Rhetorical Strategies in President Prabowo's Speech at the 11th D-8 Summit

Mahendra Nugraha¹; Sudar Sudar²; Irina A. Vezner; Chaomurilige⁴ {mahendranugraha710@gmail.com¹, sudarbintang@umpwr.com², vezneru@mail.ru³, gardenie 996@qq.com⁴}

Universitas Muhammadiyah Purworejo, Indonesia¹² Novosibirsk State Pedagogical University, Russia³ Inner Mongolia University, China⁴

DOI: 10.37729/scripta.v12i2.6165

Abstract. This study examines President Prabowo Subianto's speech at the 11th Developing Eight (D-8) Summit held in Cairo, Egypt, on December 19, 2024. The main objective of this research is to analyse the rhetorical strategies and socio-political dimensions of his address, focusing on themes related to youth empowerment, economic development, and multilateral cooperation. Using a qualitative descriptive method, the research analyses the official transcript of the speech, employing a qualitative realist approach to identify recurring themes and patterns. The data analysis follows the four-step process of category identification, context-mechanism-outcome configuration, demi-regularities identification, and generative mechanism refinement. Study reveals that President Prabowo's discourse emphasizes unity, empowerment, and economic collaboration, with a strong focus on the potential of the D-8 nations as a powerful economic bloc. He uses diplomatic and inclusive language to foster solidarity, while presenting the blue economy as a strategic growth opportunity. Moreover, the speech positions the D-8 as a transformative force in global affairs, advocating for a fairer international order. The findings underscore how strategic rhetoric serves to mobilize cooperation and reinforce Indonesia's leadership role in promoting sustainable development and regional stability. This analysis contributes to understanding the intersection of political discourse and diplomatic practices in multilateral settings.

Keyword: Political discourse, Speeches, Rhetorical strategies

1. INTRODUCTION

Language functions as a powerful instrument for shaping public perception, constructing political discourse, and subtly influencing individuals or groups through ideological messaging. It reflects and reinforces power dynamics within society, positioning itself as a central medium in the realm of political communication [1]. Political discourse plays a pivotal role in shaping public opinion through mechanisms such as persuasion, agenda-setting, identity formation, and conflict resolution [2]. In the digital age, media and social platforms further amplify these influences, emphasizing the urgent need for in-depth analysis of political language. The examination of presidential speeches offers a valuable lens through which to understand how political leaders employ language to achieve strategic objectives, address sociopolitical concerns, and engage with both domestic and international audiences. Moreover, language is instrumental in the domains of politics and diplomacy, facilitating effective communication and conflict resolution [3]. Within this context, analysing the discourse of presidential speeches reveals how leaders navigate complex sociopolitical landscapes and deploy rhetorical strategies to assert power, build alliances, and shape global policy.

Despite the expanding body of literature on political discourse, a significant gap remains in the methodological integration of diverse analytical frameworks. Scholars have proposed a comprehensive approach that synthesizes Poststructuralist Discourse Theory, Critical Discourse Studies, and Corpus Linguistics to enhance the analysis of political discourse [4]. This multi-level framework enables a more thorough examination of the complex sociopolitical dynamics embedded in political speeches. Nevertheless, only a limited number of studies have applied this integrated methodology to the analysis of presidential discourse, particularly within the contexts of multilateral diplomacy and national identity construction. This research seeks to address this methodological gap by conducting a critical analysis of a presidential speech delivered in an international forum. Drawing upon the methodological framework proposed by Brown [5], the study explores the linguistic and ideological dimensions of the speech. The integration of discourse theory with corpus-based analysis facilitates a nuanced understanding of the

speech's impact on public perception and its alignment with broader sociopolitical agendas. The findings are expected to contribute meaningfully to the field of political discourse analysis. By employing a rigorous and integrative methodological framework, this study elucidates how presidential discourse constructs national identity, engages with global challenges, and mobilizes public support. Furthermore, the research offers practical implications for the design, implementation, and evaluation of public policies, as suggested by De Miranda Filho [6]. These findings may assist policymakers in interpreting the reception of political messages and assessing the efficacy of agenda-setting strategies in achieving policy objectives.

The research focuses on the speech's significance within the sociopolitical context, addressing questions such as: How does the speech reflect the leader's ideological stance? What linguistic strategies are employed to influence public perception and foster cooperation? How does the discourse align with the nation's developmental goals and international commitments? These questions frame the analysis and highlight the interplay between language, power, and politics. This study employs a qualitative methodology, combining Critical Discourse Analysis with corpus-based techniques to examine the speech's linguistic features and thematic patterns. The poststructuralist approach allows for an exploration of power relations and ideological constructs, while the corpus analysis provides empirical evidence of recurring linguistic elements. This dual approach ensures a comprehensive understanding of the speech's impact and its broader sociopolitical implications. The study of presidential discourse through an integrated methodological framework offers valuable insights into the intersection of language, politics, and society. By analyzing a specific presidential speech, this research contributes to the growing body of knowledge on political communication and its role in shaping public opinion and policy outcomes. The findings underscore the importance of language as a strategic tool in navigating the complexities of governance and diplomacy.

2. LITERATURE REVIEW

Discourse analysis has become an essential methodological approach for examining complex social and political interactions. The integration of Poststructuralist Discourse Theory, Critical Discourse Studies, and Corpus Linguistics offers a comprehensive and multi-layered framework for analyzing such interactions. This combined approach proves particularly effective in uncovering the intricate sociopolitical dimensions of political speeches, especially those delivered in international forums such as summits. These theoretical frameworks enable researchers to move beyond surface-level interpretations and engage with deeper ideological structures, power relations, and sociocultural contexts embedded within discourse. As a research domain, political discourse embraces a plurality of methodological perspectives, thereby reinforcing its interdisciplinary nature. Studies in this field increasingly draw upon insights from psychology, sociology, and linguistics, which collectively enhance their scientific rigor and relevance [7]. This multidisciplinary orientation is instrumental in elucidating how political actors construct persuasive narratives, shape audience perception, and negotiate power dynamics through language.

The previous study about semantic and pragmatics has taken by scholars, that focused on the speaker's intention by texting on whatsapp apps [8]. The observing unintentional word in conversational activity[9], [10]. The strategy in turn taking in conversation to be closer each other [11], [12]. Switching words and not to saying negative [12]-[13].

In the realm of multilateral diplomacy, linguistic elements play a crucial role in shaping the outcomes of negotiation processes and fostering cooperation among states. Political communication within multilateral diplomacy not only reflects national interests but also influences the willingness of states to collaborate [16]. The strategic use of language, therefore, becomes a pivotal factor in achieving diplomatic success, particularly in forums like the Developing Eight (D-8) Summit. Focusing on Prabowo Subianto's rhetorical strategies, key themes such as campaigning, enthusiasm, readiness, and optimism are identified [17]. These elements are central to Prabowo's speeches, aimed at galvanizing support and projecting confidence. Such discursive practices align with broader political communication goals, where the construction of a positive and inspiring image is essential for mobilizing both domestic and international audiences. Building on these scholarly perspectives, the analysis of Prabowo's speech at the D-8 Summit requires attention to both the linguistic and sociopolitical dimensions of his communication. The integration of critical discourse methods and insights from political communication provides a robust framework for examining how his speech negotiates Indonesia's position in multilateral settings, addresses development priorities, and reinforces his leadership narrative.

3. METHOD

This study employs a qualitative descriptive method to analyze President Prabowo's speech at the 11th Developing Eight (D-8) Summit held in Cairo, Egypt. Qualitative descriptive research emphasizes descriptive analysis based on qualitative data, without reliance on numerical measurements or statistical techniques [18]. This approach is particularly suitable for understanding the content and context of speeches, as it allows for an in-depth exploration of themes, patterns, and rhetorical strategies used in the discourse.

The data for this research were collected from the official transcript of President Prabowo's speech during the plenary session, which focused on the theme "Investing in Youth and Supporting SMEs: Shaping Tomorrow's Economy." The analysis process involved identifying key themes, examining linguistic elements, and interpreting the speech's intended impact within the socio-political context of the summit. This method ensures a comprehensive understanding of the speech's content and its broader implications for international relations and economic cooperation.

4. DATA OF RESEARCH

The research data obtained from a speech by President Prabowo at the 11th Developing Eight (D-8) Summit on Thursday, December 19, 2024, in Cairo, Egypt. The speech, delivered during the plenary session themed "Investing in Youth and Supporting SMEs: Shaping Tomorrow's Economy," focused on addressing contemporary challenges and proposing solutions for regional stability. This summit provided a strategic forum to enhance Indonesia's diplomatic relations with D-8 member states while reaffirming its dedication to global cooperation. The event highlighted Indonesia's active role in promoting youth empowerment and small-medium enterprises (SMEs) as key drivers of economic progress.

5. DATA ANALYSIS

The data for this study were derived from transcripts of presidential speeches retrieved from YouTube. The analysis employed a qualitative realist approach aimed at uncovering underlying patterns, mechanisms, and outcomes within the discourse. This analytical framework offers a rigorous method for examining how presidential rhetoric interacts with contextual elements to generate specific effects.

The study adhered to the four-step qualitative realist data analysis process as outlined by Putri, Chandler, and Tocher [19]. First, category identification was conducted to extract recurring themes and focal points within the speeches, such as economic development, social cohesion, and political reform. Second, the context—mechanism—outcome (CMO) configuration was applied to map the relationship between contextual factors, rhetorical mechanisms employed by the president, and their intended or observed outcomes, such as fostering public trust or mobilizing collective action.

The third step involved identifying demi-regularities, which focused on uncovering recurrent patterns in language use and thematic emphasis across multiple speeches, thereby highlighting the president's consistent rhetorical strategies. Lastly, generative mechanism refinement was undertaken to probe the deeper forces driving these patterns, revealing how specific rhetorical strategies align with broader sociopolitical agendas.

This structured approach allows for a comprehensive and nuanced understanding of presidential discourse, offering insights into the communicative strategies used to shape public perception and influence political narratives.

6. RESULT AND DISCUSSION

The data analyzed in this study were sourced from a speech delivered by President Prabowo on Thursday, December 19, 2024, at the 11th Developing Eight (D-8) Summit held in Cairo, Egypt. In his address to the plenary session, themed "Investing in Youth and Supporting SMEs: Shaping Tomorrow's Economy," President Prabowo articulated Indonesia's strategic perspectives on regional development and international cooperation. The summit functioned as a diplomatic platform aimed at fostering collaboration among member states in confronting contemporary global challenges and formulating pathways toward regional stability. Within this context, Prabowo's speech emphasized Indonesia's commitment to inclusive economic growth through youth empowerment and the advancement of small and medium enterprises (SMEs). The analysis of his discourse reveals a consistent rhetorical strategy that positions Indonesia as a proactive and responsible actor on the global stage. His emphasis on shared prosperity, sustainable development, and multilateral engagement highlights a diplomatic narrative rooted in mutual cooperation and long-term stability. These discursive elements reflect broader national priorities while simultaneously contributing to the construction of Indonesia's international identity. Overall, the findings underscore the strategic use of language in shaping perceptions, building alliances, and aligning national interests with

global agendas. President Prabowo's speech demonstrates how political rhetoric operates as a tool for both diplomacy and domestic legitimacy, reinforcing Indonesia's vision for a more interconnected and resilient future.

Prabowo's speech began with the statement: "Thank you, President Abdul Fattah El-Sisi, for the warm welcome and generous hospitality given to us, the delegates to the D-8 Summit 2024. I also commend the Secretary-General of the D-8 for his effective leadership in guiding this summit." In his opening remarks, Prabowo employs diplomatic language that reflects politeness and gratitude, key features of political discourse aimed at fostering goodwill and mutual respect. His acknowledgment of President Abdul Fattah El-Sisi and the D-8 Secretary-General demonstrates adherence to summit protocols, employing positive politeness strategies as outlined by Bousfield [20]. By expressing gratitude and commending the host's hospitality and the Secretary-General's leadership, Prabowo reinforces solidarity and mutual respect, effectively mitigating potential face-threatening acts and strengthening interpersonal relationships. Critical discourse analysis offers an additional interpretive lens for this statement, as discussed by Braithwaite, Schrodt, and Phillips [21]. The choice of words positions Indonesia as a respectful and cooperative participant in global forums, implicitly aligning with the summit's objectives and values. Moreover, terms like "warm welcome" and "generous hospitality" reflect cultural sensitivity, appealing to values highly regarded in global cultures, particularly in the Middle East. These expressions contribute to fostering a harmonious and productive atmosphere for diplomatic discussions while projecting Indonesia's role as a collaborative and constructive partner.

Prabowo's second statement said: "In a world often shaped by the few, this summit highlights our collective power as a transformative force. We must realize that the D-8 indeed holds enormous potential." In this statement, Prabowo employs rhetorical strategies to emphasize unity, empowerment, and the significance of multilateral collaboration. From a rhetorical analysis perspective, the phrase "a world often shaped by the few" introduces a contrast between centralized global decision-making and the inclusive ethos of the D-8 Summit. This framing appeals to the audience's sense of shared identity and agency. By highlighting the collective power of the D-8, Prabowo evokes a sense of solidarity, encouraging member states to view themselves as active participants in shaping global outcomes rather than passive observers. Critical discourse analysis sheds light on how this statement positions the D-8 as a counterbalance to hegemonic global structures [22]. The use of terms like "collective power" and "transformative force" constructs an empowering narrative that underscores the potential of smaller nations working together to achieve significant influence. This is particularly relevant in forums where equitable development and shared prosperity are central themes. From a motivational discourse perspective, the statement serves as a call to action [23]. The phrase "we must realize" emphasizes urgency and responsibility, encouraging active participation and commitment from D-8 members.

In his third statement, Prabowo said: "Together, the D-8 represents the third-largest economic bloc globally, with a combined GDP of \$4.81 trillion US dollars in 2023. PricewaterhouseCoopers predicts all eight member countries will rank among the 25 largest economies by 2050." This statement highlights the economic significance and future potential of the D-8 nations. It strategically combines empirical data and forward-looking projections to strengthen the bloc's collective identity and influence. From a rhetorical perspective, the use of quantifiable metrics such as GDP figures and economic rankings lends credibility and authority to the argument [24]. The reference to PricewaterhouseCoopers, a globally respected consultancy, further legitimizes the claim and builds confidence in the D-8's trajectory. This aligns with Aristotle's concept of *logos*, appealing to logic and reason, while critical discourse analysis reveals how the statement constructs a narrative of empowerment for the D-8 [25]. The projection for 2050 also provides a vision of shared prosperity, reinforcing long-term commitment and collaboration among member states. Development discourse also emerges here, emphasizing progress and growth. By associating the D-8 with rapid economic development, Prabowo motivates members to capitalize on their collective strengths and work towards realizing these optimistic predictions.

Furthermore, Prabowo said: "Another potential that we often forget is our common maritime resources. With access to major oceans of the world, such as the Atlantic, Mediterranean, the Indian, and the Pacific Oceans, all eight countries are uniquely positioned to harness the benefits and resources of the blue economy. This is a very strategic collaboration. For example, the total value of the fishery industry in the world is 600 billion US dollars. We can imagine if we concentrate on making the most of the blue economy, our various economies will really be strong." Prabowo's speech highlights the untapped potential of maritime resources and positions the blue economy as a strategic pillar for economic growth through a well-structured and inclusive discourse. By emphasizing "common maritime resources" and citing quantitative data, such as the \$600 billion global fishery industry, he effectively appeals to logos (logical reasoning), demonstrating the economic significance of sustainable resource utilization. His use of inclusive language,

evident in phrases like "our common maritime resources" and "our various economies," fosters unity and collective responsibility, this aligns with AliAkbariHamed, Behnam, and Saeidi assertion that political discourse often employs inclusive pronouns to diminish divisions and promote solidarity [26]. Furthermore, his rhetoric, which blends ethos (credibility) and pathos (emotion), portrays him as a knowledgeable and visionary leader by linking the strategic positioning of nations near major oceans with the promise of economic prosperity. This approach aligns with Aristotle's principles of persuasion that advocate for the integration of logic and emotional resonance to inspire action. Martínez-Vázquez, Milán-García, and De Pablo Valenciano emphasize that the blue economy transforms challenges into economic opportunities while promoting ecological preservation and maritime collaboration [27]. By framing maritime potential as a shared asset, Prabowo's speech demonstrates strategic foresight, resonating with the discourse reconfiguration described by Blühdorn and Deflorian [28]. Ultimately, the speech encapsulates a vision of shared prosperity and mutual benefit, effectively motivating his audience to harness the immense potential of the blue economy through strategic and cooperative efforts.

Prabowo's speech at the third minute of his address reflects a multifaceted approach to discourse, blending pragmatic proposals with visionary rhetoric to inspire deeper economic integration and global advocacy within the D-8 framework. By emphasizing actionable measures such as the effective implementation of the preferential trade agreement, streamlined customs procedures, and the establishment of a Halal value chain through the strengthened D-8 Halal Economy Network, Prabowo demonstrates a focus on practical, cooperative strategies to yield tangible benefits for member nations. This aligns with Garcia's assertion that impactful political discourse emphasizes actionable outcomes tied to shared goals, thereby strengthening credibility and audience engagement [29]. Additionally, his deliberate use of inclusive and directive language, such as "we must" and "our peoples," positions him as a unifying leader advocating collective responsibility and collaboration, a rhetorical strategy highlighted by Khajavi and Rasti [30], who observe that political discourse often employs collective pronouns to promote solidarity and shared identity among diverse stakeholders. Beyond practical measures, Prabowo extends the discourse to a broader ideological dimension by framing the D-8 not merely as an economic bloc but as a "movement of the Global South," advocating for a fairer global order rooted in inclusivity, fairness, international law, and shared prosperity. This aligns with Aristotle's principles of persuasion, wherein ethos (credibility) and pathos (emotion) are combined to appeal to both the rational and aspirational dimensions of the audience. The reference to a fair global order also reflects contemporary calls for rebalancing power dynamics in international relations, situating the D-8 as a moral force advocating for equity on behalf of the Global South. Furthermore, Prabowo's emphasis on inclusivity and fairness resonates with Loorbach et al.'s perspective on the transformative potential of cooperation and innovation within regional and global systems [31]. By framing economic integration as a vehicle for broader advocacy, he effectively broadens the scope of the D-8's mission, uniting pragmatic and visionary elements to inspire both immediate action and long-term aspirations. Overall, Prabowo's speech exemplifies a strategic interplay of practical measures and aspirational goals, supported by expert insights and rhetorical techniques, to mobilize the D-8 nations towards deeper cooperation and global influence, reinforcing the significance of economic unity and fair representation in shaping a sustainable future.

Subsequently, Prabowo said, "Achieving this requires greater representation of the Global South in decision-making processes. For that, the D-8 must be united. We must work together. To be united, we must leave behind our differences. We must look for the greater good of our peoples. Without unity, without integration, we will be weak. And if we are weak, we will be exploited. That is the law of history.' Prabowo's statement underscores the critical importance of unity and collective action among the D-8 nations, particularly in achieving greater representation for the Global South in global decision-making processes. By asserting that unity necessitates setting aside differences and prioritizing the greater good, Prabowo employs unifying rhetoric that appeals to shared values and aspirations. His repetition of the word "unity" and the cause-and-effect relationship— "without unity, without integration, we will be weak"emphasizes the existential urgency of collaboration. He reinforces his argument with historical determinism through the phrase "that is the law of history." This also reflects inclusion strategies as discussed by Handayani and Pranoto in their analysis of political speeches [32]. The speech also appeals to pathos (emotional reasoning) by invoking the collective fears of weakness and exploitation, resonating strongly with post-colonial narratives familiar to many Global South nations. Furthermore, Prabowo's call for unity transcends economic collaboration, embedding moral and historical imperatives aligned with Aristotle's principles of persuasion. By framing disunity as a precursor to exploitation, he positions cooperation not merely as a choice but as a necessity for survival and progress. This strategic use of historical references lends credibility to his argument and situates the D-8's mission within a broader historical struggle for equity and self-determination. The emphasis on setting aside differences reflects Roberson and Perry's

insight that effective leaders often employ inclusive language to foster solidarity among diverse stakeholders [33]. Leaders often employ inclusive language to foster solidarity among diverse stakeholders. Overall, Prabowo's speech combines emotional resonance, logical reasoning, and historical framing to present unity as the cornerstone of achieving the Global South's rightful place in global governance, urging the D-8 nations to act decisively and collaboratively.

Following this, Prabowo said enthusiastically, "In this spirit, Indonesia reaffirms our commitment to strengthening the D-8. And also, we must consider if it's not wise for us now to invite more members to join the D-8. There must be strength—strength in numbers, strength in unity. Let us look towards the future. Let us learn from the present. Once again, we must learn from the geopolitical situation that's happening around us now. Without unity, without overcoming our differences, we cannot be strong." Prabowo's impassioned statement reflects a strategic call to action, urging the D-8 nations to deepen their unity and consider expanding their membership to amplify their collective strength. The emphasis on "strength in numbers, strength in unity" highlights his belief in the power of inclusivity and collaboration, positioning the D-8 as a dynamic and growing force within the global geopolitical landscape. By framing this expansion as a forward-looking strategy "Let us look towards the future, let us learn from the present" he invokes a sense of optimism and adaptability while grounding his argument in lessons drawn from current geopolitical realities. Marieiev et al. [34] highlight that political leaders often integrate temporal references to contextualize their messages, bridging past experiences, present challenges, and future aspirations. Furthermore, Prabowo's insistence on learning from the "geopolitical situation" underscores the D-8's need to respond strategically to global shifts, This resonates with Castañer and Oliveira's assertion that effective cooperation links immediate actions to long-term benefits [35], thus enhancing the relevance and urgency of the message. His call to overcome differences and foster unity aligns with the rhetorical strategies of Aristotle's principles of persuasion, as he combines ethos (credibility), pathos (emotional appeal), and logos (logical reasoning) to present unity not only as a moral imperative but as a practical necessity for global influence and strength. The repetition of "without unity" serves as a rhetorical device to reinforce the existential consequences of disunity, framing it as a barrier to resilience and collective empowerment. Moreover, his proposal to expand D-8 membership demonstrates a vision for inclusivity, recognizing the potential of a larger coalition to wield greater geopolitical influence and economic clout. This perspective aligns with Hysa et al.'s advocacy for collaborative growth models [36]. Prabowo's use of inclusive and motivational language, combined with pragmatic solutions, positions him as a leader committed to both the strategic and moral advancement of the D-8, urging its members to seize the moment and act collectively for a stronger, more unified future.

Prabowo's speech reflects a deeply strategic and emotionally resonant discourse aimed at inspiring unity and progress within the D-8, linking the collective strength of its members to the broader aspirations of the Muslim Ummah and the Global South. By stating, "We say we support Palestine, but if it is weak, how can we support Palestine?" he positions economic and technological strength as prerequisites for meaningful advocacy. This perspective aligns with Aarya's assertion that political discourse often frames global challenges in ways that highlight the need for collective agency [37]. This rhetorical question not only appeals to pathos (emotion) by invoking solidarity with Palestine but also underscores the practical necessity of self-reliance to exert global influence. Furthermore, Prabowo's emphasis on harnessing collaboration, driving economic growth, and achieving industrial and technological strengths reflects a vision grounded in actionable goals. This resonates with David et al.'s observation that effective leaders articulate specific strategies to achieve shared objectives, fostering credibility and a sense of purpose among their audience [38]. The call to make the Muslim world "a prosperous world, overcoming poverty" further emphasizes the moral and developmental imperatives of his message, situating economic empowerment as a means to address systemic inequalities and foster dignity. His framing of the D-8 as a "catalyst for positive change" This aligns with Camarinha-Matos, Rocha, and Graca's perspective on collaborative networks as transformative forces for global equity and sustainability [39]. By linking the success of the D-8 to the aspirations of the Global South and the Muslim Ummah, Prabowo underscores the interconnectedness of economic empowerment, political solidarity, and moral leadership. His speech, through a combination of logical arguments, moral appeals, and actionable solutions, exemplifies a holistic approach to discourse that seeks to inspire unity and progress on multiple fronts.

At the end of his speech, Mr. Prabowo said, "As Indonesia prepares for the future, we reaffirm our steadfast commitment to this cause. Let us transform the D-8 into a beacon of hope for all our nations and the world." Prabowo's concluding statement encapsulates a vision of optimism and leadership, positioning the D-8 as a symbol of unity and progress for its member nations and the global community. By describing the D-8 as a "beacon of hope," he employs metaphorical language to inspire and motivate, creating a powerful emotional resonance with his audience. His reaffirmation of Indonesia's commitment underscores

ethos, showcasing reliability and determination in advancing shared goals. This aligns with Harutyunyan and Yeghiazaryan's assertion that effective political discourse combines visionary rhetoric with concrete commitments, fostering trust and collective aspiration among stakeholders [40].

7. CONLUSION

Mr. Prabowo's speech at the 11th D-8 Summit in Cairo exemplifies strategic, visionary, and emotionally resonant discourse aimed at fostering unity, collaboration, and progress within the D-8 framework. By emphasizing the importance of economic integration, sustainable development, and collective responsibility, he highlights the transformative potential of multilateral cooperation among Global South nations. His address skilfully combines empirical data, historical references, and rhetorical strategies to underscore the significance of unity in achieving shared prosperity and addressing global challenges. Through pragmatic proposals such as enhancing trade agreements, streamlining customs procedures, and leveraging maritime resources, Mr. Prabowo presents actionable measures to bolster the economic strength of the D-8. Simultaneously, his visionary rhetoric, which frames the bloc as a catalyst for equitable global order, positions the D-8 as a moral and economic force advocating for inclusivity and fairness. His emphasis on the blue economy, technological advancements, and industrial growth underscores the need for sustainable and innovative approaches to regional development.

Moreover, Mr. Prabowo's speech reflects a deep commitment to the aspirations of the Muslim Ummah and the Global South, linking the D-8's success to broader global advocacy and solidarity. By appealing to shared values, practical goals, and emotional resonance, he motivates member nations to overcome differences and strengthen their collective influence. His call for unity, framed as a necessity for resilience and empowerment, reinforces the existential urgency of collaboration in achieving economic and geopolitical strength. In conclusion, Mr. Prabowo's address encapsulates a holistic vision of leadership, combining logical reasoning, moral imperatives, and actionable solutions. His ability to articulate a shared future of growth, fairness, and dignity positions the D-8 as a beacon of hope and progress. Through his speech, he not only reaffirms Indonesia's commitment to the D-8 but also inspires its members to seize opportunities for transformative collaboration, ensuring a prosperous and sustainable future for all.

8. REFERENCES

- [1] C. Purwanti, "Peran Bahasa dalam Komunikasi Politik," *Visikom*, vol. 19, no. 02, p. 192, Mar. 2021, doi: 10.22441/visikom.v19i02.11391.
- [2] International University Ala-Too, N. Cherikbaeva, T. Musaeva, and Kyrgyz-Turkish Manas University, "Political Discourse and Its Role in Shaping Public Opinion," *AAS*, vol. 24, no. 1, pp. 277–290, Mar. 2024, doi: 10.17015/aas.2024.241.25.
- [3] H. Rahmani and A. R. Saeed, "The Power of Language: Exploring the Role of Language in Politics," *IJRISS*, vol. VIII, no. VIII, pp. 2063–2073, 2024, doi: 10.47772/IJRISS.2024.8080152.
- [4] J. Glynos, D. Howarth, R. Flitcroft, C. Love, K. Roussos, and J. Vazquez, "Logics, discourse theory and methods: Advances, challenges and ways forward," *JLP*, vol. 20, no. 1, pp. 62–78, Jan. 2021, doi: 10.1075/jlp.20048.gly.
- [5] K. Brown, "New opportunities for discourse studies: Combining discourse theory, critical discourse studies and corpus linguistics," *JLP*, vol. 23, no. 4, pp. 473–495, Jun. 2024, doi: 10.1075/jlp.23066.bro.
- [6] F. Nogueira De Miranda Filho, "Application of Future Studies by Intelligence Service to Optimize Public Policies," *Hemisferio*, vol. 10, pp. 68–90, Jun. 2024, doi: 10.59848/24.1207.HV10n4.
- [7] M. A. Almohadawi and H. A. H. Ali, "Political Discourse: The Problem of Theoretical Identification," *Al-adab J.*, no. 142, pp. 59–68, Sep. 2022, doi: 10.31973/aj.v3i142.3822.
- [8] E. Sunjayanto Masykuri, "Understanding Personal Intention by Elaborating Speech Function Using Social Media International Whatsapp Group," 2019.
- [9] E. S. Masykuri, "The Non-Observance of Cooperative Principle in the Comic Strip The Adventure of Tintin," presented at the Proceeding of The First Elite Conference, 2014, pp. 118–124.
- [10] E. S. Masykuri, "Analysis the Clauses Using Modal with Perfect Infinitive on Novel the Other Side of Midnight and Its Translation in Bahasa Indonesia," *JPSE*, vol. 1, no. 1, 2015.
- [11] E. S. Masykuri and M. P. SS, "The Role of Social Egalitarianism of Pekalongan Multi-Etnic Society in Education".
- [12] Rofiq Nurhadi, Edi Sunjayanto Masykuri, Tri Ermayani, and Natalie Anastasi, "Expression in Social Media: True or Fake?," in *Proceedings of the 3rd Borobudur International Symposium on Humanities and Social Science 2021 (BIS-HSS 2021)*, Atlantis Press, Dec. 2022, pp. 300–305. doi: 10.2991/978-2-494069-49-7 50.

- [13] R. Nurhadi and E. S. Masykuri, "Hate Speech Based on Pragmatics Studies in Social Media," presented at the The 1st International Conference on ELT (CONELT), 2018.
- [14] M. U. Fakhrudin, E. S. Masykuri, K. Sholeh, and U. Faizah, "Analysis Varied Style of Conversation by Phone in Indonesian Teaching Learning," 2020.
- [15] E. Sunjayanto Masykuri, S. Sukarni, T. Tusino, and P. Dewi, "The Cohesive Devices in Hiver.Com and Its Implication in Teaching Online Writing," *jibsp*, vol. 1, no. 2, pp. 124–135, Nov. 2022.
- [16] H. Kuchyk and O. Kuchyk, "Political Communication in Multilateral Diplomacy: Linguistic Dimension," *SMC*, vol. 10, no. 3, p. 132, Dec. 2022, doi: 10.11114/smc.v10i3.5843.
- [17] A. Sutrisno, "An Ideational Metafunction Analysis of Indonesian Presidential Candidate Speeches," *joe*, vol. 6, no. 4, pp. 18692–18701, May 2024, doi: 10.31004/joe.v6i4.5845.
- [18] B. W. Furidha, "Comprehension of The Descriptive Qualitative Research Method: A Critical Assessment of The Literature," *Acitya Wisesa*, pp. 1–8, Jan. 2024, doi: 10.56943/jmr.v2i4.443.
- [19] A. F. Putri, C. Chandler, and J. Tocher, "Realist Approach to Qualitative Data Analysis," *Nursing Research*, vol. 72, no. 6, pp. 481–488, Nov. 2023, doi: 10.1097/NNR.000000000000686.
- [20] D. Bousfield, "Stylistics, speech acts and im/politeness theory," in *The Routledge Handbook of Stylistics*, 2nd ed., Routledge, 2023.
- [21] D. O. Braithwaite, P. Schrodt, and K. E. Phillips, "Introduction: Meta-Theory and Theory in Interpersonal Communication Research," in *Engaging Theories in Interpersonal Communication*, 3rd ed., Routledge, 2021.
- [22] J. Newman, "Critical realism, critical discourse analysis, and the morphogenetic approach," *Journal of Critical Realism*, vol. 19, no. 5, pp. 433–455, Oct. 2020, doi: 10.1080/14767430.2020.1758986.
- [23] Faculty of Humanities and Social Sciences, University of Split and S. Lukšić, "Rhetorical analysis of two motivational speeches in Croatia," *Govor*, vol. 40, no. 1, pp. 83–107, 2023, doi: 10.22210/govor.2023.40.04.
- [24] B. Lawson and M. Lovatt, "Towards a rhetorical understanding of statistics in politics: Quantifying the National Health Service 'Winter Crisis," *European Journal of Communication*, vol. 36, no. 2, pp. 110–124, Apr. 2021, doi: 10.1177/0267323120966842.
- [25] G. Bouvier and D. Machin, "Critical Discourse Analysis and the challenges and opportunities of social media," in *Critical Discourse Studies and/in Communication*, Routledge, 2020.
- [26] L. Ali Akbari Hamed and B. Behnam, "Linguistic Devices of Identity Representation in English Political Discourse with a Focus on Personal Pronouns: Power and Solidarity," *Journal of English Language Pedagogy and Practice*, vol. 13, no. 26, Sep. 2020, doi: 10.30495/jal.2020.677911.
- [27] R. M. Martínez-Vázquez, J. Milán-García, and J. De Pablo Valenciano, "Challenges of the Blue Economy: evidence and research trends," *Environ Sci Eur*, vol. 33, no. 1, p. 61, Dec. 2021, doi: 10.1186/s12302-021-00502-1.
- [28] I. Blühdorn and M. Deflorian, "Politicisation beyond post-politics: new social activism and the reconfiguration of political discourse," *Social Movement Studies*, vol. 20, no. 3, pp. 259–275, May 2021, doi: 10.1080/14742837.2021.1872375.
- [29] J. C. Garcia, D. Fernández Pedemonte, C. Vaca, and M. Baquerizo-Neira, "A Pertinence Score for Political Discourse Analysis: The Case of 2018 Colombian Elections," *Digit. Gov.: Res. Pract.*, vol. 5, no. 3, p. 34:1-34:15, Oct. 2024, doi: 10.1145/3689213.
- [30] Y. Khajavi and A. Rasti, "A discourse analytic investigation into politicians" use of rhetorical and persuasive strategies: The case of US election speeches," *Cogent Arts & Humanities*, vol. 7, no. 1, p. 1740051, Jan. 2020, doi: 10.1080/23311983.2020.1740051.
- [31] D. Loorbach, J. Wittmayer, F. Avelino, T. Von Wirth, and N. Frantzeskaki, "Transformative innovation and translocal diffusion," *Environmental Innovation and Societal Transitions*, vol. 35, pp. 251–260, Jun. 2020, doi: 10.1016/j.eist.2020.01.009.
- [32] M. Handayani and B. E. Pranoto, "Theo van Leeuwen's Exclusion and Inclusion Strategies: An Analysis of President Joe Biden's Political Speech," *Linguistics and Literature Journal*, vol. 4, no. 1, pp. 65–72, Jun. 2023.
- [33] Q. Roberson and J. L. Perry, "Inclusive Leadership in Thought and Action: A Thematic Analysis," *Group & Organization Management*, vol. 47, no. 4, pp. 755–778, Aug. 2022, doi: 10.1177/10596011211013161.

- [34] D. Marieiev, I. Chornyi, O. Balaban, J. Kobets, O. Berezovska-Chmil, and N. Shchur, "Linguistic Means of Expressing the Category of Temporality in Modern Political Discourse," *WJEL*, vol. 13, no. 4, p. 23, Apr. 2023, doi: 10.5430/wjel.v13n4p23.
- [35] X. Castañer and N. Oliveira, "Collaboration, Coordination, and Cooperation Among Organizations: Establishing the Distinctive Meanings of These Terms Through a Systematic Literature Review," *Journal of Management*, vol. 46, no. 6, pp. 965–1001, Jul. 2020, doi: 10.1177/0149206320901565.
- [36] E. Hysa, A. Kruja, N. U. Rehman, and R. Laurenti, "Circular Economy Innovation and Environmental Sustainability Impact on Economic Growth: An Integrated Model for Sustainable Development," *Sustainability*, vol. 12, no. 12, p. 4831, Jan. 2020, doi: 10.3390/su12124831.
- [37] A. K. Aarya, "Global Eco-Politics: Media Discourse and Conflicting Climate Change Frameworks," in *Eco-Politics and Global Climate Change*, S. Tripathi, R. Bhadouria, R. Singh, P. Srivastava, and R. S. Devi, Eds., Cham: Springer Nature Switzerland, 2023, pp. 189–214. doi: 10.1007/978-3-031-48098-0 11.
- [38] D. David, S. Riyadi, S. D. Lestari, A. Saputro, and E. Muhdaliha, "Leadership Strategies to Achieve Organization with Superior Performance," *Jurnal Nawala*, vol. 2, no. 1, pp. 57–68, Feb. 2025, doi: 10.62872/xeedbh85.
- [39] L. M. Camarinha-Matos, A. D. Rocha, and P. Graça, "Collaborative approaches in sustainable and resilient manufacturing," *J Intell Manuf*, vol. 35, no. 2, pp. 499–519, Feb. 2024, doi: 10.1007/s10845-022-02060-6.
- [40] G. Harutyunyan and A. Yeghiazaryan, "Persuasion Strategies in Political Discourse," *FLHE*, vol. 25, no. 2 (31), pp. 14–29, Mar. 2022, doi: 10.46991/FLHE/2021.25.2.014.