Language Dynamism: A Cross-Cultural Analysis of Indonesian Political Leader Speech During Covid-19 Pandemic

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ABSTRACT

Politicians achieve success thanks to the excellent use of rhetoric they use to convince audiences of the validity of their views, the use of elegant and persuasive language that is conveyed smoothly and carefully (Jones and Peccei (2004) as cited in Bayram (2010)). This research aims to find out how the speech strategy and communication style used by President Joko Widodo in his speech. And how it was when looking from cross-cultural perspective. The research started by Categorizing each phrase, sentence and sentences. Then analyzing the speaking strategy and style of communication used by President Joko Widodo by paying attention to every phrase, sentence, and sentences. Last, explaining from cross-cultural perspective. The result of this research shows that President Joko Widodo dominantly used argumentative strategy in both speeches. And for communication style analysis, it is found that President Jokowi used four different styles.

KEYWORDS: Speech Strategy, Style of Communication, High-Context Communication

INTRODUCTION

Language plays an important role in human life. As a means of communication, both verbal and nonverbal, Language also has function to distribute power in society. Many examples are carried out in political discourse, such as political speeches and political debates. Today, politics has infiltrated all sectors of society. Politics is continuously embedded in various fields such as education, health, religion, tradition, and other economic sectors (Adegbite, 2019). The broader political realm in different areas certainly requires an understanding of socio-cultural politics to create smooth relations with the community. The broader political realm in different areas certainly requires an understanding of socio-cultural politics to create good relations with the community. Because of the importance of cultural values on behavior dramatically impacts leadership effectiveness (Irawanto, 2009).

Bayram (2010) said that the main aim of politicians is to convince their audience of the validity of their political claims. That means they have to be careful in using language because, in every political action, language needs attention. Language is closely related to our childhood social and cognitive development and the formation of our identities (Vidhiasi, 2020). The possibility of misunderstanding or misinformation can occur because a listener may take a different view of the speaker's attitude. According to Jones and Peccei (2004) as cited in Bayram (2010), politicians achieve success thanks to the excellent use of rhetoric they use to convince audiences of the validity of their views, the use of elegant and persuasive language that is conveyed smoothly and carefully.

In the political field, In Priatmoko (2013) Richardson states that language is used to mean or explain something and do or hint at something, how a politician from one particular culture communicates with his audience from another culture. how do they form a positive image in the differences they have? (Pratiwi, 2019). Politicians must be wise in communicating their political discourse to convey meaning without offending because social values and beliefs are products that are created and shared through language (Bayram, 2010). This needs to be considered by a political leader in Indonesia.

The researcher chose President Jokowi's speech as the subject of this study because as the current political leader of Indonesia. In A. Pratiwi(2019), Nurkamto stated that Indonesia is a country where the majority of the population has a high context communication style (HCC). This study

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will explain self-expression techniques or create an image of politicians according to Kochneva and Titova's (2019) theory. Two persuasive methods can be used, namely argumentative tactics and propagation strategies. This study focuses on the style of communication according to J.A. Waters in Erwin Juarsa (2016), namely Passive Style, Aggressive Style and Assertive Style. As well as the communication styles contained in the book "Pengantar Ilmu Komunikasi" by Sasa Djuarsa Sendjaja in Pratiwi (2019), namely: The Controlling Style, The Equalitarian Style, The Structuring Style, The Dynamic Style, The Relinquishing Style, and The Withdrawal Style.

LITERATURE REVIEW

Language Dynamism can be interpreted that language has a dynamic nature, namely that language allows to convey what the speaker wants to convey in a condition (Adegbite, 2019). Also a basic feature of language is flexibility. The use of language is related to the views of the speaker's social status, because that is why it can create social stereotypes that can transcend language. The use of language also varies, depending on the situation when speaking. Whether it is in the formal or informal realm, in public or privately. Politicians can survive because of their positive image. Political figures use and utilize language not only to express their ideas, opinions or thoughts, but also to hide intentions that contain interests that must be defended. However, in its implementation it is possible to differ between government regimes or between political figures (Nasution, 2007). Wiratno and Santosa (2014) explain that language has three main functions, namely an ideational function, an interpersonal function, and a textual function.

1. Speech

Speech is a form of communication carried out by speaking in public (Rachmawati, 2020). In speech, not only good rhetorical skills, politicians must also pay attention to self-presentation to create a politician's image. Kochneva and Titova (2019) explain that there are two persuasive methods that can be used as speech strategies for politicians.

1. Argumentative Strategy is a strategy used to persuade people with the help of arguments. There are four tactics that can be used, namely:
   a. Tactics of proven assessment is tactics used when the speaker wants to explain something by proving it with arguments.
   b. Tactics of contrast analysis is tactics used to persuade people by comparing and contrasting facts, events, or results.

c. Tactics of showing a perspective, is tactics carried out by predicting the development of events can also comment on future goals.

d. Illustration tactics is tactics to persuade the recipient by providing evidence of arguments in the form of examples or facts.

2. Propagation Strategy is a strategy used to persuade and influence people to do and make a choice of something. There are two tactics that can be used, namely:

a. Tactics of promise is tactics that use a plan to influence people.

b. Tactics of appeal is self-expression tactics, can be in the form of happiness, sadness, invitations and prohibitionns.

2. Style of Communication

There are different concepts in defining the term livelihood diversification based on time and space. Communication style is a way of communicating, both with verbal and nonverbal behavior models, including how to give and receive information in certain situations (Saphiere et al. (2005) as cited in Erwin Juarsa(2016)).

The kinds of communication styles contained in the book in 1996 entitled "Pengantar Ilmu Komunikasi" by Sasa Djuarsa Sendjaja as cited in B. N. Pratiwi (2017), namely:

a. The Controlling Style is a one-way communication style usually characterized by forcing or regulating thoughts, behavior, and responses. This type of communication style uses power and authority to get others to obey orders, need attention, and persuade others.

b. The Equalitarian Style is a two-way communication style that is warm and respectful—usually marked by verbal messages orally. An open communication style in expressing ideas or opinions and delivering good information in an informal and relaxed atmosphere has a high caring attitude and can build good relationships. This is an effective communication style to maintain cooperation, especially in decision-making situations about a problem.

c. The Structuring Style is an objective and impartial communication style with a clear structure by emphasizing the size, procedure, or applicable rules.

d. The Dynamic Style is an aggressive and controlling style of communication. It is quite effective in solving critical problems because it is brief and brief.

     e.   The Relinquishing Style is a communication style that shifts responsibility to others. Willing to accept other people's ideas and opinions and criticism rather than giving orders to enter and that in other words, like to support the views of others. This type of communication style is effective when working with knowledgeable people.

     f.   The Withdrawal Style is an independent/stand-alone style of communication. A type of communication style that avoids contact and tends to divert problems or problems.

3. High-Context Communication

Edwards T. Hall distinguishes the type of communication between cultures in the low-and-high culture context (Sugiastuti, 2018). In communication, the word "context" relates to the understanding of a message and the purpose behind it, such as what is the condition of the situation when communication takes place and how the response / perception of the recipient of the message. In short, context is the ability to convey information (Sugiastuti, 2018).

Nurkamto (2001) as cited in A. Pratiwi(2019), stated that Indonesia is a country where the majority of the population has a high context communication style (HCC). In general, the language style of Indonesian political leaders can be classified into four types, namely the style of denial of reality, the euphemistic style, vague and circling, and the language style which tends to be wordy and does not directly lead to the issue (A. Pratiwi, 2019). they are also implicit individuals, and pay more attention to value systems, norms and beliefs.

To understand messages in a high-context culture society, they involve a broader and closer network of contexts such as family, friends and colleagues. This is because individuals who are included in high-context culture prefer delivering messages non-verbally in an indirect way. The giver of the message, they are more likely to be noticed in terms of intonation, facial expressions and body language than words. Meanwhile, the recipient of the message must listen carefully because many important information and facts are hidden (Pill (2006) as cited in Sugiastuti(2018)).

METHODOLOGY

This research is a qualitative study. The data is described to obtain accurate and factual results. The Description is carried out systematically. The unit of analysis used in this research is "move," which can be a word, phrase, sentence, or sentences. In this study, the writer use critical aspects of linguistic analysis, namely content collection, contrast, interpretation, and explanation of the

results. The writer always focuses on language by considering lexical units and conceptual understanding Vidhiasi(2020). The research subject are two transcripts of President Jokowi's speech. First, President Jokowi's speech on March 4, 2021. Second, President Jokowi's speech on July 20, 2021. This research was conducted by first formulating the problem. Second, collect data. Third, categorizing the data. And then analyze the data.

RESULTS AND DISCUSSION

Research Result

Table 4.1 : President Jokowi's Speech Strategy Analysis

No	Speech Strategies	Total sentences		Percentage	
		1st transcript	2nd transcript	1st transcript	2nd transcript
1.	**Argumentative Strategy**	**47**	**15**	**67.14%**	**62.5%**
a.	Tactics of Proven Assessment	25	6	35.71%	25%
b.	Tactics of Contrast Analysis	3	0	4.28%	0%
c.	Tactics of Showing a Perspective	4	2	5.71%	8.33%
d.	Illustration Tactics	15	7	21.42%	29.16%
2.	**Propagation Strategy**	**21**	**7**	**30%**	**29.17%**
a.	Tactics of Promise	4	1	5.71%	4.17%
b.	Tactics of Appeal	17	6	24.28%	25%
	Unidentified sentence	**2**	**2**	**2.86%**	**8.33%**
	Total	**70 sentences**	**24 sentences**	**100%**	**100%**

Based on the analysis above, it is known that President Joko Widodo dominantly used argumentative strategy in both speeches. In the first speech transcript, President Joko Widodo used an argumentative strategy with a percentage of 67.14% and a propagation strategy of 30%. Then in the second speech transcript, using an argumentative strategy with a percentage of 62.5% and using a propagation strategy of 29.17%.

Table 4.2 : President Jokowi's Style of Communication Analysis

Style of Communication	Total sentences		Percentage	
	1st transcript	2nd transcript	1st transcript	2nd transcript
The Controlling Style	27	6	38.57%	25.1%
The Equalitarian Style	12	2	17.14%	8.33%
The Structuring Style	30	12	42.85%	50%
The Dynamic Style	1	2	1.44%	8.33%
The Reliquinshing Style	0	0	0%	0%
The Withdrawal Style	0	0	0%	0%
Unidentify Sentence	0	2	0%	8.33%
Total	**70 sentences**	**24 sentences**	**100%**	**100%**

Based on the results of the analysis above, in the first speech transcript, it is found that President Jokowi only used four different styles, namely, The Controlling Style is 38.57% (27 sentences), The Equalitarian Style is 17.14% (12 sentences), The Structuring Style is 42.85% (30 sentences), and The Dynamic Style is 1.44% (1 sentence). In the speech, there were no sentences that used The Relinquishing Style and The Withdrawal Style.

DISCUSSION

Based on the analysis that has been done on the two speech transcripts, it is known that President Jokowi is uses dominantly in the Argumentative Strategy than the Propagation Strategy.

1. Argumentative Strategy
    a. Tactics of proven assessment is tactics used when the speaker wants to explain something by proving it with arguments.

       Example:

       (in 1st transcript of speech)

       S44: *"Penurunan penambahan jumlah kasus positif dalam satu minggu terakhir ini juga menunjukkan tren yang semakin baik, tren menurun."*

       (The decrease in the number of positive cases in the past week also shows a better trend, a downward trend.)

       S45: *"Di bulan **Januari 2021** pernah mencapai angka **14.000 kasus** sampai **15.000 kasus** positif per hari."*

(January 2021, it had reached 14,000 cases to 15,000 positive cases per day.)

S46: *"Dan satu minggu terakhir ini, misalnya **22 Februari** berada di angka **10.180** kasus **dan per 3 Maret** ada **6.808 kasus**."*

(And this past week, for example, on February 22, there were 10,180 cases, and as of March 3, there were 6,808 cases.)

S47: *"Angka-angka seperti ini kalau kita lihat secara detail, kasus harian semakin turun dan semakin turun."*

(If we look at figures like this in detail, the daily cases are getting lower and lower.)

Sentence number 44 until sentence number 47 are categorized as Tactics of proven assessment. In sentence number 44, President Jokowi assesses that the addition of positive cases in the past week had decreased. To prove it, in sentences number 45 to 47, President Jokowi explains the difference in positive cases by mentioning the date and number of cases as an argument that his statement is accurate. This is in accordance with the theory of Kochneva and Titova(2019).

    b. Tactics of contrast analysis a tactic where the speaker is usually giving an argument by comparing facts, events, or results.

Example:

(in 1st transcript of speech)

S53: *"Rata-rata kesembuhan per 3 Maret 2021, Indonesia berada di angka 86,18 persen, rata-rata dunia berada di angka 78,93 persen."*

(The average recovery as of March 3, 2021, Indonesia was at 86.18 percent, the world average was at 78.93 percent.)

S54: *"Artinya, kita **lebih baik** dibandingkan rata-rata angka kesembuhan dunia."*

(This means that we are better than the world's average cure rate.

Sentence numbers 53 and 54 are categorized as Tactics of contrast analysis. In sentence number 53, President Jokowi mentioned the difference in average healing per March 3 in Indonesia and in the world. Then in sentence number 54, the word "*lebih baik*" is a form of argument comparing. This is in accordance with the theory of Kochneva and Titova(2019).

    c. Tactics of showing a perspective is tactics carried out by predicting events that can also comment on potential objectives.

Example:

(in 2nd transcript of speech)

S7: *"Kita selalu memantau, memahami dinamika di lapangan, dan juga mendengar suara-suara masyarakat yang terdampak dari PPKM."*

(We always monitor, understand the dynamics in the field, and also listen to the voices of the communities affected by PPKM.)

S8: *"Karena itu jika tren kasus terus mengalami penurunan, maka tanggal 26 Juli 2021 pemerintah akan melakukan pembukaan secara bertahap."*

(Therefore, if the trend of cases continues to decline, on July 26, 2021, the government will open it in stages.)

Sentences number 7 and number 8 are categorized as Tactics of showing a perspective. The President said that the government always pays attention to PPKM, both process and impact, and said that if cases continued to decline, PPKM would be opened. Here the President tries to predict what will be done or what might happen. This is in accordance with the theory of Kochneva and Titova(2019).

d. Illustration Tactics is tactics to persuade the recipient by providing evidence of arguments in the form of examples or facts.

Example:

(in 2nd transcript of speech)

S9: *"Pasar tradisional yang menjual kebutuhan pokok sehari-hari diizinkan dibuka sampai pukul 20.00 dengan kapasitas pengunjung 50 persen."*

(Traditional markets that sell basic daily needs are allowed to open until 20.00 with a capacity of 50 percent of visitors.)

S10: *"Pasar tradisional selain yang menjual kebutuhan pokok sehari-hari diizinkan dibuka sampai dengan pukul 15.00 dengan kapasitas maksimal 50 persen."*

(Traditional markets other than those selling basic daily needs are allowed to open until 15:00 with a maximum capacity of 50 percent.)

S11: *"Tentu saja dengan penerapan protokol kesehatan yang ketat, yang pengaturannya akan ditetapkan oleh pemerintah daerah."*

(Of course, with the implementation of strict health protocols, the arrangements will be determined by the local government.)

Sentence number 9 until number 11 are categorized as Illustration Tactics. It can be seen, President Jokowi explained about the implementation of PPKM, which was implemented to reduce the spread of the Covid-19 virus. The President mentioned what regulations are enforced in traditional markets. This is in accordance with the theory of Kochneva and Titova(2019).

2. Propagation Strategy is the strategy of influencing people's behavior by making them do something and make a choice.

    a. Tactics of promise is tactics that use a plan to influence people.

       Example

       (in 1st transcript of speech)

       S14: *"Dan insyaallah juga di bulan Maret ini akan datang lagi vaksin dari AstraZeneca sebanyak 4,6 juta dosis vaksin jadi."*

       (And God willing, also in March, there will be another vaccine from AstraZeneca as many as 4.6 million doses of the finished vaccine.)

       S15: *"Artinya, kita bisa mempercepat proses vaksinasi."*

       (This means that we can speed up the vaccination process.)

Sentence numbers 14 and 15 are categorized as Tactics of promise. The President made a plan by saying he would speed up the vaccination process. This is in accordance with the theory of Kochneva and Titova(2019).

    b. Tactics of appeal is tactic used to express something, can be in the form of happiness, sadness, or admiration as well as invitations and prohibitions.

       Example:

       (in 2nd transcript of speech)

       S15: *"Saya minta kita semuanya bisa bekerja sama bahu-membahu untuk melaksanakan PPKM ini, dengan harapan kasus akan segera turun dan tekanan kepada rumah sakit juga menurun."*

       (I ask that all of us can work hand in hand to implement this PPKM, with the hope that cases will soon decrease and the pressure on hospitals will also decrease.)

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S16: *"Untuk itu kita semua harus meningkatkan kedisiplinan dalam menerapkan protokol kesehatan, melakukan isolasi terhadap yang bergejala, dan memberikan pengobatan sedini mungkin kepada yang terpapar."*

(For this reason, we must all increase discipline in implementing health protocols, isolate those with symptoms, and provide treatment as early as possible to those exposed.)

Sentence numbers 15 and 16 are categorized as Tactics of appeal. President Jokowi invites all people to work together to face this COVID-19 pandemic. The President also advised to be more careful and be faster and responsive if you feel symptoms or have even been exposed to immediate action. This is in accordance with the theory of Kochneva and Titova(2019).

In a speech, a politician is also highlighted on his communication style. Communication style is a method of delivery and a person's style of language that is trying to be conveyed well. Sasa Djuarsa Sendjaja, in his book entitled "*Pengantar Ilmu Komunikasi*" as cited in B. N. Pratiwi(2017), explains there are six types of communication styles, namely; The Controlling Style, The Equalitarian Style, The Structuring Style, The Dynamic Style, The Relinquishing Style, and The Withdrawal Style.

Based on the analysis results on the two speech transcripts, President Jokowi uses four communication styles. They are The Controlling Style, The Equalitarian Style, The Structuring Style, and The Dynamic Style.

1. The Controlling Style is a one-way communication style usually characterized by forcing or regulating thoughts, behavior, and responses. This type of communication style uses power and authority to get others to obey orders, need attention, and persuade others.
   Example:
   (In 1st transcript of speech)
   S62: *"Bapak, Ibu dan Saudara-saudara sebangsa dan se-Tanah Air, Terakhir, saya mengimbau kepada Bapak, Ibu, dan Saudara-saudara semuanya untuk tidak perlu khawatir karena ditemukannya dua kasus positif COVID-19 dengan mutasi virus korona dari Inggris atau B.1.1.7."*

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(Ladies and gentlemen, fellow countrymen and all over the country, Lastly, I appeal to all of you, ladies and gentlemen, not to worry because there were two positive cases of COVID-19 with a mutation of the corona virus from England or B.1.1 .7.)

S63: *"Dua orang yang terpapar varian baru tersebut saat ini sudah negatif."*

(Two people who were exposed to the new variant are now negative.)

S64: *"Dan belum ada penelitian yang menunjukkan bahwa varian baru ini lebih mematikan."*

(And there has been no research showing that this new variant is more lethal.)

S65: *"Pencegahan agar tidak tertular virus dengan varian baru ini juga telah kita lakukan bersama-sama."*

(We have also done prevention so as not to contract the virus with this new variant.)

S66: *"Untuk itu, mari kita tetap berdisiplin menjalankan protokol kesehatan dengan ketat seiring dengan pelaksanaan vaksinasi yang semakin cepat."*

(For that, let's remain disciplined in carrying out health protocols strictly along with the faster implementation of vaccinations.)

Sentences 62 to 66 are categorized as usage forms of The Controlling Style. With his power and position, President Jokowi tries to limit people's thoughts and behavior by providing explanations about problems, tell people to not to worry about a mutation of the corona virus from England or B.1.1 .7. And provide directions. This is in accordance with the theory of communication style as cited from B. N. Pratiwi(2017).

2. The Equalitarian Style is a two-way communication style that is warm and respectful— usually marked by verbal messages orally. An open communication style in expressing ideas or opinions and delivering good information in an informal and relaxed atmosphere has a high caring attitude and can build good relationships.

   Example:

   S16: *"Dan kita tahu saat ini vaksinasi telah dilakukan dengan memprioritaskan masyarakat dengan risiko tinggi."*

   (And we know that vaccination has been carried out by prioritizing people at high risk.)

   S17: *"Untuk itu, yang pertama divaksinasi adalah tenaga kesehatan, kemudian yang lanjut usia, dan juga petugas dan pelayan publik."*

> (For this reason, the first to be vaccinated are health workers, then the elderly, as well as officers and public servants.)

Sentences number 16 and 17 are categorized as a form of usage of The Equalitarian Style. President Jokowi explained that the government prioritizes people who are at high risk to receive the first vaccine. President Jokowi showed his concern and ability to maintain national unity. This is in accordance with the theory of communication style as cited from B. N. Pratiwi(2017).

3. The Structuring Style is an objective and impartial communication style with a clear structure by emphasizing the size, procedure, or applicable rules.

    Example:

    (In 1st transcript of speech)

    S32: *"Untuk pelaksanaan vaksinasi, hingga hari ini sudah lebih dari dua juta orang sudah disuntik vaksin dan sebanyak 12 juta vaksin telah didistribusikan ke 34 provinsi dan 514 kabupaten/kota."*

    (For the implementation of vaccination, to date more than two million people have been injected with vaccines and as many as 12 million vaccines have been distributed to 34 provinces and 514 districts/cities.)

    S34: *"Dan kita menargetkan satu juta orang harus divaksinasi setiap hari, agar pelaksanaan vaksinasi ini dapat selesai tepat waktu sesuai target yang telah kita berikan."*

    (And we are targeting one million people to be vaccinated every day, so that the implementation of this vaccination can be completed on time according to the target we have given.)

Sentences number 32 and 34 are categorized as a form of using The Structuring Style. President Jokowi is trying to influence people by providing information about how the vaccine will be implemented. This is in accordance with the theory of communication style as cited in B. N. Pratiwi(2017).

4. The Dynamic Style is an aggressive and controlling style of communication. It is quite effective in solving critical problems because it is brief and brief.

    Example:

    (in 1st transcript of speech)

S8: *"Dan, masyarakat tetap harus melakukan protokol kesehatan 3M; memakai masker, mencuci tangan, menjaga jarak."*

(And the public still has to follow the 3M health protocol; wear masks, wash hands, keep your distance.)

Sentence number 8 is categorized as The Dynamic Style. In this sentence, President Jokowi tends to be aggressive and pressure with the aim of stimulating people to act. This is in accordance with the theory of communication style as cited from B. N. Pratiwi(2017).

CROSS-CULTURAL PERSPECTIVE

If we look from a cross-cultural perspective, Nurkamto (2001) as cited in A. Pratiwi(2019), stated that Indonesia is a country where the majority of the population has a high context communication style (HCC).President Joko Widodo often begins his speech with greetings from several different religions. As the president of Indonesia, he knows that the Indonesian people have several religions. It shows that President Joko Widodo has a high-context communication. In his speech he pays attention to the system of values, norms and beliefs. The equalitarian communication style used by the president shows how President Joko Widodo is a person who has a high caring attitude and the ability to maintain good relations with others, both in a personal context and within the scope of work relations.

In addition, this is also in accordance with Hofstede (1980) which states that Indonesia scores 14 for individualism dimension. Indonesia gets a low score, it is means that Indonesian society is a collective society; that is, there is a need to establish good relationships with both family and the surrounding environment. In this case, it is hoped that each individual can adjust to the community in which they live, even if he is the president.

The world is currently being hit by a pandemic, so many people have died due to COVID-19. People are worried, but not a few also don't want to obey government regulations, there is so much chaos. But as president, President Joko Widodo still shows calm and focus on finding solutions to problems. This is because Indonesia has a strong tendency for Javanese culture. In Javanese culture, it is crucial to separate the internal self from the external self. It is the habit of Indonesians to hide their feelings. No matter how angry they are, they will smile and be kind. They will not vent their anger externally. In Indonesia is significant to maintain harmonious relations in the workplace.

As the speech above, President Joko Widodo explained the development of handling COVID-19 in Indonesia. According to Hofstede's cultural perspective , Indonesia scores 78 in power distance dimension. It is those with high status or influential people and those in lower positions accept these conditions well. The president uses his power and position to influence the people. It can be seen by providing an explanation of a problem, giving peace and hope, also controlling so that everything goes smoothly.

LIMITATIONS OF THE STUDY

This research is a qualitative study which researching the speech strategy and communication style used by President Joko Widodo in his speech. And how it was when looking from cross-cultural perspective. This study will explain self-expression techniques or create an image of politicians according to Kochneva and Titova's (2019) theory. Two persuasive methods can be used, namely argumentative tactics and propagation strategies. This study focuses on the style of communication according to J.A. Waters in Erwin Juarsa (2016), namely Passive Style, Aggressive Style and Assertive Style. As well as the communication styles contained in the book "Pengantar Ilmu Komunikasi" by Sasa Djuarsa Sendjaja in Pratiwi (2019), namely: The Controlling Style, The Equalitarian Style, The Structuring Style, The Dynamic Style, The Relinquishing Style, and The Withdrawal Style.

CONCLUSION

Based on the results can be concluded that President Joko Widodo dominantly used argumentative strategy in both speeches. In the first speech transcript, President Joko Widodo used an argumentative strategy with a percentage of 67.14% and a propagation strategy of 30%. Then in the second speech transcript, using an argumentative strategy with a percentage of 62.5% and using a propagation strategy of 29.17%.

Based on the analysis of President Jokowi's Speech, President Jokowi used only four different styles, namely, The Controlling Style is 38.57%, The Equalitarian Style is 17.14%, The Structuring Style is 42.85%, and The Dynamic Style is 1.44%.

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