

A Discourse Analysis of Speech Acts in Prabowo Subianto's Speeches in the 2024 Presidential Election Campaign

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KEYWORDS	ABSTRACT
Campaign speeches Discourse analysis Prabowo Subianto Speech acts	This research is entitled A Discourse Analysis of Speech Acts in Prabowo Subianto's Speeches in 2024 presidential campaign election. The purpose of this study is to describe the types of locutionary, and illocutionary acts, contained in Prabowo Subianto's speeches in 2024 presidential campaign election, using Searle's theory. The method used is descriptive qualitative with an interpretative approach. The main results show that the speeches in two locations, namely Sidoarjo and Gelora Bung Karno, produced the following findings: In Sidoarjo, there are 6 locutionary acts data and 25 illocutionary acts data. Meanwhile, the speech at Gelora Bung Karno produced 10 locutionary acts data and 25 illocutionary acts data. Based on the analysis, Prabowo Subianto tended to use illocutionary acts, especially representative and expressive, in his speeches in 2024 presidential election campaign.
How to cite: Mite, M. E., Bustan, F., Mbadi, S. P. (2026). A Discourse Analysis of Speech Acts in Prabowo Subianto's Speeches in the 2024 Presidential Election Campaign. <i>SPARKLE Journal of Language, Education and Culture</i> , 8 (1) 14-19.	

INTRODUCTION

In daily life, people often have conversations or form relationships through language. Language and humans are two things that cannot be separated because they are interconnected.

According to Chaer (2010), language is an arbitrary system of sound symbols used by members of social groups to cooperate, communicate, and identify themselves. Communication is an important aspect of human life. In speaking, sometimes a person does not directly express the meaning of their words, but conveys it through the hidden meaning behind them. In addition, in interpreting an utterance, a person cannot only listen to the words spoken by the speech partner. However, one must pay attention to the context of the utterance.

Discourse is a field of study in linguistics, namely a branch of pragmatic studies. Discourse has a broader scope than clauses and sentences because it encompasses the ideas and concepts of a text. Discourse is defined as an expression in a communication interaction. Discourse is a series of utterances that are integral to a regular and systematic act of communication that contains ideas, concepts, or effects that are formed in a particular context (Foucault, 1972).

According to Leech (1993), pragmatics is the study of the meaning of word situations. One of the prominent areas of pragmatics is speech acts. When someone speaks, they often do something, not just say something, and expect a reaction from their speech partner.

In 2024, Indonesia experienced the phenomenon of a democratic party. This phenomenon occurred due to the 2024-2029 presidential election. In line with the basic principles of democracy, namely sovereignty in the hands of the people, general elections were held.

At this moment, presidential candidates consistently use speeches as a platform to address the Indonesian people and provide their aspirations with the intention of convincing all Indonesians of their future choices. Therefore, the writer is interested in researching the topic entitled “A Discourse Analysis of Speech Acts in Prabowo Subianto's Speeches In 2024 Presidential Election Campaign.”

Based on the background above, the problems in this study are formulated in the following questions :

1. What are the locutionary acts in Prabowo Subianto's speeches in the 2024 presidential election?
2. What are the illocutionary acts in Prabowo Subianto's speeches in the 2024 presidential election?

To address this problem, this study analyzes Prabowo Subianto's speeches to identify the types of locutionary and illocutionary acts he employs. This approach helps explain how his messages are structured and how he communicates both explicitly and implicitly during the campaign. Speech act theory provides a useful tool for this analysis because it focuses on how utterances function in real communication.

Previous studies have examined speech acts in other political speeches or literary works, showing that speakers often use assertive, directive, and commissive acts to deliver messages and influence their audiences. However, these studies do not focus on Prabowo's 2024 campaign speeches, which have a unique context and communication style. This shows that further research is needed to understand the speech acts used in his campaign. This study is expected to provide a clearer understanding of how Prabowo uses language to influence the audience in a political context.

METHOD

This study used a descriptive qualitative design to analyze the types of speech acts in Prabowo Subianto's 2024 campaign speeches. The qualitative approach was chosen because the data consisted of spoken language that needed interpretation.

The study population comprised all of Prabowo's campaign speeches, and two speeches—one in Sidoarjo and one at Gelora Bung Karno—were selected as samples using purposive sampling. These speeches were selected because they represent major campaign events.

Data were collected through documentation. The researcher downloaded the speech videos, transcribed them, and selected the utterances relevant to speech act analysis. The researcher served as the main instrument, supported by tools such as a laptop and transcription notes.

The research was conducted at the researcher's residence over a period of three months. To ensure validity, the transcripts were checked repeatedly, and the classifications were compared with Searle's speech act theory. Data were analyzed by: (1) collecting and transcribing the speeches, (2) selecting relevant utterances, (3) classifying them into locutionary and illocutionary acts, and (4) interpreting the findings based on theory.

FINDINGS AND DISCUSSION

The findings of this study describe the types of locutionary and illocutionary acts found in Prabowo Subianto's campaign speeches. Two speeches were analyzed, and several utterances were identified as containing speech acts relevant to the research focus.

Locutionary Acts

The locutionary acts in the speeches take the form of Prabowo's statements, which convey ideas, information, and explanations to the audience. For example, he delivered statements on national unity,

economic programs, and plans to improve education. These utterances show how Prabowo expresses his thoughts directly to the public. The findings indicate that most of his locutionary acts are used to inform and clarify political intentions.

Illocutionary Acts

The speeches also include various illocutionary acts. The most common types found were assertive, directive, and commissive acts.

1. Representational acts were used when Prabowo emphasized facts or beliefs, such as his commitment to improving Indonesia's welfare.
2. Directive acts appeared when he encouraged the audience to support him, maintain unity, or take positive actions.
3. Commissive acts were observed when he made promises about future programs and policies should he be elected.
4. Expressive acts convey the speaker's psychological attitude or feelings towards a situation, event, or other person. Usually shows internal feelings (happy, sad, angry, disappointed, grateful, regretful).
5. Declarations act directly to change status, condition, or reality merely by their utterance, provided it is spoken by someone with authority in the appropriate context.

These findings show that Prabowo uses speech acts strategically to convince, motivate, and build trust with his listeners.

Discussion

The findings answer the research questions by showing that both locutionary and illocutionary acts are clearly present in the speeches. The analysis reveals that Prabowo uses language not only to deliver information but also to perform actions such as persuading, promising, and motivating.

These findings align with Searle's theory, which holds that speech acts are actions performed through language. The use of assertive, directive, and commissive acts in political speeches is consistent with previous studies showing that political figures often use these types to build credibility and influence public perception.

Compared to earlier research, this study confirms that contemporary political speeches still rely heavily on these types of acts, but it also highlights the more emotional and motivational style found in Prabowo's 2024 campaign speeches. This suggests a shift toward more personal and engaging communication strategies in modern Indonesian politics.

Table 1. Locutionary Acts Coding of Prabowo Subianto's Speeches at Gelora Bung Karno and Sidoarjo 2024

Locutionary Acts	Code	Code
Declarative	D	D
Interrogative	IN	IN
Imperative	IM	

Table 2. Illocutionary Acts Coding of Prabowo Subianto's Speeches at Subianto's Speeches at Gelora Bung Karno and Sidoarjo 2024

Illocutionary Acts	Code	Code
Representatif	<ol style="list-style-type: none"> 1. Agree 2. Deny 3. Affirm 4. Announce 5. Believe 	<ol style="list-style-type: none"> 1. Complain 2. Conclude 3. Inform 4. Predict 5. State
Directives	<ol style="list-style-type: none"> 1. Advice 2. Ask 3. Beg 4. Command 5. Demand 	<ol style="list-style-type: none"> 1. Forbid 2. Order 3. Recommended 4. Request
Commissives	<ol style="list-style-type: none"> 1. Offer 2. Promise 3. Swear 4. Volunteer 5. Vow 	
Expresives	<ol style="list-style-type: none"> 1. Apologis 2. Appreciate 3. Blame 4. Commiserate 5. Pardon 6. Thank 	
Declarations	<ol style="list-style-type: none"> 1. Adjourn 2. Appoint 3. Baptize 4. Declare 5. Communication 	

CONCLUSION

This research aimed to identify and describe the locutionary and illocutionary acts in Prabowo Subianto's 2024 campaign speeches. The findings show that Prabowo used various locutionary acts to deliver information, explain ideas, and clarify his political intentions. In addition, several types of illocutionary acts were identified, including assertive, directive, and commissive acts. These acts functioned to convince the audience, encourage support, and express promises about future programs.

Overall, the study concludes that Prabowo's speeches rely heavily on speech acts to shape meaning, influence listeners, and strengthen his political messages. These results support speech act theory and show that political communication remains strongly dependent on language functions that guide audience interpretation.

Based on the findings, several suggestions can be made:

- Practical Use

Future political speakers can benefit from understanding how speech acts influence public perception. Using clear, assertive, directive, and commissive acts can help deliver stronger and more persuasive messages.

- Theoretical Development

Researchers may explore how speech acts interact with other linguistic features—such as metaphors, tone, or rhetorical strategies—to build deeper insights into political communication.

- Further Research

Upcoming studies can analyze more speeches, compare political figures, or examine speech acts across platforms such as debates, interviews, and social media. Expanding the data will help develop a more complete understanding of speech acts in modern political contexts.

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