This strategic choice represents his public persona as a strong, result-oriented candidate.

Examining the key structural components and rhetorical strategies employed in Prabowo Subianto's speech during the 2024 presidential debate, focusing on his delivery, argumentation style, and persuasive techniques. It reveals the techniques he used to deliver his vision and mission, and what it means for the audience's perception or portrayal of him as a leader. Firstly, Prabowo used a relational process to grab the audience's attention, delivering information about his plan and purpose for Indonesia that he considered crucial for the audience to know upfront. He then introduced the issues he wanted to solve using an existential process. He shows that the issues actually do exist or happen. The existence of the problems, such as the lack of doctors, shows his need, which he thought the audience should be worried about, and that he would like to change. In order to solve these problems, Prabowo brought up solutions to satisfy the audience with material processes. He mentioned a bunch of solutions through concrete, tangible actions and solutions. This demonstrates his interests in actively addressing the various existing issues in Indonesia. After pointing out the problems and solutions, he used a relational process again to identify how Indonesia would look like after applying his solutions, which is to achieve *Strategi Transformasi Bangsa*. Lastly, he concluded his speech with a mental process to convince the audience to support his vision and mission. He assured the audience that they would achieve *Indonesia Emas 2045*.

C. Rhetorical Strategies Employed in Ganjar Pranowo's Speech

Ganjar's speech employs a strategic use of language through the processes, though with a different emphasis compared to his counterparts, Anies's and Prabowo's. Unlike the others, Ganjar has taken a more balanced approach, prioritizing material processes (20), relational processes (14) and behavioral process (9) as the dominant features of his speech. Most of his variation verbs are also action verbs that involve physical and concrete activity such as *mendapatkan, membangun, menjadi, memberikan, mengembangkan, membuka, lakukan, mendengarkan*.

Data examples:

- a. *Kita [actor] harus memperkuat [material process] infrastruktur diplomasi kita termasuk duta besar dan para diplomat (goal).*
- b. *Ada beberapa problem seperti krisis iklim (circumstance: matter), dapat kita (actor) selesaikan material process) dengan diplomasi yang sesuai dengan kebutuhan saat ini (circumstance: manner)*

These examples indicate his focus on tangible actions and implementation that directly impact the lives of citizens. Complementing this action-oriented approach, Ganjar also frequently utilized Behavioral process in his speech, showing his thoughtful leadership. It is interesting to note that Ganjar uses a higher level of behavior than other candidates. This suggests that Ganjar is representing physiological or psychological behavior, such as acting, reacting, or responding. In political discourse, behavioral processes can be used to show emotional responses to certain situations or events, which can influence voters' perceptions.

- a. *Ganjar Mahfud [behave] mendengarkan [behavioral] suara-suara rakyat (matter)*
- b. *Kami [behave] tidur [behavioral] Dirumah penduduk (location)*
- c. *Ketika kami [behave] tidur di rumah penduduk, ketika kami [behave] mendengarkan [behavioral] mereka*

Overall, Ganjar's speech demonstrates a blend of material and relational and behavioral process processes that suggest a leadership style that prioritizes both tangible actions and emotional aspects. This differentiates his strategy from the more action-oriented approach of Prabowo or the more principal approach of Anies. Ganjar's choice of speech types reveals a candidate who is thoughtful while also focused on concrete actions and results.

Candidate 3 used several processes to gain the attention of the audience, including material process and relational processes. He uses the relational process to tell that there is personality in culture, by using relational processes the candidate's define the identity to get audience attention by fostering a sense of shared identity. This connection is crucial for engaging voters' right from the start of a speech. And uses the material process by explaining that personality and culture also enter the soul of Indonesian people, and candidate 3 uses the relational

process again to show that he will bring health to the forefront and make prevention the best thing. For the need structure, he used the material process to describe what each village needs. The satisfaction structure used by candidate 3 is material and mental, using visualization with relational and material processes. For the call-to-action candidate 3 used material, relational, and behavioral processes to show the action part and invite the audience to participate.

Monroe's Motivated Sequence, a structured persuasive technique, organizes messages into five steps: attention, need, satisfaction, visualization, and action. This method reduces speech anxiety, boosts audience participation, and enhances critical thinking, as supported by studies (Kurudayioğlu & GociAoğlu, 2021). Its effectiveness is evident in political speeches, providing a framework for persuasive arguments (parvizHowSurviveZombie202; Haugen & and Lucas, 2019). While it may not drastically change attitudes, it improves message comprehensibility, valuable in education (Micciche et al., 2000). Incorporating Cialdini's principles can further enhance Monroe's technique (Baldwin, 2018). In the realm of political communication, combining Monroe's Motivated Sequence with transitivity analysis provides a comprehensive framework for deciphering the profound impact of political speeches on voter perceptions. Monroe's Motivated Sequence, a well-established organizational pattern in persuasive speaking, consists of five stages: attention, need, satisfaction, visualization, and action. The presidential candidates: Anies Baswedan, Prabowo Subianto, and Ganjar Pranowo employ different approaches and strategy, integrating visual and auditory elements to enhance their messages and connect with the electorate (Saragih et al., 2024; Syah, 2024).

Each of these stages can be strategically enhanced using transitivity analysis, which examines how different types of processes—material, mental, relational, and verbal—are employed to convey meaning. At the attention stage, candidate 1 employed mental processes to promote emotional connections with voters, making them more likely to respond positively to calls for action. And candidate 1 & 2 employed relational process to construct a shared identity among voters, making them feel part of a collective effort toward common goals.

As the speech progresses to the need stage, candidates 1 & 2 employed existential processes to highlight the problem that need to be solved thereby establishing a compelling need for change. During the satisfaction stage, Material and mental processes come into play, as politicians propose solutions that align with the values and beliefs of their audience, thereby building credibility and trust. In the visualization stage, material processes are crucial in painting a vivid picture of the potential future, fostering an emotional connection by allowing the audience to envisage the benefits of the proposed changes. Finally, the action stage leverages a combination of material and verbal processes to motivate the audience towards active participation in the political agenda, urging them to take tangible steps in support of the cause. all the strategy done by Candidates are clear and persuasive and the messages shape voters' views on their leadership and policies. This result aligns with the general goals of CDA, which aims to explore how language can reflect and shape social dynamics and power structures (Salih, 2019). This method not only enhances the persuasive power of political speeches but also deepens our understanding of how language, power, and ideology interconnect in political discourse. By analyzing the transitivity processes at each stage, we gain valuable insights into how politicians can craft messages that resonate deeply with voters, ultimately influencing public opinion and driving political action.

Combining **Monroe's Motivated Sequence (MMS)** with **transitivity analysis** in political discourse can offer a powerful interdisciplinary framework. Through the lens of transitivity from Halliday's Systemic Functional Linguistics, each stage of MMS reveals distinct linguistic patterns that reflect how all presidential candidates represent reality, assign agency, and influence perception. By integrating transitivity analysis with MMS, this research uncovers how political figures manipulate language to frame issues and legitimize actions, making it a powerful approach to dissect the persuasive strategies embedded in political speeches.

4. CONCLUSION

This study tried to evaluate the underlying meaning of the discourses presented by the presidential candidates in the Indonesian Final Presidential Debate 2024, particularly on the vision and mission speeches. The speeches

included all forms of transitivity processes, namely material, mental, verbal, behavioral, existential, and relational. However, it is a vision and mission speech, whereas the material process has become the most prominent process in speeches in which candidates must articulate their goals, strategies, and future activities. Followed by a Mental process for the candidates to connect on an emotional level with their audience to establish a sense of empathy and mutual understanding. Overall, the interpretive analysis highlights each candidate's unique approaches, highlighting Anies' balanced and reflective posture, Prabowo's decisive and result-oriented focus, and Ganjar's strategy to persuade the audience by highlighting concrete plans and achievable goals. All three candidates, Anies Rasyid Baswedan, Ganjar Pranowo, and Prabowo Subianto, employed distinct leadership ideologies, which are reflected in their political speech during the final debate. This diversity of ideologies creates varied political landscapes in Indonesia. The use of material, relational, verbal, behavioral, and existential processes is to motivate audiences to support a political agenda. By connecting Transitivity and MMS principles in the paper, politicians or professionals can be aware of their communication strategy. This is particularly relevant for politicians and professionals who need to persuade others. These techniques might lead to more successful attention and outcomes.

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