Persuasive Strategies Used by Indonesian's Presidential Candidate Ganjar Pranowo in His Speech

Lisbeth Sirait[1]

Gunawan Tambunsaribu[2]

[12]Universitas Kristen Indonesia

[1]lysbethsirait@uki.ac.id

[2]gunawan.tambunsaribu@uki.ac.id

Abstract

The purpose of this study was to identify the kind of persuasion tactics Ganjar Pranowo employed in one of his political campaign speeches as well as his propensity to do so. This study employed Beebe & Beebe's persuasive strategies theory to examine the data. The data were then subjected to a descriptive-qualitative approach to analysis. Taking notes served as the study team's tool for discovering the most reliable information. The research questions of this study was to gain a deeper understanding of the many persuasive techniques and how they are typically applied in political campaign speeches. The research revealed that Ganjar Pranowo employed various persuasion techniques to gain the audience's or the public's support and buy into his notion. The study came to the conclusion that Ganjar Pranowo employed 14 of the 20 persuasive techniques which are using trustworthiness, giving evidence to tell a story that aid the audience in visualizing what he was describing, using language that elicits feelings, making the right appeals, and showing hope, pride, and courage.

Keyword(s): *persuasive strategies, political campaign speech, Ganjar Pranowo*

Introduction

Political battles in Indonesia began to heat up in 2023, considering that Indonesia will hold presidential elections in 2024. Each political party and party alliance is looking among its ranks for a potential presidential contender. The Indonesian Democratic Party of Struggle (PDI-P), one of the parties that garnered the most support during the general elections of 2020, is attempting to select the finest presidential candidate from among its best cadres. The leaders or elites of the Indonesian Democratic Party of Struggle (PDI-P), which has a bull's head as its symbol, announced on April 21, 2023, that Ganjar Pranowo, a former governor of Central Java, would be the PDI-P party's presidential candidate. At Batu Tulis Palace in Bogor, the presidential contender was introduced.

The situations where we are impacted by or influence others can also be found in our daily lives. Persuasion and influence are linked concepts (Larson, 2004, p. 4). People are convinced in our daily lives by the media, including television, newspapers, magazines, politicians, family, and friends. Meanwhile, while attempting to change their listeners' minds, persuasive presenters must carefully consider how to organize their message in order to accomplish their particular goal. Similar to this, presidential candidates must employ persuasive techniques when making their speeches in front of potential supporters in order to evoke empathy, alter the audience's understanding so that it matches the speech, and ultimately win the most votes in the upcoming presidential election.

Persuasion is the process of altering or reaffirming attitudes, beliefs, values, or behaviors, according to Beebe & Beebe (2012) as cited in Dary, et al (2022). In the meantime, the goal of persuasion is to get the listener to do something without using

force or coercion. It implies that a persuader must convince their targets that they are reliable sources. According to Larson (2004) cited in Sholikhatin (2023), a persuasive strategy is a comprehensive, step-by-step plan for achieving a certain objective. Tactics, which are particular types of justifications or points of persuasion, are the foundation of strategies. The speaker must be able to speak in a way that encourages their interlocutors and guarantees that the audience or listener will react positively to the information she gives.

The subject of persuasive methods has been studied by a few researchers. Huang (2019) conducted an analysis of the persuasive language employed in interactive personal selling communication, drawing on key concepts from game theory and Jef Verschueren's linguistic adaptation theory. It was found that the two successful examples demonstrated how the seller's astute adjustment to the buyer's three worlds ultimately enabled him or her to create a win-win scenario, while the two unsuccessful ones demonstrated how the failure to adapt to any one of the three worlds resulted in a botched sales attempt and fruitless communication between the two sides. A study named Persuasive Language in Political Campaigns was carried out by Malabar in 2020. She conducted her research using Aristotelian persuasive techniques and discovered that the three politicians employed comparable techniques to sway the electorate during their political campaigns. These tactics include using reason and logic, evidence, attack, a feeling of justice, the hippocampal nerve, patriotism, repetition, and informal language.

The purpose of this research is to look into the persuasion techniques that Ganjar Pranowo utilized in his campaign speech and to find out which three persuasive techniques Ganjar employed the most frequently in this speech. Ganjar Pranowo was identified as one of the top governors for 2023. The Asian Post rated Ganjar's creation of good corporate governance (GCG) and innovations for regional development banks, or BPDs, as successful, therefore, the researcher decided to focus on him. In both words and deeds, Ganjar is the sole presidential candidate who vehemently opposes extremism and radicalism. The second reason is that Ganjar is a leader in the fight against corruption, and Ganjar Pranowo is a genuine democratic figure who uses democracy as a means of promoting social welfare in society.

We use persuasion all the time in our daily lives to try to influence someone's thinking, and behavior. Perloff (2017) cited in Breves (2022) states that the process of persuasion is predicated on "the persuader's awareness to influence someone else and change the persuadee's mind about something on a conscious or unconscious decision" and defines persuasion as "the study of attitudes and how to change them". Accordingly, being convinced encompasses circumstances in which "behavior has been modified by symbolic transactions (messages) that appeal to the reason and emotions of the person(s) being persuaded and that are sometimes, but not always, linked with coercive force (indirectly coercive)" (Miller, 2013, p. 73).

We all have to convince people sometimes. Persuasion, according to Beebe (2012), is the process of influencing or reiterating values, attitudes, beliefs, or actions. That type of communication is something we use on a daily basis, whether we realize it or not. Typically, persuasion is used to get people to agree with or follow our viewpoints. As asking the addressee to do as we say explicitly can lead to misunderstandings, we should avoid doing so. Occasionally, we need to employ multiple techniques in order to appear more believable. Knowing some persuasive techniques will help us appear more convincing. Using reasoning and evidence, building your credibility, and utilizing emotion are the three main tactics of persuasion, according to Beebe (2012).

Three persuasive strategies were offered by Beebe & Beebe (2012, p. 340–354): employing emotion to convince, enhancing credibility and using reasoning and facts. Inductive reasoning, deductive reasoning, and causal reasoning are the three methods by which one can use reasoning and evidence to persuade. There are eight different ways to use emotion to persuade someone. These include using specific examples that make what you're saying easier for the other person to picture, communicating through nonverbal cues, using words that arouse emotion, evoking emotions through visual imagery, using appropriate metaphors and similes, appealing to multiple emotions, and drawing on the audience's shared myths.

Since politics is about having the power to decide, shape people's opinions, and even control their ideals, language is essential for politicians. Therefore, the ability to persuade people to change their beliefs or attitudes toward a political problem through the use of messages that imply freedom of choice is a crucial component of political persuasion in every society. Politics and language usage have long been researched. Politicians can effectively communicate their thoughts and opinions using language. The preparation of any political action in this process is greatly aided by language.

Politicians employ persuasion in a similar way to achieve their goals. They are particularly concerned with influencing the public's opinion over who to vote for. Examining persuasive strategies in light of Beebee's (2012) persuasive techniques and strategies is the focus of this thesis. "A symbolic process in which communicators try to convince other people to change their attitudes or behavior regarding an issue through the transmission of a message, in an atmosphere of free choice," is how Perloff (2003) defines persuasion (p. 8).

Persuasion possesses both advantages and disadvantages. Either good people can use it to bring about change, or bad ones can use it to do harm. As per Miller's (2013) classification, there exist various processes that prompt individuals to either give up a particular set of behaviors or adopt new ones. These processes include the following: (1) response-shaping process, which aims to mold people's opinions; (2) response-reinforcing process, which reinforces pre-existing convictions and makes them more resistant to change; and (3) response-changing process, which modifies attitudes (p. 74–76).

Method

The researcher employed a descriptive-qualitative approach in this study. Since the goal of this study is to gain an understanding of social phenomena, this form of methodology is thought to be the most appropriate approach. Clissett in Pacho (2015) provides support for this, stating that the goal of qualitative research is to understand people's experiences, perceptions, beliefs, attitudes, and behavior within a specific cultural context. The speech given by Ganjar Pranowo, one of the PDIP's selected presidential candidates, on July 19, 2023, in front of his volunteers in Senayan, Jakarta, serves as the study's source of data.The data was taken from https://www.cnnindonesia.com/nasional/20230719190059-617-975361/pidato-lengkap-ganjar-pranowo-saat-bertemu-relawan-di-senayan-jakarta. The data consists of 86 utterances.

Since the writers gathered, evaluated, and attempted to solve the problems, the writers are used as the instrument in this study. A few procedures were followed in order to analyze Ganjar's speech's persuasive techniques. The author started by downloading the speech transcript. Secondly, the author chose information that includes

persuasive strategy sentences. The writers then grouped sentences with persuasive techniques according to Beebee and Beebe's (2012) theory. Following the structuring of the sentences, the author explained the various persuasive techniques employed by Ganjar in his speech before going on to discuss and illustrate these techniques.

Findings and Discussions

1). What are the persuasive strategies employed by Ganjar Pranowo in his speech?

Table 1. Persuasive Strategies in Ganjar's Speech

PERSUASIVE STRATEGIES		NUMBER	PENCENTAGE (%)
ENHANCING YOUR CREDIBILITY	Competence	4	4,65 %
	Trustworthiness	9	10,46%
	Dynamism	-	-
	TOTAL	**13**	**15,11 %**
USING EVIDENCE AND LOGIC	Inductive Reasoning	3	3,48 %
	Deductive Reasoning	3	3,49%
	Causal Reasoning	5	5,81%
	Using evidence to tell a story	15	17,44%
	TOTAL	**26**	**30,24 %**
USING EMOTION	Use Concrete Examples That Help Your Listeners Visualize What You Describe	5	5,81%
	Use emotion arousing	4	4,65%
	Use Appropriate Metaphors and Similes	1	1,16%
	Use Appropriate Fear Appeals	5	5,81%
	Consider using appeal to several emotions:		
	Hope	9	10,46%
	Pride	4	4,65%
	Courage	11	12,79%
	Reverence	6	6,97%
	Tap audience member's belief in shared myths	2	2,32%
	TOTAL	**47**	**54,65 %**
	TOTAL	**86**	**100%**

As the preceding table demonstrated, Ganjar employed fifteen different persuasive techniques. In telling the narrative, he employed evidence-based storytelling, inductive and deductive reasoning, and causal reasoning. Employed phrases that evoke strong emotions in his audience, as well as suitable metaphors, fear appeals, hope, pride, courage, and concrete examples to assist them envision what you're describing. He also touched on the audience members' common mythological beliefs.

2) What are the three most frequently used persuasive strategies in Ganjar's speech?
Table 2. The Most Frequently Used Persuasive Strategies in Ganjar's Speech

PERSUASIVE STRATEGIES		NUMBER	PENCENTAGE (%)
Enhancing Your Credibility	Trustworthiness	9	25,71%
Using Evidence and Logic	Using evidence to tell a story	15	42,86%
Using Emotion	Courage	11	31,43%
	TOTAL	**35**	**100%**

Ganjar most commonly used three persuasive techniques, as seen in Table 2 above: the first order comes from the group that employs logic and evidence, especially using evidence to convey a story approach, which was used 15 times, or 42.86% of the total. Ganjar performed 11 utterances, or 31.43%, using the emotion-based strategy, specifically courage, to place second. Nine utterances, or 25.71%, employed the credibility-building strategy of being trustworthy, placing them in third place.

The author discovered a few strategies from the list of persuasive strategies with the highest frequency was employed by Ganjar in his speech.

Using evidence to tell a story

According to the explanation provided in Bee and Bee (2012), one strategy for evoking strong feelings in an audience through imagination is storytelling. An audience can better retain and arrange their thoughts by using stories. People remember tales; they stick with them. Audiences might be readily motivated by historical stories that highlight challenging and inspirational occurrences. Giving instances of actual proof from the past impresses listeners and gets their attention while communicating the message. This is said to be a persuasive method that uses feelings and the imagination to inspire others to follow in his footsteps.

Of the 86 utterances in this speech, this trait appeared 15 times (17.44%). The information is displayed in the subsequent examples:

18. Saya pernah menyampaikan kepada beberapa forum, beberapa kali saya ketemu beliau terakhir saya ngobrol kemarin kurang lebih **30 menit di Yogyakarta** beberapa minggu lalu. (I have conveyed to several forums that several times I met him, the last time I chatted for about 30 minutes in Yogyakarta a few weeks ago).

19. Kami bercerita cukup banyak, tentang dinamika politik terakhir. (We talked quite a lot about the latest political dynamics).

20. Saya orang yang **sangat intensif** dengan Pak Jokowi, kami bicara politik luar negeri, dalam negeri semua yang related pada soal itu sampai pada politik yang sangat praktis yaitu gerakan massa. (I am a very intensive person with Mr. Jokowi; we talk about foreign and domestic politics and everything related to that matter, up to the very practical politics of mass movements).

Ganjar made use of his intimate friendship with President Jokowi in Data 18, 19, and 20. It is believed that by sharing this truth with his audience, Ganjar can make them believe in what he is saying. Based on the data above, Ganjar employed phrases like "30 minutes," "Yogyakarta," "very intensive," etc. By using these terms, Ganjar enhanced the impression that the world he described is vivid and simple for listeners to see in their thoughts. In addition, it served as a way for Ganjar to convey the idea that a positive

rapport between the president and other political figures is beneficial to both the politicians' self-confidence and the listeners' faith in them.

44.**Tidak hitam, tidak putih,** di sini ada senior Pak Darto yang selalu menemani, mungkin seminggu 2-3 kali seperti minum obat untuk mengingatkan saya. (Not black, not white, here is a senior Pak Darto who always accompanies me, maybe 2-3 times a week, like taking medicine to remind me).

Datum 44, Ganjar indirectly aimed to satirize his political opponents who are considered to lack consistency when faced with a choice. They were considered willing to conspire with things that benefit themselves and not be firm. Ganjar clearly states his stance with his choice of clothes for campaigning, namely black and white vertical lines. Ganjar immediately labelled the shirt ornament as a symbol of his volunteers and also interpreted it as his attitude as an individual. Ganjar said the black and white line was a representation of President Jokowi's message about courage. "Black and white is courage. Black and white is an attitude not to be gray, a decision to say yes or no. Based on the meaning of the color, in general, black is often associated with a symbol of challengers, full of mystery or bad things. On the other hand, white is considered synonymous with the impression of purity, goodness and innocence. In Javanese culture, black is often symbolized as a symbol of wisdom, equality, and courage. Meanwhile, the white color means cleanliness, purity, honesty, forgiveness, and love. These values, he said, are closely related to religious or spiritual nature. "So the meaning of black and white in the context of Javanese society, of course, wants to illustrate the existence of wisdom and equality, both in honesty and purity."

Courage

Hunston (2011, p.1) defines emotional language as language that is both subjective and influenced by a societal value system and that conveys an attitude toward a person, position, or other thing. According to Volek (1987, p. 233), emotive language is defined as language that predominantly expresses emotions through an inadvertent appellative function; this is why it is referred to as "expressive." Additionally, Lopez (2000, p. 19) emphasizes that the use of descriptive words that give an utterance or text more color or drama is known as emotional language. It may also be used to expose prejudice and add intrigue to speech or writing. Lastly, according to Lum (2001, p. 23), "emotional language sways the audience's emotions either for or against the view presented."

The word "courage" may motivate and inspire the self-assurance to take risks and make audacious choices.

2.Untuk apa? untuk **bersama-sama** kita **berkumpul** dalam satu titik, membaca data, menganalisis, membuat strategi, menyiapkan taktik **sampai kemudian target itu bisa terpenuhi**. (For what purpose? To gather together at one point, read the data, analyze it, make strategies, and prepare tactics until the target can be met).

35.Ketika kita **mampu** ketika kita mampu **kecuali** kita sudah lempar handuk dan mengatakan saya menyerah **itu bukan barisan Ganjar.** (When we're capable, we're capable unless we've thrown in the towel and said, I give up. That's not Ganjar's line).

Ganjar used the **courage** strategy as his positive appreciation in the data below, which aimed to arouse the enthusiasm of the listeners, in this case the volunteers, to continue to fight and re-think and formulate tactics that will be used during the campaign period to win the people's votes. In data 2 and 35, Ganjar repeatedly uses words that contain positive meanings, such as together, gather, and until then, the target can be met (data 2). In data 35, Ganjar uses the words "capable" and "unless" and "that's not Ganjar's line" to encourage the volunteers, even though they might face many

problems during the campaign period, so that they will not lose their spirit, because giving up is not the word that should be on Ganjar's list of volunteers.

39.Pertanyaan saya, ini untuk pertama kali saya sampaikan ke relawan, apakah relawan pendukung **siap saya komando**? (My question is, since this is the first time I'm telling volunteers, are the supporting volunteers are you ready for me to command?).

40.**(Siaaaaap)** ((Ready)

Politician use emotional language—especially when it has a positive spin—as a linguistic tool to persuade and motivate the majority of their audience to take action (Macagno & Walton 2014, p. 4). From the two aforementioned data points, Ganjar used the phrase "ready for me to command?" This indicates that Ganjar wished to confirm that the volunteers genuinely desired to be commanded, to which the volunteers enthusiastically responded with the word "ready." By using these remarks, Ganjar hopes to inspire and convince the volunteers to follow his instructions and then take action as he stated.

Trustworthiness

Character, or trustworthiness, is the extent to which listeners believe a speaker is conveying true, reliable information in an unmanipulated manner. Verderber, R., Sellnow, D.D., and Verderber, K.S. (2012) state that a speaker's credibility starts when he or she reveals their personal experiences and moral principles.

Data 5, 6, 8 and 45, Ganjar demonstrated his trustworthiness by drawing on personal experience. In this data, Ganjar shared with the audience his experiences working with volunteers to win Jokowi as the president in 2012–2013. With the hopes that the winning volunteers who come from various mass and religious organizations, will stay in the same boat as Ganjar.

5. Bapak Ibu yang saya hormati, kira-kira di tahun-tahun 2012, 2013, **Saya kira kita berada pada barisan yang sama**, meskipun kamar kita berbeda, kita adalah orang-orang yang saat itu berkontribusi pada kemenangan Joko Widodo menjadi presiden. (Ladies and gentlemen, I think in the years 2012 and 2013, we were in the same line; even though our rooms were different, we were the ones who at that time contributed to Joko Widodo's victory as president). As evidenced by data 8 and 45, listeners' trust in Ganjar increases when he possesses the capacity to express gratitude and forgive, perceive that diversity is a given in an organization, and recognize that this diversity is a sign of a person's moral character.

6.Kita **berada pada barisan yang sama** saya yakin ada kelompok partai, kelompok ormas, ada keagamaan, ada komunitas, termasuk juga relawan. (I am sure we are in the same line; there are party groups, mass organization groups, religious groups, and communities, including volunteers).

8.**Terima kasih** sampai detik ini kita masih berada pada barisan yang sama. (Thank you for reminding us that we are still on the same page).

45.Ada teman teman Whatsapp saya, memaki saya, memarahi saya, saya **terima semuanya** karena itu teori representasi yang semua memang harusnya sama. (Some of my friends WhatsApp me, swear at me, and scold me, but I accept everything because that's the theory of representation: all should be the same).

Conclusions

Persuasive language was seen to be a valuable and significant tool in political campaigns. This concept was created because experts believed that politicians may use persuasive tactics to persuade citizens to share their viewpoints as a powerful tool. According to the study's findings, Ganjar Pranowo employed Beebe & Beebe (2012)'s persuasive techniques in his speech. Furthermore, research demonstrated that Ganjar's most effective persuasive techniques were, in order of prominence, utilizing evidence to convey a story, showing courage, and trustworthiness. It would be better for the upcoming research if this speech and another speech from other presidential contenders were compared.

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