

CRITICAL DISCOURSE ANALYSIS ON PRABOWO SUBIANTO'S PRESIDENTIAL INAUGURATION SPEECH

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Abstract

This study examines Prabowo Subianto's presidential inauguration speech using Norman Fairclough's Critical Discourse Analysis (CDA) to explore how language shapes and is influenced by power and ideology in the context of Indonesian politics. A qualitative approach with a descriptive method is employed to provide a deep, comprehensive analysis of the speech text, without altering its original meaning. The data for this study is the text of Prabowo Subianto's inauguration speech, sourced from official transcripts or recordings. Data collection involves observation and documentation, while data analysis utilizes the three CDA dimensions, i.e. textual analysis, discourse practice, and social practice. The findings reveal that the

speech is structured to emphasize gratitude, a national vision, and a call for unity, using inclusive language and repetition to foster a sense of national responsibility. The discourse analysis shows that Prabowo's speech aims to build a positive, inclusive image and reach a broad audience through media distribution. Socially, the speech positions Indonesia as a strong, independent nation, with Prabowo portraying himself as a leader committed to democratic values and national unity. The study concludes that the speech effectively constructs a political identity based on inclusivity, responsibility, and unity.

Keywords: Speech, Critical Discourse Analysis, President Prabowo Subianto

Introduction

The presidential inauguration speech plays a crucial role in both political and social contexts (Ahmed & Amir, 2021). Politically, this speech serves as an important moment to convey the vision, mission, and policy priorities of the new government (Prayitno et al., 2021). It provides an overview of the direction of policies that will be implemented during the administration, including domestic issues and foreign relations. The speech also functions to introduce programs that can impact the welfare of the people. Socially, the inauguration speech serves as a means to build a relationship between the president and the public (Sari & Utomo, 2020). It delivers a message of unity, calls on the people to unite, and strengthens the legitimacy of the government. In this context, the speech can also address political differences and strengthen social bonds (Mekt et al., 2024). Through a meaningful speech, the president can offer hope to the people, ignite collective spirit, and demonstrate commitment to the greater national values.

The presidential inauguration speech functions as a crucial political communication tool (Perloff, 2021). As the primary channel for delivering messages to the people and stakeholders, this speech serves as a means to communicate the vision, mission, and policies that will be implemented during the leadership term. Through the speech, the president can clarify the government's program priorities and express commitment to

important issues such as the economy, education, or social justice (Finke, 2023). In addition, the inauguration speech plays a role in shaping the leader's image. The content and style of the speech reflect the leader's character and perspective on the challenges the country faces (Maak et al., 2021). A clear, hopeful, and inclusive speech can strengthen the image of a visionary leader capable of uniting the nation. Conversely, a speech that is unclear or fails to resonate with the people can undermine credibility and social support (Ecker-Ehrhardt, 2023). Thus, the inauguration speech is not merely a formality but also a strategic step in building the image and public support for the new leadership.

The presidential inauguration speech of Prabowo Subianto in 2024 delivered an important message about the courage needed to face the challenges and difficulties facing Indonesia. In his speech, Prabowo called on all elements of the nation not to be afraid of obstacles, both external and internal. He emphasized the importance of self-improvement and addressing various issues such as corruption, poverty, and inequality that still affect many Indonesians. Additionally, Prabowo reaffirmed his commitment to achieving food and energy self-sufficiency in a short period as a step toward strengthening national resilience. He also called on all parties to unite, work hard, and avoid becoming complacent with existing achievements. This speech reminded us to focus more on the welfare of the people and the sustainability of the nation, while upholding the values of sacrifice made by the Indonesian people for independence.

Critical Discourse Analysis (CDA) is an effective approach for identifying the relationship between language, ideology, and power structures within speech texts (Zotzmann & O'Regan, 2016). In the context of political speeches, CDA allows for an analysis of how language is used to either reinforce or undermine power structures, as well as to convey the underlying ideologies. Through CDA, we can reveal how word choices, framing, and representations in the speech reflect certain values that may support particular political agendas or ideologies (Saleem & Awais, 2023). For example, the selection of inclusive or exclusive language can signal efforts to build social cohesion

or, conversely, create polarization. CDA also analyzes how the relationship between rulers and the people is shaped through language, including how authority is justified and constructed within the speech text (Rizwan, 2019). Thus, CDA is not only a tool for understanding the structure of language but also for uncovering the hidden dynamics of power behind it.

Norman Fairclough's Critical Discourse Analysis (CDA) is highly relevant for analyzing political speeches due to its focus on the relationship between language, ideology, and power (Fairclough, 2013a). In political speeches, language is not only a tool for communication but also a means of constructing and reinforcing specific power structures and ideologies. Through CDA, we can analyze how political speeches shape worldviews and influence public opinion using linguistic elements such as word choice, sentence structure, and rhetorical style. Fairclough introduces three dimensions of analysis in CDA, which are textual analysis (linguistic), discursive practice analysis (production and consumption of texts), and social practice analysis (broader social context) (Fairclough, 2013b). This approach allows researchers to examine how political speeches not only reflect social realities but also serve to construct these realities through language. CDA also helps identify how power is used to control and guide society, as well as how specific ideologies are disseminated and maintained through political discourse. Therefore, CDA provides a deeper understanding of how language in political speeches plays a role in preserving or transforming existing social and political structures.

Many researchers have explored the application of Critical Discourse Analysis (CDA) to various subjects. For example, Bachtiar and Handayani (2022) study uses CDA to analyze the narratives in the Big Brother Watch campaign, illustrating how language plays a role in preserving power and ideology. Hermawan and Hamdani (2023) examines how news about the Rohingya refugees is produced and perceived within the social and cultural context of Indonesia using CDA. Sudarna and Yulina (2021) identifies social injustice issues in short stories through linguistic analysis and social context, applying CDA. Febriyanti and Sundari (2022) investigates how news about a resignation is

produced and received by the public via online media through CDA. Prihartono and Suharyo's (2022) research applies Teun A. van Dijk's framework to analyze the discourse in debates over the Papua issue, revealing ideological differences between speakers. Wang (2021) uses Fairclough's three-dimensional model to examine ideological differences in Covid-19 news coverage between *The People's Daily* and *The New York Times*. Wardani et al. (2021) analyze Macron's statements on the BBC to reveal the underlying ideology using CDA. Siregar (2021) offers a critical analysis of Joe Biden's presidential campaign speech, exploring key themes and rhetorical strategies.

This study aims to analyze the inauguration speech of President Prabowo Subianto using Norman Fairclough's Critical Discourse Analysis (CDA) approach to identify linguistic elements that reflect power, ideology, and political values in the discourse. This research fills a gap in the study of political discourse in Indonesia, particularly in analyzing presidential inauguration speeches using CDA. The novelty of this study lies in the application of CDA to Prabowo Subianto's speech, a topic that has not been widely discussed in previous studies, as well as offering a fresh perspective in understanding the relationship between language and the formation of political ideology. The significance of this research is to deepen the understanding of the role of language in Indonesian politics, particularly in shaping public perceptions of leadership and national policies. Furthermore, this study contributes to enriching the literature on critical discourse by highlighting how political speeches construct narratives and political imagery.

Method

This study uses a qualitative approach with a descriptive method to analyze Prabowo Subianto's presidential inauguration speech through Norman Fairclough's Critical Discourse Analysis (CDA) approach. The qualitative approach is chosen because the goal of this research is to deeply understand the speech text, explore the meaning contained within it, and understand the ways in which language in the speech shapes and is influenced by power and ideology. The descriptive method is used to describe the social and political phenomena reflected in the speech, without intervening with the original

meaning of the text. This approach allows the researcher to identify and explain the relationship between language and ideology in a broader social context, as well as provide a comprehensive picture of the role of language in the construction of political identity.

The data used in this study is the text of Prabowo Subianto's presidential inauguration speech, obtained from reliable sources such as official transcripts or available speech recordings. Data collection techniques involve observation and documentation of relevant speech texts, which are then analyzed using the three dimensions of CDA analysis according to Fairclough: textual analysis, discourse analysis, and social analysis. The data analysis technique will identify linguistic elements that reflect the relationships of power, ideology, and political values. The research findings will be presented narratively, describing the main findings uncovered during the analysis process, as well as interpretations of how the speech shapes and is influenced by power and political ideologies present in Indonesian society.

Findings

The present research employs Norman Fairclough's Critical Discourse Analysis Model, which consists of three main dimensions. First, the textual dimension includes analysis at the linguistic level, such as word choice, sentence structure, and stylistic elements. Second, the discourse practice dimension examines how the text is produced, distributed, and consumed within a social context. Third, the social practice dimension analyzes the interaction between the text, ideology, and social structures to reveal social effects as well as the potential for power reproduction and domination. President Prabowo Subianto's inauguration speech is analyzed through these three dimensions to understand how the language used by Prabowo functions. The following are the research findings that utilize Norman Fairclough's Critical Discourse Analysis Model related to President Prabowo Subianto's inauguration speech.

Textual Dimension

The structure of the text is an important element in crafting an effective speech. In President Prabowo Subianto's inauguration speech, there is a clear pattern consisting of an introduction, body, and conclusion. In the introduction, Prabowo expresses gratitude to God and thanks all those present, including his family and supporters. This creates a warm and respectful atmosphere. Next, the body of the speech consists of a statement of vision and mission that focuses on the challenges faced by the nation, such as poverty, injustice, and corruption. Prabowo emphasizes the importance of collaboration between the government and society to address these issues. In the conclusion, Prabowo invites all citizens to unite and work together for a better future for Indonesia. With a clear and organized structure, this speech provides a narrative that is easy for the audience to follow, ensuring that the message conveyed is well received. An organized structure helps listeners understand the purpose of the speech and respond positively.

President Prabowo's speech begins with a formal greeting, including multi-religious salutations such as "*Assalamualaikum wr wb*", "*Shalom*", and "*Namo Budhaya*" (Data 1). This reflects inclusivity and an effort to recognize Indonesia's diversity. The use of lengthy, complex, and structured sentences also creates a prominent formal tone and demonstrates adherence to protocol etiquette. For example, the detailed mention of the names and titles of state figures shows respect and acknowledgment of hierarchy. This reinforces the impression that the speech is not only for the general public but also for the political elite and leaders of friendly nations. These opening lines emphasize an intention to unify and embrace various groups in a significant event. Cohesive elements like the list of names also strengthen social bonds among leaders, fostering a sense of connection and solidarity between Indonesia and other countries. The use of formal language reflects awareness of the event's stature and respect for the roles held by each figure.

Prabowo continued his speech by acknowledging the presence of foreign delegations as honored guests. Phrases like "*On behalf of the people of Indonesia, I*

would like to thank you” (Data 2) reflect the use of formal English to show appreciation and welcome international guests. This sentence structure indicates that the speech is directed not only at Indonesian citizens but also the international community, highlighting the importance of diplomacy and strong inter-nation relationships. Prabowo uses a cohesive strategy by repeating the phrase “*Yang Mulia*” (Your Excellency) to emphasize respect for foreign leaders, signaling an equal standing between Indonesia and other countries. This cohesion, built through repetition, places emphasis on the respect shown to international guests and conveys a sense of friendship amidst cultural diversity. Through polite language and recognition of their attendance despite busy schedules, the speech communicates deep gratitude while underscoring Indonesia’s significance in the eyes of the world.

Prabowo emphasized the oath of office he had just taken, with the statement “*di hadapan seluruh rakyat Indonesia dan yang terpenting di hadapan Tuhan yang maha esa*” (in front of all the people of Indonesia and, most importantly, in front of God Almighty) (Data 3). This choice of diction reflects the gravity of the commitment, linking leadership with moral and spiritual responsibility. The sentences use repetitive structures with similar patterns to underscore the intensity of the oath, such as “*untuk mempertahankan UUD kita*” (to uphold our Constitution) and “*untuk berbakti pada negara dan bangsa*” (to serve the country and the nation) (Data 4). The use of declarative sentences strengthens the message that the promises made are not mere words but commitments to be fulfilled. The parallel structure of repeated phrases adds cohesion and consistency to the speech, emphasizing that this commitment will be carried out to the best of his ability. This also creates an atmosphere of confidence that is intended to inspire trust from the people.

Prabowo employs cohesive techniques through repetition to emphasize the values of courage and patriotism, as seen in phrases like “*bangsa yang tidak takut tantangan, bangsa yang tidak takut rintangan*” (a nation unafraid of challenges, a nation unafraid of obstacles) (Data 5). This repetition strengthens the sense of national pride and unity in facing external threats. Words such as *keberanian* (courage), *kepahlawanan* (heroism),

and *pengorbanan* (sacrifice) highlight the heroic qualities of the Indonesian people, reflecting an ideology of heroism as an inherent element of the nation's history and character. The sentence structure, which combines values of bravery with historical references, creates a strong emotional depth, inviting listeners to recall and honor the struggles of their ancestors. Cohesion in this paragraph is achieved through a consistent flow of ideas between individual and collective bravery, reflecting Prabowo's vision of unity and the resilient spirit of the Indonesian people in facing future challenges.

Prabowo continued his speech by reminding the audience of the sacrifices made by the common people, or *wong cilik*, during the struggle for independence. The use of the term *wong cilik* carries a strong cultural value, linking the idea of national struggle to the grassroots elements of society. This diction conveys the impression that all social classes contributed to the achievement of independence. Sentence structures such as "*yang memberi makan kepada kita adalah para petani di desa-desa, para nelayan, para pekerja*" (those who feed us are the farmers in the villages, the fishermen, the workers) (Data 6) use repetition and parallelism to create a sense of unity and equality among citizens. The emphasis on the common people as the main figures in the narrative of independence reflects Prabowo's ideology centered on grassroots communities, while also reinforcing cohesion in the speech by connecting the past with the present.

Prabowo emphasizes the importance of introspection as a nation in managing wealth. The statement "*mari berani memperbaiki diri sendiri, mari berani mengoreksi diri kita sendiri*" (let us dare to improve ourselves, let us dare to correct ourselves) (Data 7) uses a strong repetition of invitations to highlight the significance of self-evaluation. This cohesive structure, formed by the repetition of the word "*berani*" (dare), conveys the message that courage also means acknowledging weaknesses and mistakes. Word choices like *kebocoran* (leakages), *penyelewengan* (diversions), and *corruption* (korupsi) underscore the real challenges faced by the nation, suggesting that solutions require moral courage. By employing this diction, Prabowo communicates a vision for building a more honest and transparent nation. The sentence structure inviting the audience to

“menatap wajah sendiri” (look at our own faces) creates a reflective impression and emphasizes personal responsibility in the nation’s improvement.

Discourse Practice Analysis

In discourse practice analysis, understanding the context of the production of President Prabowo Subianto's inauguration speech is essential. This speech was delivered during the presidential and vice-presidential inauguration, attended by various prominent figures from both domestic and international spheres. By beginning his speech with greetings that encompass diverse religious and cultural backgrounds, Prabowo demonstrates inclusivity and respect for Indonesia's diversity. This serves as a tangible example of how the text producer—in this case, the president—portrays himself and builds a positive image before the audience. Prabowo also mentioned the presence of numerous heads of state and international delegates, which not only strengthens his legitimacy as president but also highlights Indonesia's position on the international stage. This illustrates that the political and social context at the time significantly influenced the way the speech was delivered and the strategy to attract attention and gain support from various groups.

The distribution of this speech also plays a crucial role in how the message reaches a wider audience. In addition to being attended by invited guests physically present, the speech was very likely broadcast live across print, electronic, and digital platforms, allowing it to reach a broader public. In his address, Prabowo emphasized the importance of prioritizing the interests of all Indonesians, including those who did not vote for him, as an effort to reduce polarization within society. Through this statement, he aims to reach and embrace a wider audience, underscoring the importance of unity. His words, *“Kami akan mengutamakan kepentingan bangsa dan rakyat Indonesia di atas segala golongan”* (We will prioritize the interests of the nation and the Indonesian people above all groups) (Data 8), reflect an inclusive approach that is expected to ease post-election political tensions. This demonstrates how the text is not only delivered but also positioned to foster national solidarity.

In this discourse practice, text consumption refers to how the audience—both direct and indirect—interprets and responds to the speech. In this context, the audience is not limited to those physically present at the event but also includes the broader public accessing the speech through various media platforms. Prabowo highlights the challenges and threats faced by the Indonesian nation, which can prompt the audience to respond with awareness and collective action. For instance, when he states, “*kita harus berani melihat kenyataan*” (we must be brave enough to face reality) (Data 9), he is not merely conveying information but also encouraging the audience to take an active role in addressing the issues at hand. This speech is designed to motivate and inspire the public to be more attuned to social and political conditions and to contribute to societal improvement efforts. In this case, the text is not only spoken but is also intended to serve as a catalyst for social action.

Social Practice Dimension

In the dimension of social practice, discourse analysis not only depicts reality but also serves as a tool to reinforce certain social structures. In President Prabowo Subianto's inauguration speech, the dimension of social practice is evident through his efforts to build a collective image of Indonesia as a strong, independent nation that is brave in facing global challenges. By mentioning 19 heads of state, 19 heads of government, and 15 special envoys present, Prabowo affirms Indonesia's position on the international stage, portraying the country as a respected player. This statement strengthens Indonesia's legitimacy as a nation of significance and implies an enhancement of national pride in the eyes of the people and other countries. Through this speech, Prabowo not only presents a representation of reality but also reinforces the idea that Indonesia has a special place in the global community.

This speech also serves to emphasize the leader's role as the guardian of the constitutional mandate and the people's trust. When Prabowo states, “*Kami akan menjalankan kepemimpinan pemerintah RI... dengan mengutamakan kepentingan seluruh rakyat Indonesia termasuk mereka yang tidak memilih kami*” (We will lead the

government of the Republic of Indonesia... by prioritizing the interests of all Indonesian people, including those who did not vote for us) (Data 10), he aims to project an image of an inclusive leader. This phrase reflects a commitment to democratic principles and shows a determination to avoid discriminatory leadership practices. Thus, through his words, he reinforces the norm that a leader is a servant of the people who is accountable to all citizens, regardless of political support. This implies a social structure where solidarity and equality form the foundation of leadership.

Prabowo also highlights the role of history in shaping national identity. His statement that “*sejarah kita adalah sejarah dengan penuh kepahlawanan penuh pengorbanan*” (our history is a history filled with heroism and sacrifice) (Data 11) serves as an example of how past discourse is used to inspire the present. This statement refers to the stories of the people's struggle and sacrifice for independence and reinforces the idea of courage and resilience as defining characteristics of the Indonesian nation. By linking himself and his people to the spirit of the heroes Prabowo not only reflects the reality of history but also shapes the public mindset to continuously fight and not give up in the face of challenges while strengthening the social norms of bravery and sacrifice.

In social practice, Prabowo emphasizes the need for economic independence especially in food and energy. His statement that Indonesia “*harus mencapai ketahanan pangan*” (must achieve food security) (Data 12) in a short time reflects the vision of self-sufficiency he aims to instill in society. He asserts that in times of crisis the country should not depend on external parties but must develop its own resources. Through this discourse Prabowo seeks to shape a mindset that encourages society and the government to prioritize the development of domestic potential as a form of resistance to global dependence while reinforcing economic norms focused on self-sufficiency.

Additionally, criticism of social issues such as corruption, budget leaks, and collusion between officials and unscrupulous businessmen in this speech also demonstrates the role of discourse as a tool for social control. Prabowo directly urges the public and state officials to be brave to improve themselves and acknowledge

weaknesses within the government structure. Thus, this speech not only describes social problems but also serves as a moral encouragement for the public and officials to be more proactive in combating corruption. This discourse reflects an intention to strengthen integrity in the public sector and support a social structure that is fair and free from abuse of power.

Discussion

This study uses Norman Fairclough's Critical Discourse Analysis Model, which encompasses three main dimensions: the textual dimension, the discourse practice dimension, and the social practice dimension. The textual dimension includes linguistic analysis, such as word choice, sentence structure, and stylistic elements. Previous studies using this approach have shown that textual analysis is essential for uncovering implicit meanings in formal discourse, such as speeches. For example, the study by Allami and Barzegar (2020) examined political speeches using Fairclough's approach, finding that word choice and sentence structure can reflect the speaker's intended attitudes and values. In this study, Prabowo Subianto's speech is reviewed from a textual perspective to understand how its structure reinforces the conveyed message, beginning with an inclusive opening followed by statements of vision and mission.

In the discourse practice dimension, Fairclough focuses on how a text is produced, distributed, and consumed within its social context. Previous research, such as the study by Mekt et al. (2024), demonstrates that the context of producing a political speech significantly influences the message delivery. In Prabowo's speech, for instance, the context of his inauguration as president has a strong impact on how he constructs an inclusive and patriotic image before an audience that includes the Indonesian public and the international community. The presence of various national figures in the speech highlights how Prabowo's communication strategy is directed at strengthening support both nationally and internationally.

The consumption dimension in discourse practice, as outlined by Fairclough, focuses on how the audience responds to the discourse. Gravante and Poma's (2022)

research found that political speeches are often crafted to evoke emotional responses and collective action. In Prabowo's speech, he uses expressions like "courage to face reality" to encourage the public to adopt a more proactive stance toward social challenges. Through the use of assertive calls to action, Prabowo not only provides information but also raises awareness and promotes active participation in the nation's improvement efforts. This demonstrates that the consumption of the speech discourse involves active audience engagement with national issues.

In the social practice dimension, Prabowo's speech reflects an effort to reinforce certain social structures, such as national pride and the spirit of heroism. Related research by Montiel et al. (2022) indicates that political speeches can strengthen social structures through historical references that affirm collective values. In Prabowo's speech, the history of the Indonesian people's struggles and sacrifices is cited as part of the national identity. In this way, the speech not only reflects historical reality but also shapes the public mindset to continue striving in the face of challenges. This speech reinforces social norms of courage and sacrifice as distinctive characteristics of the Indonesian nation.

Lastly, this speech contains critiques of social issues, such as corruption and collusion, which serve as a form of social control. Previous research by Lorenz-Spreen et al. (2020) highlights that political discourse can be a tool to promote values of honesty and integrity in society. Prabowo explicitly calls on the public and government officials to engage in self-reflection and to courageously address weaknesses within the governmental structure. Statements like these not only serve as criticism but also as a moral encouragement for both the public and officials to be more proactive in combating corruption. This demonstrates that the discourse in Prabowo's speech not only depicts social problems but also seeks to promote positive social change.

Conclusion

In the dimension of text, President Prabowo Subianto's inauguration speech is structured very systematically, including an introduction, body, and conclusion that clearly convey gratitude, a vision for the nation, and a call for unity. By employing cohesive techniques such as repetition and inclusive language, Prabowo highlights the importance of moral responsibility, national pride, and the role of the common people, thereby fostering a sense of connection and responsibility among citizens in facing existing challenges. In discourse practice analysis, President Prabowo Subianto's inauguration speech is designed to reflect inclusivity and unity. Using greetings and language that resonate with diverse groups, the speech aims to build a positive image. Its distribution through various media helps reach a wider audience and encourages public engagement to collectively face national challenges. In the social practice dimension, President Prabowo Subianto's inauguration speech portrays Indonesia as a strong independent nation while highlighting his role as an inclusive leader committed to democratic values. By addressing historical narratives and advocating for economic self-sufficiency and anti-corruption, Prabowo seeks to inspire unity and accountability, reinforcing a social structure rooted in integrity and equality.

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