

## A Hybrid Analysis of Critical Discourse Analysis and Systemic Functional Language to Unmask Ideological Stance Inside President Joko Widodo's Political Speech Text

### *Analisis Hibrid Analisis Wacana Kritis dan Linguistik Fungsional Sistemik untuk Menelusuri Pendirian Ideologi dalam Teks Ucapan Politik Presiden Joko Widodo*

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#### ABSTRACT

*President Joko Widodo is a phenomenon president because he is the one and only president who comes from a lower-level class as compared to the other presidents who comes from Indonesia's elite, especially the Javanese elite. Of the importance of the Indonesian people, every Indonesian President is concerned with the people's interests to gain the people's sympathy. Hence, this study unentangles how Jokowi disseminated his ideology to influence the Indonesian people through his political speech text. Accordingly, this study aims to investigate Jokowi's ideological stance inside his political speech text. This study also identifies why Jokowi prioritizes Indonesia's people as the main concern in his program. This study integrated interpretivism as the underlying paradigm. Meanwhile, case study research design was applied as this study centered on Jokowi's speeches as Indonesian President. Data were collected from the first official speech text of President Jokowi delivered on August 16, 2015. This paper combined Critical Discourse Analysis and Systemic Functional Linguistics, particularly the Appraisal System's judgmental analysis. The paper formed Judgment as a sub-type of the attitudinal classification rather than the other two, Affect and Appreciation. The Judgmental categories dominated by the sub-type of Capacity have exceeded other judgmental subtypes. Jokowi mostly evaluated Indonesia's people using the positive Capacity to show that the People of Indonesia the capable people to overcome their problems. The reason behind Indonesia's people's political inclination is that Jokowi is supported by the people-based political party, Struggle-Indonesian Democratic Party (PDIP). The analysis of this study illustrates the importance of a leader's ideological stance in facing and communicating with the people. This is because the stance allows Jokowi to inspire and empower the Indonesian people with his speeches.*

*Keywords: Ideology; political speech; appraisal; judgment; Joko Widodo*

#### ABSTRAK

*Presiden Joko Widodo merupakan seorang presiden yang fenomenal kerana beliau satu-satunya presiden yang berasal dari kelas bawahan berbanding presiden lain yang berasal dari kalangan elit Indonesia khususnya elit Jawa. Demi kepentingan rakyat Indonesia setiap Presiden Indonesia mementingkan kepentingan rakyat untuk meraih simpati rakyat. Justeru, kajian ini merungkai bagaimana Jokowi menyebarkan ideologinya untuk mempengaruhi rakyat Indonesia melalui teks ucapan politiknya. Sehubungan itu, kajian ini bertujuan untuk menyelidik sikap ideologi Jokowi dalam teks ucapan politiknya. Kajian ini juga mengenal pasti mengapa Jokowi mengutamakan rakyat Indonesia sebagai perhatian utama dalam programnya. Kajian ini mengintegrasikan interpretivisme sebagai paradigma asas kajian. Sementara itu, reka bentuk kajian kes digunakan kerana kajian ini tertumpu kepada menganalisis ucapan Jokowi sebagai Presiden Indonesia. Data dikumpulkan dari teks ucapan rasmi pertama Jokowi yang disampaikan pada 16 Ogos 2015. Makalah ini menggabungkan Analisis Wacana Kritis dan Linguistik Fungsional Sistemik, terutama analisis penilaian Sistem Pentaksiran. Makalah ini membentuk Judgment sebagai sub-jenis klasifikasi sikap daripada dua yang lain, Affect and Appreciation. Kategori Judgmental yang dikuasai oleh sub-jenis Kapasiti telah melebihi subjenis penghakiman yang lain. Jokowi kebanyakannya menilai rakyat Indonesia menggunakan Kapasiti positif untuk menunjukkan bahawa Rakyat Indonesia orang yang mampu mengatasi masalah mereka. Sebab di sebalik kecenderungan politik rakyat Indonesia adalah bahawa Jokowi disokong oleh parti politik berasaskan rakyat, Parti Demokratik Perjuangan-Indonesia (PDIP). Analisis kajian ini menggariskan kepentingan pendirian ideologi seseorang pemimpin dalam berhadapan dan berkomunikasi dengan rakyat. Ini kerana pendirian itu membolehkan Jokowi memberi inspirasi dan memperkasakan rakyat Indonesia melalui ucapannya.*

*Kata kunci: ideologi; ucapan politik; penilaian; penghakiman; Joko Widodo*

## INTRODUCTION

Political speech is a very crucial device to transfer certain ideologies to the people of a president. As a result, the President's presidential address is important, including Indonesian President Joko Widodo (Jokowi, henceforth), to convey his ideological position to the people through his presidential speech delivered on the occasion of Indonesian Independence Day. This is the most important speech for the Indonesian people because it makes national policy and has everyone's attention (Tri 2016; Noermanzah, Emzir & Lustyantje 2017). Since Indonesia follows the presidential structure, a president is elected directly by the voters, with one vote. It means that each voter has a single vote to select their own choice, as was done before the reform period.

Of the importance of the Indonesian people, every Indonesian President is concerned with the people's interests to gain the people's sympathy. An Indonesian president can effectively disseminate his philosophy to his people through political speeches. Jokowi is a phenomenon president because he is the only President from a lower-level class than the other presidents from Indonesia's elite, especially the Javanese elite.

As a response, this paper focuses on how Jokowi disseminated his ideology to influence the Indonesian people through his political speech text. Furthermore, the presidential speech delivery will disseminate ideological viewpoints to the listeners, in this case, the Indonesian people and politicians. As a national official, the President's language communicates his ideologies or political message, realized through political speech texts. As a result, researchers who want to learn how language is used and works as a communication instrument will find a report about how language is used for those reasons very useful. The absence of the state leader's political speech was investigated using Systemic Functional Linguistics (Mushtaq, Saleem, Afzal, & Saleem 2021). Previous research focused on using a hybrid analysis to investigate ideological stance through language function and social context. Most language studies conducted in Indonesia focused on language structure extensively, but language function has not been thoroughly explored. Language conveys inferential and interpersonal meaning; it serves a purpose (Sumarsih 2009). Since the President's addresses often present national

policy, what he thinks is an immediate and important issue (Noermanzah et al. 2017).

In the Indonesian constitution, that President is the Mandataris MPR (People Consultative Assembly). It means that an Indonesian President bears responsibilities and accountability to the Indonesian people. Indonesian presidents must prioritize the public to fulfill the people's mandate. Jokowi was selected for this study because people have more freedom to share their political views after Soeharto's freedom. Jokowi has a core group of followers in the 'wong cilik' (the grassroots or ordinary people). Does Jokowi have an interest in aligning the people? This can be realized through ideology in his presidential speech texts. As a people's supporter, Jokowi primarily disseminates his ideology through state speech texts, a source of concern, especially among Indonesians, since his speech texts are regarded as a leadership parameter. Mostly the texts are analyzed through structural perspective, and research of the political speech explored.

This paper aims to uncover Jokowi's ideological stance through his political speech by investigating the occurrences of the assessment system's judgmental categories and providing reasonable justifications in Jokowi's state speech to the citizens of Indonesia. Using Fairclough's model and Appraisal Analysis, we will uncover the secret agenda hidden within Jokowi's five-state speech texts (Martin & White 2003). The most critical component in the assessment mechanism for determining the speaker's alignment with social actors is attitude (Alsanafi, Noor & Kadir 2019). Choosing the sub-judgmental system's type is an attitude toward exploring ideological stance toward the citizens of Indonesia to identify gaps with the previous study of political expression texts conducted in Critical Discourse Analysis. The judgement category seeks to assess people's characters. As a result, this study aims to look into Jokowi's ideology expressed in his presidential speeches.

This study deals with the research questions:

1. How to explore the appraisal system's judgmental categories and give reasonable justifications for the findings?
2. How Jokowi realizes his justification for the people of Indonesia?
3. How to uncover the ideology and its reason behind the political speech of Jokowi?

## THEORETICAL FRAMEWORK

### IDEOLOGY IN POLITICAL SPEECH TEXT

Political speeches are usually labeled based on thematic and practical parameters. Fairclough (2013) stated that the speeches were influenced by history and culture. Political speeches are often made in public (Liu 2007; Mazlum & Afshin 2016). This study of political speech examines how linguistic behavior and political behaviour interact with one another. This research can be conducted in two ways: micro-level analysis, investigating linguistic features such as lexical and syntax properties first, and macro-level analysis, investigating all linguistic features at once. The overall communicative function is defined as the first step in determining linguistic constituents (Schäffner & Adab 1997). Speech is a method of gaining influence through the use of linguistic elements in the mass media. Through speeches in the mass media, politicians attempt to convince the public with their persuasion. Politicians' speeches can also shape public opinion and win public sympathy. Tri (2016) proposed that power-raising and political conviction compliance could fail in two ways: (1) seeking power through coercion and (2) persuading citizens to comply willingly.

The charge of power is synonymous with a state or political speech. The reader or spectator is transformed into the individual over which the theorizing party rules. They are easily ideologically controlled. Ideology believed as a social thought to cooperative principles in groups of people. Van Dijk (2006 p.138) more scrutinized ideology as a social representation that was believed by certain people "are the basis of group attitudes and other beliefs". Thus, ideology may be constructed to influence people to obey the wishes of the spokesperson. Ideology can be transported via a state speech by a president (Sharndama 2015). Noor (2017) an ideology can be found in a text.

Consequently, the research focuses on how President Jokowi incorporated his ideological stance into the text of his political speech. There is a similar association between power and ideology since the president's speech can be recognized as social condition. Thus, the hybrid methodological paradigm of Critical Discourse Analysis can be used to analyze ideological content loaded in a text and Systemic Functional Linguistics Analysis tool (Kusumaningrum 2014; Noor 2017; McClay 2017).

## WHY CDA IS INCORPORATED WITH SYSTEMIC FUNCTIONAL LANGUAGE?

To accept language from social meaning, Critical Discourse Analysis and Systemic Functional Linguistics interpret language as a social activity. According to Fairclough (2013), Critical Discourse Analysis comprises three components:

1. Textual analysis.
2. Analysis of discourse practices or analysis of the mechanism of text creation, dissemination, and use.
3. Analysis of social practises, i.e. analysis of the socio-cultural context in which discourse is practised.

The three studies are referred to as three levels of study: (1) textual analysis, (2) textual interpretation, and (3) textual explanation (Fairclough 2013). Language is a social practice in Systemic Functional Language and Critical Discourse Analysis since language is taught in the social sense in which it is used.

The aim of linking the Systemic Functional Language and Critical Discourse Analysis is not to merge these two forms of analysis, but to establish a working relationship (Young & Harrison 2004). Systemic Functional Language is a kind of analysis knife. The Systemic Functional Language is then translated as a critical study. As a result, it is necessary to explore the text's linguistic elements in political expression, the organization of propositions and variations, and sorting between Critical Discourse Analysis and Systemic Functional Language. The Critical Discourse Analysis's Appraisal Analysis has been used as a medium to help interpret civic debate on various social issues (Fairclough 2013). As a result, politics can enable language to dominate, resulting in an unbalanced power in society. Thus, Critical Discourse Analysis focuses on societal inequality and how the document investigates authority and philosophy (Fairclough 2001; 2013).

The current research, which employs the Critical Discourse Analysis system and SFL, is also linked to prior experiments to distinguish Jokowi's speeches. In line with that, Burhanudin and Sumarlam (2015) used the concept of Brown, Levinson and Levinson's (1987) politeness strategies. They determine that President Joko Widodo's speech almost included certain politeness strategies, indicating that the speech included a strong enough need to understand the characteristics of the nation's social and political

issues and can be used as a model. Asmara (2016) investigated President Jokowi’s speech for linguistic tactics to discover his philosophy and government manifestations using analytical discourse Van Dijk model research. Jokowi attempted to explain how the pronominal meaning might mean greatness because of the pronoun methodology without verifying himself (glorification). Riyanti and Bijaksana (2018) compared President Joko Widodo’s 2016 State Speech to his 2017 State Speech from political communication and construction communications viewpoints.

The findings show that the 2017 state speech text was more nuanced in microstructures, mesostructured, and macrostructures, with political language symbols related to the current political situation predominating. Mulfiharni (2019) discusses President Joko Widodo’s remarks as Indonesia’s president with a vlogger; the findings show both vlogs of President Joko Widodo using a decency approach, including in the casual condition of both vlogs. Yuniawan, Rokhman and Zulaeha

(2020) investigate the deixis in the text of President Joko Widodo’s inauguration address. The findings of this research are the first persona deixis discovered, namely (a) the first single deixis persona, namely I, and (b) the first persona plural deixis, namely us and us. Second, deixis can be found in this, that, and the other. Third, deixis time was discovered in the present, per year, per month, five years forward, and five years back. As mentioned in the introduction, this research and previous studies aim to find novelty by exploring ideological stances using Appraisal Analysis, specifically the Judgmental category in Jokowi’s political speech in the state speech texts.

### APPRAISAL FRAMEWORK

One of the most relevant divisions in the Appraisal system is attitude. This system can be traced back to (Martin & White 2003; Alsanafi et al. 2019). An assessment is a new empirical form derived from Systemic Functional Linguistics.

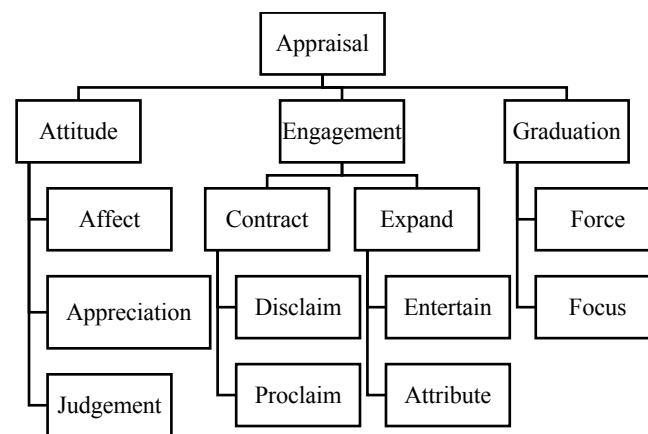


FIGURE 1. Appraisal Framework (Martin & White 2005)

#### ATTITUDE

This category is “concerning our emotions, including emotional responses, behavioral evaluations, and the appraisal of things” (Martin & White 2005, p. 38). Appraisal Theory’s most researched and significant subsystem is perhaps attitude (Alsanafi et al. 2019). Attitude, it is the core category of the Appraisal Theory. In this article, attitude serves as the primary theoretical instrument. Attitude may refer to some form of evaluative expression. As a result, the attitudinal positioning of either written or spoken text may be categorized.

#### AFFECT

This group is for passionate and emotional responses. This category expresses the attitudinal cases for expressing specific sentiments and emotions (Alsanafi et al. 2019). The effect is further subdivided into three categories that deal with “un/happiness,” associated with the heart’s affairs, such as love and dislike. “In/security” is associated with human self-confidence and well-being, such as trust, horror, and terror. Finally, “dis/satisfaction” is addressed to achieve objectives and targets such as please, happy, and so on (Frazier 2012).

## APPRECIATION

Appreciation is the ultimate form of the Attitude system. This is for object assessment (Alsanafi et al. 2019). This attitude, however, differs from the previous two categories of influence and evaluation because it is unconcerned with people's descriptions, feelings, and behaviour. It is closely related to the object's visual appearance (Copenhaver 2002). Appreciation is further classified into three types: reaction, valuation, and composition.

## JUDGMENT

This Judgmental subtype of the attitudinal grouping is concerned with human assessment and behavior. Alternatively, the effect is mostly associated with emotions, and it is a category of evaluation of people's personalities (Copenhaver 2002). It shows an emotional reaction to the explanation of their actions. Social Sanctions and Social Esteem are two examples of Social Sanctions in the Judgmental group (Noor 2015). Social honours offer praise or admiration with no legal implications and are thus classified into three subsystems: normalcy, capability, and tenacity. Social Sanction is the second form of Judgment. This group includes judges who show legality/ illegality, morality/ immorality, or decency/ disobedience. Propriety is further subdivided into two schemes.

## VERACITY

This critical approach focuses on political analysis to expose Jokowi's worldview through his feelings against the Indonesian people to understand his ideological perspective in the text of his political expression. Analysts intend to acknowledge the Indonesian people.

## METHODOLOGY

### RESEARCH DESIGN

This study integrated interpretivism as the underlying paradigm. This research paradigm suits the context of this study as it believes that reality is complex, subjective and socially constructed (Alharahsheh & Pius 2020). Hence, in studying a phenomenon, it allowed Jokowi's political expression, to be interpreted and understood within his social environment. Case study research design was

applied as this study centered on Jokowi's speeches as Indonesian President. A mixed-method approach was used in this analysis. A qualitative approach was used. It was used to condense "Interpersonal relationships, personal interests, meanings, opinions, ideas, and emotions are all aspects of being human. Qualitative researchers aim for rich; tangible, deep, and true evidence, and this approach is inductive from a logical standpoint" (Louis 2013). They are counting the quantitative details of the events using a quantitative approach. The quantitative approach was used to supplement the qualitative debate (Nejad, Shamsaddini, Pandian & Mahfoodh 2013). Calculating and tabulating will look through all the attitudinal elements to evaluate the tendency's attitudinal choices (Alsanafi et al. 2019). Language assessment is concerned with different methods of expressing interpersonal concepts of political discourse.

## DATA

The information was gathered from the official website of the Cabinet Secretary of the Republic of Indonesia. A copy of President Jokowi's state speech on Indonesia's Independence Day was stored in the archive. A 3,981-word state speech delivered on August 16, 2015, was used to collect data. This was his first official speech as the Republic of Indonesia's seventh president, and it was widely regarded as his most important speech.

## PROCEDURE

This study's procedure was carried out sequentially. The first move was to transcribe Jokowi's official state delivered on August 16, 2015, and then count and download their clauses. To identify the emotional characteristics (as extra-linguistic factors) and roles that could be analysed, Martin and White's (2005) Evaluation Analysis was used. This thesis used Critical Discourse Analysis to analyse political speech texts since Critical Discourse Analysis seeks to investigate the dialectical connection between language and culture (Fitriani, Ananda, Irawan, Samad & Weda 2021). The texts examined applied to Critical Discourse Analysis's Fairclough model. The data comprise clauses and sentences. The text was interpreted in this process based on the judgmental subtype of the attitudinal meanings. The text of Jokowi's political speech was then analysed using the rhetoric practice in which the text was generated by Jokowi and his staff and absorbed by potential

audiences, especially government employees and the Indonesian people. Finally, the text study was linked to the social activity within which the text was meant and the socio-cultural and ideological meaning (Warsono 2008).

The data transcript was downloaded, copied, and pasted into a word processing software kit

(WORD) running on Windows 10. The information was divided into sentences, clauses, and embedded clauses. The data sets were then pasted into the programme package for each analysis (EXCEL). Table 2 shows the data collection protocols used by Alsanafi et al. (2019) and Noor (2015; 2017) framework.

TABLE 2. Examples of the Worksheet Applied in This Current Study

Speech Text	Instances	Attitudinal Analysis				
		Appraised	Appraiser	Appreciation	Affect	Judgement
The education of the people is becoming <u>increasingly progressive</u>	<u>increasingly progressive</u>	Jokowi	People		+Sat; inv	
Are we ghouls? Children of horror, we have become one of the <u>most spectacular examples</u> in the world?	we have become one of the <u>most spectacular examples</u>	Jokowi	People	+Val; inv		
We also have critical young voters who have <u>strong motivation</u> .	strong motivation	Jokowi	People			+Cap; inv
The people are easily trapped in 'public hysteria.'	<u>easily trapped</u> in 'public hysteria.'	Jokowi	People			-Cap; inv

### RESULTS

This segment discusses the outcome of uncovering Jokowi’s ideological stance through his political speech by investigating the occurrences of the assessment system’s judgmental categories and providing reasonable justifications for Jokowi’s state speech to the citizens of Indonesia. Jokowi’s position is ideologically opposed to the Indonesian people. This study establishes a connection between the leader and his followers. In every spoken text of the president’s political speech, Jokowi establishes mutual trust between the president and the public. In his political speech texts, the president directs alignment and compromise with specific citizens. Attitudes are the most critical evaluative toolkits for recognising the social agent realized by individuals. This theory is crucial because it contains the most critical aspect of attitudinal psychology.

As previously said, an attitude has three subsystems: Judgement, Appreciation, and Acceptance. The essence of the attitude is to investigate semiotic and linguistic units by analysing all attitudinal propositions to be analysed sequentially (Alsanafi et al. 2019). This section is concerned with selecting the data collection from attitudinal objects. All data findings are displayed in the results gathered below as quantity Numbers or Percentages and Tables, which cover all classifications of all instances and sections correspondingly, allowing comparisons between all judgmental groups to be constructed. We would then have a better understanding of how Jokowi views Indonesians and the reasons for his assessment. The consequence has emphasized some quotes taken from the speech texts to explain to draw the main purpose of this analysis.

TABLE 3. Comparison of Attitudinal Types Based on the Speech Texts

Kinds	Appreciation	Affect	Judgement	Total
Recurrences	14	18	32	64
Percentage	21.8%	28.2%	50%	100%

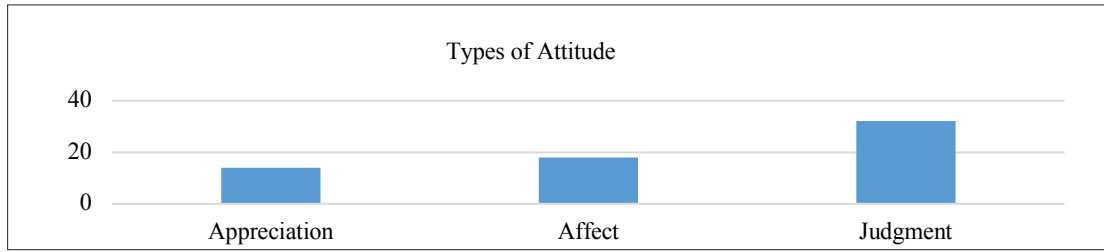


FIGURE 2. Comparison of Attitudinal Types Based on the Speech Texts

As seen in Table 3, which explains important outcomes, the judgement division outnumbers the other two attitudinal categories with high occurrences in Jokowi’s entire speech text to the Indonesian people. The number of instances is half of the total number in the whole data set. It appraised 50% of the text’s Attitudinal propositions using the Judgment analysis subsystem. The table pinpoints the second position’s Affect after the Judgment with lace of analysis to almost 18 instances (28.2%) of all Attitudinal analyses in the whole speech document. Appreciation occurs infrequently. Finally, Appreciation has taken the final spot in this report, accounting for just 14 (21.8 %) of all Attitudinal choices. Attitudinal definitions may provide more detailed explanations for any of the following examples:

1. ... *the world’s most predominantly Muslim country*: Appreciation
2. ... *we have to stay unite*: Judgment
3. ... *our gratitude to God*: Affect

It is clear from the instances above that decision events have been seen more often in this report. As a result, Judgment has predominated over the other two categories of attitudes in this sample (Affect and Appreciation). The next portion in this study’s analysis phase is affected; the final portion is Appreciation tools, which have been at the least portion in the analysis process. Regarding Jokowi’s political speech document, he analyses Indonesians as reflected in his lexical choices. In the spreadsheet’s initial position, the judgmental type is prioritised (Alsanafi et al. 2019). The judgement subsystem is primarily realised to assess the people’s character to show Jokowi’s Judgment toward Indonesia’s people with different judgmental categories to value the Indonesian people’s character being appraised (50 percent). It makes sense that Jokowi values Indonesians rather than the other two kinds of attitudinal types because Jokowi has a political party base as the people’s party, also known as ‘wong cilik,’ which means the grassroots. Understandably, Jokowi is focused on the Indonesian people.

TABLE 4. Subtypes of Judgment Resources in The Speech Texts

Kinds	Propriety	Tenacity	Capacity	Normality	Veracity	Total
Occurrences	6	9	13	2	2	32
Percentage	18.75%	28.12%	40.63%	6.25%	6.25%	100%

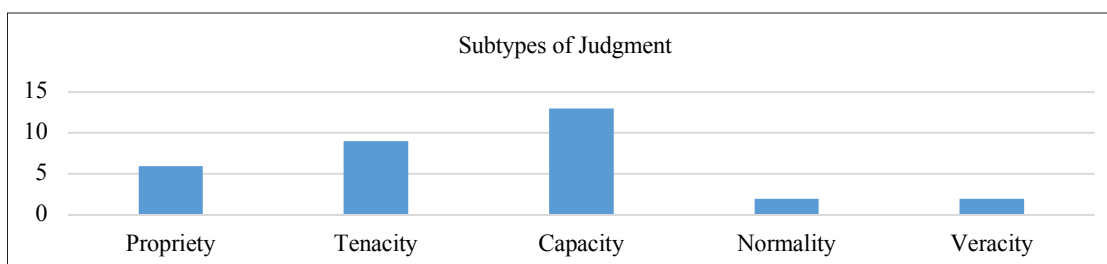


FIGURE 3. Subtypes of Judgment Resources in The Speech Texts

As seen in Table 4, the Judgmental subsystem outperforms the other two Attitudinal types. In this section, the review moves to the Judgmental categories to determine which subsystems in the speech texts are most commonly guided to the audiences/ the Indonesian people to explain how Jokowi is concerned. Table 4 shows how Jokowi more often evaluations Indonesians using an optimistic Capacity. Because Jokowi evaluates using Capacity, he has outperformed other sub-kinds within the Judgement group. Jokowi's main concern for the Indonesian people was to reinforce his status by using language to disseminate ideological orientation within the political speech text. Most occurrences fall into the category of Social Esteem. Capacity capabilities have outstripped those in the other Judgmental groups. Below are some examples of Capacity resources: they offer a good picture of how Jokowi saw the Indonesian people as capable of solving their problems. It is a more detailed summary, with explanations given in the examples below.

1. We also have critical young voters who have strong motivation to safeguard the running of democracy and governance.
2. Many social aid programs for the underprivileged could be freed up to help them escape from poverty shackles.

As shown in Example 4, the Indonesians represented by 'young voters have a good incentive.' 'Strong inspiration' is a social justice category because young people are aligned with the desire to uphold democracy in Indonesia by making their own choices without outside intervention.

Jokowi implied to the Indonesian people that young voters are the competent people in Indonesia. As a result, the verbal utterance 'the strong motivation' shows that the people of Indonesia, as reflected by the young voters, have a strong motivation. This can be interpreted as the Indonesian people, especially the younger generations, choose the best political place to vote for the best leader. It is classified as a subtype of Judgment as positive Ability. It illustrates that Jokowi regards young Indonesians as competent individuals.

Although the government serves President Jokowi as the presidential regime in Example 5, the president is the government head. According to Jokowi, the government has distributed social welfare services to support them. The Indonesian people are represented by the pronoun 'them'.

The modulation of 'could' denotes power. Thus, the modulation of "may" is a straightforward assertion aimed at alleviating poverty. It can be perceived that the Indonesian people can break free from the shackles of poverty. Jokowi assessed the Indonesian people using the Capacity of the subtype of Judgment. Jokowi has an optimistic attitude toward the Indonesian people. Jokowi's method of delivering his political speech was subtle and invoked rather than directly. There are two reasons Jokowi rates people exceptionally in the decision group. Jokowi disseminates his principled approach against the Indonesian people for two reasons dependent on socio-cultural practices. First, Jokowi is motivated by his cultural history, as Javanese prefer to insinuate themselves indirectly (Magnis-Suseno 1984). Second, his political experience as a member of the People's Democratic Party of Indonesia (PDI-P) or a pro-people party motivates him to concentrate on the people. It applies to Petra, May and Ida (2016) Jokowi's ideology is pro-people.

## CONCLUSION

To conclude, the findings had presented a thorough explanation and interpretation of Jokowi's moral leanings in inspiring his leadership. It investigates how Jokowi evaluates the Indonesian people by lexical utterances. The subtype of Judgment allowed us to assess the character of the Indonesian people. As the President with the most grassroots support, Jokowi prioritised the people as his inspiration for ruling the country. The instances of lexical utterances represent the ideological position. Most of the specific judgmental type shows his inspiration and ideological inclination throughout his presidential address.

Jokowi primarily assessed the Indonesian people using the subtype of Judgment, more precisely positive Ability. It shows how Jokowi's philosophy is portrayed in his speech and how Jokowi assessed Indonesians using positive Ability. It reflects Jokowi's belief in the Indonesian people's Ability to solve their problems. Jokowi must unite the people. It has anything to do with his 'working' cabinet name. In short, his attitudes toward the Indonesian people are motivated by two socio-political factors. The first is his cultural history as a Javanese, who communicates his feelings indirectly, as he realised in the text of his political voice. The second is his Democratic party, which has either a pro-people or a grassroots political party. The



analysis of this study illustrates the importance of a leader's ideological stance in facing and communicating with the people. This is because the stance allows Jokowi to inspire and empower the Indonesian people with his speeches. In fact, he could eventually foster his latest development plan through a better vision for the people and the country. Future study as such conducting a Critical Discourse Analysis of Jokowi's ideological stance through his political speech is proposed, while he is holding the reins of the national administration as president for the second administration tenure to see how he influences, inspires and empowers the Indonesians.

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