

PRESIDENT PRABOWO SUBIANTO'S SPEECH AT THE 97TH YOUTH PLEDGE COMMEMORATION: A CRITICAL DISCOURSE ANALYSIS USING NORMAN FAIRCLOUGH'S MODEL

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Abstract

This study aims to examine the construction and influence of President Prabowo Subianto's discourse in his speech commemorating the 97th Youth Pledge, which was published on October 28, 2025, on the Sekretariat Presiden 'Presidential Secretariat' YouTube channel. The theory used is Norman Fairclough's critical discourse analysis model, focusing on three dimensions of discourse, namely the textual dimension, the discourse practice dimension, and the social practice dimension. This research employs a descriptive qualitative method consisting of three stages, namely data collection, data analysis, and data presentation along with the results of the analysis. The main data for this study was President Prabowo Subianto's speech commemorating the 97th Youth Pledge, which was listened to and transcribed from the Presidential Secretariat's YouTube channel. Supporting data included screenshots from the official YouTube channel of the Sekretariat Presiden 'Presidential Secretariat' and the YouTube channels of non-government media outlets, namely KompasTV and MetroTV, as well as several related references. The findings indicate that the speech is constructed with a strong emphasis on inclusivity, aiming to foster awareness, solidarity, and unity among diverse social groups in Indonesia. Furthermore, the discourse explicitly calls on the younger generation to actively participate in national development. The prominence of youth as agents of change is framed within a broader nationalist ideology, which highlights their strategic role in achieving national progress and global competitiveness. This ideology is systematically reproduced and disseminated through media platforms to shape public perception regarding the ideal characteristics of Indonesian youth, positioning them as disciplined, resilient, and patriotic contributors to the nation's future.

Keywords: *Critical Discourse Analysis, Pledge, President Prabowo Subianto, Speech, Youth*

Introduction

On October 28, 2025, Indonesia commemorated the 97th Youth Pledge Day. This day continues to be commemorated by the Indonesian people because it was a significant moment in Indonesia's struggle for independence (Ganesha, 2019). This commemoration refers to the events of October 28, 1928, which saw the birth of the Youth Pledge. The Youth Pledge was born out of the awareness of Indonesian youth to unite. The youth involved came from regional organizations, but they shared a common awareness of the need to unite. This awareness of the need to unite resulted in the formulation of three points of the Youth Pledge at the Second Youth Congress on October 28, 1928 (Sapei, Trezadigjaya, & Prayogo, 2021). To this day, this historic moment continues to be commemorated, one of which is through a special speech delivered by President Prabowo Subianto (2025) in the form of a video on the Sekretariat Presiden 'Presidential Secretariat' YouTube channel.

This 5:23 minute video contains the president's speech emphasizing the importance of the role of youth for the future of Indonesia. President Prabowo Subianto also explained about the practice of defending the country for the welfare of the people and facing the challenges of national progress. If observed more deeply, President Prabowo Subianto's speech at the 97th Youth Pledge is a manifestation of the president's hopes for Indonesian youth. Young people are expected to play an active role in advancing the nation. In other words, the president's speech at the 97th Youth Pledge Day commemoration was not merely a symbolic gesture, but also a platform for conveying the president's ideas and wishes to the public, especially young people.

This study was conducted to examine the construction and influence of President Prabowo Subianto's discourse in his speech commemorating the 97th Youth Pledge Day, published on October 28, 2025. In an effort to understand the construction and influence of discourse, critical discourse analysis proposed by Fairclough (2025) was used. Fairclough (2025) defines discourse as the use of language as a social practice rather

than merely a communication practice. In this case, discourse is produced and used by a person or group of people to carry out their actions towards one another (Fairclough, 2025). Fairclough (2025) explains that discourse can be dissected from the smallest to the largest concept, in the form of text dimensions, discourse practice dimensions, and social practice dimensions. The first dimension relates to text, namely the element of language as the 'carrier' of discourse. The second dimension is the dimension of discourse practices, which explains how texts are produced, distributed, and consumed in a social context. The final dimension is social practice, a dimension formed based on the connection between text, discourse practices, and the social impact obtained, especially in relation to the hegemony of power (Fairclough, 2025).

The existence of this paper cannot be separated from the existence of previous literature. Norman Fairclough's critical discourse analysis has been widely used to understand the power relations constructed in the discourse presented, distributed, and consumed by the target audience or recipients. The first piece of literature was written by Mukminin, Alya, Indiraphasa, et al. (2024), who examined Prabowo Subianto's inauguration speech using Norman Fairclough's critical discourse analysis. Then, Firdaus & Firman (2025) examined the power relations of Dedi Mulyadi, the governor of West Java, implied in his statements about the abolition of school graduations. Then, Purba, Rahmadani, & Sari (2024) wrote a scientific article to explore the ideology and specific objectives of Sprite advertisements in 2024 using Norman Fairclough's discourse analysis. Next, Anggraini (2017) examined the ideology in education news in the Kompas, Media Indonesia, and Republika newspapers using Norman Fairclough's discourse analysis model. Then, Mudiawati, Hudiyono, & Suhatmady (2023) in their scientific article used Norman Fairclough's critical discourse analysis to examine the power, meaning, implications, and influence of actions and changes in society due to the use of slogans in teacher demonstrations in Samarinda City to protest the policy of equalizing the salaries of teachers and educators. Finally, Kartikasari (2020) used Norman Fairclough's critical discourse analysis to examine the use of language, how the media understands reality

and social structures, and the ideology of Kompas TV, SCTV, Indosiar, Tribunnews, cnnindonesia.com, and TV One in reporting President Joko Widodo's decision to increase BPJS contributions amid the pandemic.

Based on several literature reviews found, until this research was written, there has been no research on Norman Fairclough's critical discourse analysis in President Prabowo Subianto's speech on the 97th Youth Pledge Day. Therefore, this paper can fill the existing research gap.

Method

This research is descriptive and qualitative in nature. There are three stages in the presentation of this study, namely the data collection stage, the data analysis stage, and the presentation of data and analysis results stage. In the data collection stage, the researcher listened to President Prabowo Subianto's speech (2025) on the 97th Youth Pledge Day via the Presidential Secretariat's YouTube channel in video form. The video can be accessed via the following link: <https://www.youtube.com/watch?v=zDmNmv18Yyw>. In addition to watching the video, the researcher also transcribed President Prabowo Subianto's speech. The researcher took screenshots to document several comments on the Sekretariat Presiden channel. The screenshot technique was also used to capture images of President Prabowo Subianto's speech as presented by the Presidential Secretariat channel, the KompasTV YouTube channel at the following link: <https://www.youtube.com/watch?v=f22u4BFYDYI>, and on Metro TV <https://www.youtube.com/watch?v=9dWkVCXyf-M>. In other words, the researcher also used several other sources related to the president's speech. However, this data is only secondary. Finally, the researcher used a literature study method for other supporting data.

In the data analysis stage, critical discourse analysis by Norman Fairclough (2025) was used. In analyzing the data, the researcher used several stages of research in critical discourse analysis (Fairclough, 1989), namely the description stage, the interpretation

stage, and the explanation stage. The description stage was based on textual analysis. The interpretation stage is used to interpret the connection between text and context. These two stages, especially the description stage, are supported by linguistic analysis methods. The explanation stage is used to explain the relationship between interaction and social context (Fairclough, 1989).

In terms of linguistic analysis, the distribution and matching methods are used. Sudaryanto (2015) explains the distribution method as a method of linguistic analysis with internal language as the determining tool, while the matching method uses things outside of language as the determining tool. For the distribution method, the technique used is the technique of dividing direct elements by paying attention to syntactic and syllabic pauses (Sudaryanto, 2015). As for the matching method, it is carried out using the technique of sorting certain elements with the power of referential differentiation (Sudaryanto, 2015).

Finally, the data and analysis results are presented in this paper. Sudaryanto (2015) explains that data presentation is carried out informally, in the form of formulations using ordinary words, and formally, through certain symbols. Some of the symbols or codes used in this study include:

- a) Text : Speech
- b) Data : Speech data
- c) : Marker of the existence of other speech acts that are not presented in the presentation
- d) {} : Morpheme symbol
- e) '...' : Translation into English

Findings

The critical discourse analysis study initiated by Norman Fairclough uses three dimensions, namely textual dimension, discourse-laden practice, and social practice. These three dimensions are applied to the analysis of President Prabowo's speech

commemorating the 97th Youth Pledge Day in 2025 on the Presidential Secretariat's YouTube channel in order to understand the linguistic function of the speech. The following are the findings and results of the analysis using Norman Fairclough's critical discourse model in relation to President Prabowo Subianto's 97th Youth Pledge Day speech.

Textual Dimension

The textual dimension is built on the use of language elements. In other words, this dimension is composed of the internal language used. The study of text may deal with grammatical structure and the meaning contained in the text (Fairclough, 2025). Fairclough (2025) outlines four main topics of text analysis in ascending order of size, namely vocabulary, grammar, cohesion, and text structure. It is important to understand that the smallest to largest elements of the textual dimension are interrelated (Fairclough, 2025).

1. Vocabulary

Vocabulary is related to the use of various single words (Fairclough, 2025). In his speech commemorating the 97th Youth Pledge Day, President Prabowo Subianto used certain vocabulary that had both explicit and implicit meanings. First, President Prabowo used seven different types of greetings at the beginning and end of his speech, namely:

- 1) *Assalamualaikum Warahmatullahi Wabarakatuh, salam sejahtera bagi kita semua, shalom salve, om swastiastu, namo buddhaya, salam kebajikan, rahayu.*
- 2) *Wassalamualaikum Warahmatullahi Wabarakatuh*
- 3) *Om Santi Santi Santi Om*
- 4) *Salam pemuda*
- 5) *Merdeka* 'independent'

The first greeting, *Assalamualaikum Warahmatullahi Wabarakatuh*, is used by Muslims. Then, *Salam sejahtera bagi kita semua* is a greeting used by Catholics. Next, *shalom salve* is a greeting used by Protestant Christians. Then, *Om Swastiastu* is a

greeting used by Hindus. Then, *Namo Buddhaya* is the greeting used by Buddhists. Next, *Salam Kebajikan* is the greeting used by Confucians. Finally, *Rahayu* is a Javanese expression used by people of various beliefs. The use of these seven greetings illustrates the inclusiveness and multicultural nature of Indonesian society. President Prabowo Subianto, as head of state, conveyed this in a formal tone. The impression this gives to the Indonesian people is that President Prabowo Subianto recognizes and respects diversity in customs and beliefs and intends to embrace them all on an equal footing. This image is reinforced by the presence of data 2) and 3) in the closing remarks. These two pieces of data are other forms of interfaith and inter-belief greetings. Data 2) is used by Muslims when they have finished giving a speech or remarks. Meanwhile, data 3) is used by Hindus to close a prayer or event. The presence of these variations in greetings reflects President Prabowo Subianto's genuine respect for religious communities by following the rules or greetings of each belief.

In addition, a special greeting in the form of a youth greeting was also used in data 4). This greeting was tailored to the theme or celebration taking place, namely the 97th Youth Pledge Day. The presence of this greeting was also to address the main target audience of the speech, namely Indonesian youth.

The word *merdeka* 'independent' in data 5) was used by President Prabowo Subianto to close his speech. Implicitly, this word was used to inspire enthusiasm and symbolize unity among the people. In addition, President Prabowo Subianto used this word to inspire a spirit of nationalism among the people, especially young people.

In addition to greetings, the word *pemuda* (youth) is also used. This diction is scattered throughout the speech, from the opening greeting to the body and closing.

- 6) *Salam pemuda* 'Greetings to the youth'
- 7) *Para pemuda dan pemudi* 'Young men and women'
- 8) *Pemuda dan pemudi* 'Young men and women'
- 9) *Anak muda Indonesia* 'The young people of Indonesia'
- 10) *Pemuda* 'Youth'
- 11) *Hari Sumpah Pemuda ke-97* 'The 97th Youth Pledge Day'

The use of the word youth or words related to youth, such as young women and young Indonesians, emphasizes the main theme of President Prabowo Subianto's speech, which is about the celebration of the youth pledge. In addition, the presence of the words youth, young women, and young Indonesians implies that the main target or audience of this speech is all Indonesian youth, regardless of ethnicity, religion, race, and gender.

Furthermore, President Prabowo Subianto used several personal pronouns. The use of personal pronouns also has an influence in presenting a discourse.

12) *Saudara-saudaraku* 'My brothers and sisters'

13) *Saya* 'I'

14) *Kita* 'We'

15) *Kalian* 'You'

16) **Mereka** yang pada saat itu berusia muda, tidak lebih dari 22, 23 24 tahun..... 'Those who were young at the time, no more than 22, 23, 24 years old...'

17) Dan kini tugas kita adalah, melanjutkan perjuangan **mereka** melalui ilmu..... 'And now our task is to continue their struggle through knowledge...'

18)anak-anak muda yang bekerja keras demi keluarganya. Kepada **mereka**, kita wajib memastikan bahwa seluruh rakyat Indonesia..... 'And now our task is to continue their struggle through knowledge...'

In data 12), President Prabowo Subianto uses the pronoun *saudara-saudaraku* 'my brothers and sisters'. The word *saudara-saudaraku* in the context of this speech is a second person pronoun. The use of this pronoun illustrates President Prabowo Subianto's intention to embrace all people and position himself as an equal and egalitarian figure. Then, in data 13), the word *saya* (I) is used by President Prabowo Subianto to refer to himself as president in a formal setting. The use of formal pronouns reflects President Prabowo Subianto's awareness of his position at the event, namely as the President of the Republic of Indonesia delivering a speech in commemoration of the 97th Youth Pledge Day. Next is the use of the pronoun *kita* 'we' in data 14). The word *kita* refers to all people, including the speaker himself. President Prabowo Subianto uses the word *kita*

as a form of equalization between the audience, the community, the elite, and the president himself. Thus, the use of the word *kita* reflects President Prabowo Subianto's egalitarian and equal positioning, as well as his shared focus with the community. Then, the word *kalian* 'you' in 15) is used by President Prabowo Subianto to refer to young people. The use of this second-person plural pronoun is related to creating a sense of shared destiny and belonging among the Indonesian youth audience. Finally, the word *mereka* 'they' which is a third-person plural pronoun, is also used. The words *mereka* in data 16) and 17) refer to predecessors, while the word *mereka* in data 18) refers to people who are experiencing difficulties in life. The use of the word *mereka* is indeed used to clearly distinguish characteristics, circumstances, or groups from "us." However, this distinction was used by President Prabowo Subianto to arouse the concern and attention of the audience and the public regarding these differences in grouping. Data 16) and 17) use the word *mereka* 'they' to refer to the youth predecessors so that today's youth and society continue to fight for what has been done in the past. The word *mereka* 'they' in data 18) is used to remind and make youth and society care about other youth and communities who are still struggling.

1.2. Grammar

In short, Fairclough (2025) explains that grammar in the textual dimension is related to various words that are combined in a clause and sentence. However, the researcher also uses the opinion of Kridalaksana, Montolalu, Utorodewo, et al. (1985), who explain that the grammar subsystem is divided into morphology and syntax. Morphology is explained by Wijana (2022) as a science to understand the ins and outs of word formation. Meanwhile, syntax is understood as the science of grammar that focuses on the relationship between words (Verhaar, 2010). Based on this understanding, the researcher uses a grammatical understanding, in the form of morphology and syntax, which focuses on the formation of clauses and/or sentences.

The case found in the text in the field of grammar is the use of active and passive verbs in President Prabowo Subianto's speech. Padmosoekotjo explains that active and passive verbs are usually closely related to their position in the predicate (Mulyana, 2011). The following are the data found in the form of active and passive verbs

- 19) *dan atas nama pemerintah **mengucapkan**....* 'and on behalf of the government, I would like to say...'
- 20) *pemuda Indonesia pada tahun 1928 **meneguhkan** tekad yang **menyatukan** bangsa...* 'In 1928, Indonesian youth strengthened their resolve to unite the nation...'
- 21) *kini tugas kita adalah **melanjutkan** perjuangan mereka melalui...* 'Now, our task is to continue their struggle through...'
- 22) *...kita wajib **memastikan** bahwa seluruh.....* '...we must ensure that all...'
- 23) *.... kalian **menegakkan** kejujuran dan....* '...you uphold honesty and...'
- 24) *Hari ini kita **memperingati** sebuah....* 'Today we commemorate a...'
- 25) *Kita harus **membawa** bangsa Indonesia menjadi....* 'We must lead the Indonesian nation to become...'
- 26) *... kita pandai **menjaga** dan **mengelola** kekayaan....* '... we are good at preserving and managing our wealth...'
- 27) *.... cinta tanah air yang **menyala** di dada kalian....* '... the love for the homeland that burns in your hearts...'
- 28) *Cinta tanah air bukan hanya **diucapkan**, tapi harus **dibuktikan** dengan kerja keras.* 'Love for the homeland is not only spoken, but must be proven through hard work.'
- 29) *Indonesia tidak akan pernah bisa **dikalahkan*** 'Indonesia will never be defeated.'
- 30) *....yang makmur, dan **disegani** dunia karena rakyatnya sejahtera* '... prosperous, and respected by the world because its people are prosperous.'

Data 19) to 27) are examples of active verb usage, while data 28) to 30) are examples of passive verb usage. In the active verb data, data 19) to 23) present a morphological process in the form of affixation of the confix {*meN-/-kan*} to the root word. Then, data 24) shows the attachment of the confix {*meN-/-i*} to the root word. Data 25) to 27) contain active verbs formed from root words attached with the prefix {*meN-*}.

In data 28) and 29), passive verbs are formed by attaching the root word with the confix {*di-/-kan*}. Meanwhile, the passive verbs in data 30) present a root word affixed with the confix {*di-/-i*}. In terms of grammatical meaning, data 19) to 26) as well as data 28) and 29) contain the meaning 'to perform the action mentioned in the root word' (Chaer,

1998). Only data 27) and 30) are affixed with affixes that contain the meaning 'to make something related to the root word in the object' (Chaer, 1998). The majority of meanings in the form of 'performing an action according to the root word' reflect President Prabowo Subianto's actions to emphasize his message and invite the audience, young people, and the community to take concrete steps or actions for a better Indonesia.

1.3. Cohesion

Cohesion in the textual dimension refers to the connection between clauses and sentences in forming a larger unit in the text (Fairclough, 2025). In this case, vocabulary and grammar are also presented as components of cohesion. Fairclough (2025) explains that cohesion is related to word repetition, the use of synonyms, the use of the same semantic field, and others. Based on this, the researcher uses Yuwono's (2007) opinion on the integration of cohesive discourse, namely through lexical and grammatical cohesion.

1.3.1. Lexical Cohesion

Yuwono (2007) explains lexical cohesion as the semantic relationship between lexical elements or words in constructing discourse. There are two forms of lexical cohesion, namely reiteration and collocation (Yuwono, 2007). However, only reiteration was found in President Prabowo Subianto's speech commemorating the 97th Youth Pledge.

Reiteration involves the repetition of a word in the following sentence to emphasize it or make it the main focus (Yuwono, 2007). Yuwono (2007) divides reiteration into repetition, synonymy, hyponymy, metonymy, and antonymy. However, in President Prabowo Subianto's Youth Pledge Day speech, only repetition and hyponymy were found.

1.3.1.1. Repetition

Repetition is the repetition of the same word (Yuwono, 2007). In President Prabowo Subianto's 97th Youth Pledge Day speech, several repetitions were found as follows:

- 31) **Indonesia** merdeka, **Indonesia** bersatu, berdaulat, bermartabat
- 32) Kita harus membawa bangsa Indonesia menjadi **bangsa yang** maju, **bangsa yang** modern, **bangsa yang** Sejahtera 'Indonesia is independent, Indonesia is united, sovereign, and dignified.'
- 33) Bangsa ini tidak akan maju **tanpa** semangat **kalian**, **tanpa** kerja keras **kalian**, **tanpa** cinta tanah air yang menyala di dada **kalian**, **tanpa** kepribadian **kalian**, **tanpa** keberanian kalian menegakkan kejujuran dan keadilan..... 'We must lead the Indonesian people to become an advanced, modern, and prosperous nation.'
- 34) Karena itu saya berpesan, "Hai pemuda, **jangan** takut bermimpi besar, **jangan** takut gagal. 'This nation will not progress without your enthusiasm, without your hard work, without the love for your homeland that burns in your hearts, without your character, without your courage to uphold honesty and justice...'
- 35) Bangsa besar lahir dari pemuda **yang** berani, **yang** mencintai bangsanya, **yang** rela berkorban untuk rakyatnya 'Therefore, I urge you, 'Great nations are born from young people who are brave, who love their nation, who are willing to sacrifice for their people.'
- 36) Mari kita kobarkan **semangat** persatuan, **semangat** gotong royong, dan **semangat** untuk berbuat 'Let us ignite the spirit of unity, the spirit of mutual cooperation, and the spirit of action.'
- 37) ...**keberanian membela**, sekali lagi, **keberanian membela** kebenaran dan ketulusan melayani rakyat seluruhnya. '... the courage to defend, once again, the courage to defend the truth and the sincerity to serve all the people.'

Repetition in data 31) repeats the use of the name of the country Indonesia, while data 32) repeats the use of the phrase *bangsa yang* (the nation that). The repetition in data 31) and 32) explicitly explains the emphasis placed on these words or phrases by President Prabowo Subianto. Implicitly, President Prabowo Subianto wants to emphasize his ideals and hopes that Indonesia can move towards a better condition to the audience, especially to Indonesian youth.

The repetition in data 33) is the repeated use of the word *tanpa* "without." Then, data 34) repeats the use of the words *tanpa* 'without' and *kalian* "you." Next, data 35) is

a repetition of the word *lalu* “that.” Then, data 36) contains a repetition of the word *semangat* “spirit.” Finally, data 37) contains a repetition of the phrase *keberanian membela* “courage to defend.” Explicitly, President Prabowo Subianto wants to emphasize words or groups of words as the focus of the discussion. Implicitly, President Prabowo Subianto wants to convey to the audience, especially to Indonesian youth, ideas or ways to achieve a better Indonesia. The idea conveyed by President Prabowo Subianto is to convey or focus on the role of Indonesian youth as successors.

1.3.1.2. Hyponymy

In addition to repetition, hyponymy was also found in President Prabowo Subianto's speech celebrating the 97th Youth Pledge Day. Hyponymy can be understood as a relationship between words that have general and specific meanings (Yuwono, 2017). Several examples of hyponymy were found

38) ***Saudara-saudaraku***. *para **pemuda** dan **pemudi** seluruh tanah air, dan di mana pun kalian berada.*

‘My brothers and sisters, young men and women throughout the country, wherever you may be.’

39) *Masih terlalu banyak **saudara-saudara kita**, yang hidup dalam kesulitan. **Petani-petani kita** di sawah, **nelayan-nelayan kita** di laut, **buruh** di pabrik, **anak-anak muda** yang bekerja keras demi keluarganya.* ‘There are still too many of our brothers and sisters who live in hardship. Our farmers in the fields, our fishermen at sea, workers in factories, young people who work hard for their families.’

In data 38), President Prabowo Subianto uses the general term *saudara-saudaraku* ‘my brothers and sisters’ with the generic terms *pemuda-pemudi* ‘young men and women’. Then, data 39) uses the term *saudara-saudaraku* ‘our brothers and sisters’ as a generic term and *petani-petani kita* ‘our farmers’, *nelayan-nelayan kita* ‘our fishermen’, *buruh* ‘workers’, and *anak-anak muda* ‘young people’ as specific terms. Judging from its use, President Prabowo Subianto wanted to clarify the target focus and give special attention to what was being presented in his speech.

1.3.2. Grammatical Cohesion

Yuwono (2007) explains grammatical cohesion as the semantic relationship between elements at the grammatical level that is marked by grammatical tools. Grammatical cohesion is manifested through reference, ellipsis, substitution, and conjunction. However, in President Prabowo Subianto's speech at the 97th Youth Pledge Day celebration, only reference, ellipsis, and conjunction were found.

1.3.2.1. Reference

References or references relate to words and their meanings (Yuwono, 2007). In this case, several examples of data found about references are used, as follows

- 40) **Saudara-saudaraku**. para **pemuda** dan **pemudi** seluruh tanah air, dan di mana pun kalian berada. 'My brothers and sisters, young men and women throughout the country, wherever you are'
- 41) Masih terlalu banyak **saudara-saudara kita**, yang hidup dalam kesulitan. **Petani-petani kita** di sawah, **nelayan-nelayan kita** di laut, **buruh** di pabrik, **anak-anak muda** yang bekerja keras demi keluarganya. Kepada **mereka**, kita wajib memastikan bahwa seluruh rakyat Indonesia harus hidup layak. Sejahtera, sehingga bangga menjadi bagian dari bangsa besar ini. 'There are still too many of our brothers and sisters who live in difficult circumstances. Our farmers in the fields, our fishermen at sea, factory workers, young people who work hard for their families. To them, we must ensure that all Indonesian people have a decent life. Prosperous, so that they can be proud to be part of this great nation.'
- 42) Hari ini kita memperingati, sebuah tonggak sejarah penting, saat **pemuda Indonesia**, pada tahun 1928, meneguhkan tekad, yang menyatukan bangsa, bertumpah darah satu tanah air Indonesia, berbangsa satu bangsa Indonesia, dan menjunjung bahasa persatuan Bahasa Indonesia. **Mereka** yang pada saat itu berusia muda, tidak lebih dari 22, 23 24 tahun, hanya ingin satu hal. Indonesia merdeka, Indonesia bersatu, berdaulat, bermartabat. 'Today we commemorate an important milestone in history, when Indonesian youth, in 1928, strengthened their resolve to unite the nation, to shed blood for one homeland, Indonesia, to be one Indonesian nation, and to uphold the unifying language of Indonesian. Those who were young at the time, no more than 22, 23, 24 years old, wanted only one thing. An independent, united, sovereign, and dignified Indonesia.'
- 43) Bersama, kita buktikan bahwa Indonesia adalah bangsa yang kuat, yang adil, yang makmur, dan disegani dunia karena rakyatnya sejahtera. Sekali lagi **saya** ucapkan, selamat Hari Sumpah Pemuda

ke-97, tahun 2025. Pemuda-pemudi bergerak Indonesia bersatu. 'Together, we prove that Indonesia is a strong, just, prosperous nation that is respected by the world because its people are prosperous. Once again, I say, happy 97th Youth Pledge Day, 2025. The youth of Indonesia are united.'

In data 40), it is explained that the word *saudara-saudaraku* 'my brothers and sister' refers to young men and women throughout the country. This word indicates that President Prabowo Subianto positions himself as equal and close to *saudara-saudaraku* 'young men and women', even though he is the president of the Republic of Indonesia. Furthermore, data 41) President Prabowo Subianto uses *saudara-saudaraku* 'our brothers and sisters' to refer to *petani-petani kita* 'our farmers', *nelayan-nelayan kita* 'our fishermen', *buruh* 'workers', and *anak-anak muda* 'young people'. President Prabowo Subianto's use of the phrase our brothers and sisters to equate himself and his entire audience is an effort to increase awareness of several members of society who are still experiencing economic difficulties. The word *mereka* "they" refers to our farmers, fishermen, laborers, and young people, as mentioned earlier, and is used to emphasize the subject that has been presented to the audience. Then, the word *mereka* 'they' in data 42) explains about Indonesian youth who have been mentioned previously. The implication of the function of the word *mereka* is more or less the same as in data 41), which is to reemphasize the subject that has been presented previously to the audience. Finally, President Prabowo Subianto used the word *saya* 'i' in data 43) as a pronoun for the first person in formal speech. In this case, President Prabowo Subianto positioned himself as the head of state giving a speech in front of all circles.

1.3.2.2. Ellipsis

Yuwono (2007) describes ellipsis as a word or group of words in a sentence that is used to achieve coherence in discourse. In President Prabowo Subianto's speech commemorating the 97th Youth Pledge Day, several instances of ellipsis were found, as follows

- 44) *Selama masih ada anak muda Indonesia yang jujur, yang berani, dan setia kepada bangsa dan rakyatnya, Indonesia tidak akan pernah bisa dikalahkan [...].* 'As long as there are young Indonesians who are honest, brave, and loyal to their nation and people, Indonesia will never be defeated [...].'
- 45) *Cinta tanah air bukan hanya diucapkan [...], tapi harus dibuktikan [...] dengan kerja keras, disiplin, rela berkorban demi negara dan bangsa. keberanian membela, sekali lagi, keberanian membela kebenaran dan ketulusan melayani rakyat seluruhnya.* 'Love for the homeland is not only spoken [...], but must be proven [...] through hard work, discipline, and willingness to sacrifice for the country and the nation. The courage to defend, once again, the courage to defend the truth and the sincerity to serve the entire people.'
- 46) *Mereka yang pada saat itu berusia muda, tidak lebih dari 22, 23 24 tahun, hanya ingin satu hal. Indonesia merdeka, Indonesia bersatu, [...] berdaulat, [...] bermartabat.* 'Those who were young at that time, no more than 22, 23, 24 years old, wanted only one thing. An independent Indonesia, a united Indonesia, [...] sovereign, [...] dignified.'
- 47) *Karena itu saya berpesan, "Hai pemuda, jangan takut bermimpi besar, jangan takut gagal. Bangsa besar lahir dari pemuda yang berani, [...] yang mencintai bangsanya, [...] yang rela berkorban untuk rakyatnya. ersama, kita buktikan bahwa Indonesia adalah bangsa yang kuat, [...] yang adil, [...] yang makmur, dan [...] disegani dunia karena rakyatnya sejahtera* 'Therefore, I say, "Young people, do not be afraid to dream big, do not be afraid to fail. Great nations are born from young people who are brave, [...] who love their nation, [...] who are willing to sacrifice for their people.'
- 48) *Bersama, kita buktikan bahwa Indonesia adalah bangsa yang kuat, [...] yang adil, [...] yang makmur, dan [...] disegani dunia karena rakyatnya Sejahtera* 'Together, let us prove that Indonesia is a strong nation, [...] a just nation, [...] a prosperous nation, and [...] a nation respected by the world because its people are prosperous.'

In data 44), there is an ellipsis in the syntactic function of the object. In the object section, it is possible to fill in with another nation or another party and another form that is different from the narrative 'we' that is brought up through the word Indonesia. In 45), the syntactic function of the complement is not present. The complement position can be filled by *kita* 'I' or, in this case, by something that takes on the role of the agent. Furthermore, there is subject deletion in data 46). The subject position can be filled by *Indonesia* because the topic is discussing Indonesia. Then, there is an omission of the central element of the nominal phrase in data 47). The central element of the nominal

phrase can be filled with the word *pemuda* 'young man' because *pemuda* is the main topic in the utterance. The loss of the central element of the nominal phrase is also found in data 48). The position of the central element can be filled with the word *bangsa* 'nation' because it is in accordance with the discussion in the utterance.

Based on the data presented, it can be seen that ellipsis or omission is not necessarily a form of discourse cohesion. In President Prabowo Subianto's speech, the presence of ellipsis implies that the president emphasized certain topics. This is evident when traced based on the topics discussed. Data 44) emphasizes *tidak akan pernah bisa dikalahkan* 'that it will never be defeated', data 45) emphasizes *bukan hanya diucapkan* 'that it is not only spoken' and *tapi harus dibuktikan* 'but must be proven', data 46) emphasizes sovereignty and dignity, data 47) emphasizes *yang mencintai bangsanya* 'those who love their nation' and *yang rela berkorban untuk rakyatnya* 'are willing to sacrifice for their people', and 48) emphasizes *yang adil, yang makmur* 'those who are fair, prosperous' and *disegani dunia karena rakyatnya sejahtera* 'respected by the world because their people are prosperous'. In other words, President Prabowo Subianto emphasizes in data 45) that action must be taken for the country, and in data 44), 46), 47), and 48) he emphasizes the ideal conditions that he, as the president of Indonesia, must possess and aspire to.

1.3.2.3. Conjunction

Conjunctions or connectors, as explained by Yuwono (2017), are used to create grammatical cohesion, both within sentences and between sentences. Conjunctions are certainly used in everyday speech or writing, not only in the context of speeches. Therefore, the researcher only presents examples of conjunctions used in President Prabowo Subianto's speech celebrating the 97th Youth Pledge Day.

- 49) *Saudara-saudaraku. para pemuda dan pemudi seluruh tanah air, dan di mana pun kalian berada.* ' My brothers and sisters, young men and women throughout the country, wherever you may be.'

- 50) *Kepada mereka, kita wajib memastikan bahwa seluruh rakyat Indonesia harus hidup layak., sejahtera, sehingga bangga menjadi bagian dari bangsa besar ini.* To them, we must ensure that all Indonesians live decently and prosperously, so that they can be proud to be part of this great nation.'
- 51) *Selama masih ada anak muda Indonesia yang jujur, yang berani, dan setia kepada bangsa dan rakyatnya, Indonesia tidak akan pernah bisa dikalahkan. Karena itu saya berpesan, 'As long as there are young Indonesians who are honest, brave, and loyal to their nation and people, Indonesia will never be defeated. Therefore, I say this:'*
- 52) *Selama masih ada anak muda Indonesia yang jujur, yang berani, dan setia kepada bangsa dan rakyatnya, Indonesia tidak akan pernah bisa dikalahkan. Karena itu, saya berpesan,.. 'As long as there are young Indonesians who are honest, brave, and loyal to their nation and people, Indonesia will never be defeated. Therefore, I say this...'*

Examples of intrasentential conjunctions are represented in data 49), data 50), and data 51), while data 52) is an example of an intersentential conjunction. The intrasentential conjunction in data 49) is *dan*, which indicates addition, data 50) is *sehingga*, which indicates consequence, and data 51) is *yang*, which indicates expansion. Meanwhile, the inter-sentence conjunction *karena itu* "because of that" in data 52) conveys the meaning of consequence.

The presence of conjunctions, in addition to being related to discourse cohesion, also serves as a marker for the construction of the discourse itself. The use of the conjunction *dan* in data 49) by President Prabowo Subianto is so that all segments of Indonesian society can be mentioned, thereby ensuring that the discourse of equality and closeness applies to everyone. Furthermore, the use of the conjunction *sehingga* in data 50) by President Prabowo Subianto explains cause and effect to the audience and the public. Providing an explanation of the effect of a cause serves to strengthen the argument and discourse being produced. Then, the conjunction *yang* and *yang* presented in data 51) is used by President Prabowo Subianto to expand and provide a detailed description of the ideal characteristics of Indonesian youth that are good for the progress of Indonesia to the public and audience. Finally, the conjunction *karena itu* in data 52) also explains the discourse of consequences. In the previous sentence, President

Prabowo Subianto expressed his idea that Indonesia would be unbeatable if Indonesian youth were honest, brave, and loyal to the nation and state. Based on this, President Prabowo Subianto then delivered his message. Implicitly, President Prabowo Subianto used the conjunction “because of that” to connect or match the discourse while reinforcing the ideas he wanted to convey to the audience, especially the younger generation.

1.4. Text Structure

Fairclough (2025) explains text structure as the highest level of textual dimension analysis. Text structure is closely related to the large-scale arrangement of the text (Fairclough, 2025). Somad & Indriani (2010) explain the systematics of a speech, which includes 1) title; 2) opening greeting; 3) introduction; 4) content; 5) conclusion; and 6) closing greeting. Based on these two opinions, the following is the structure of President Prabowo Subianto's speech in commemoration of the 97th Youth Pledge Day.

Table 1. Identification of the Structure of President Prabowo Subianto's Speech at the 97th Youth Pledge Day Commemoration

No.	Speech	Speech Structure	Substructure of Speech
53)	<i>Bismillahirrahmanirrahim. Asalamualaikum warahmatullahi wabarakatuh. Salam sejahtera bagi kita sekalian. Shalom salve. Om swastiastu. Namo buddhaya. Salam kebajikan rahayu. Salam pemuda.</i>		Opening Greeting
54)	<i>Saudara-saudaraku. para pemuda dan pemudi seluruh tanah air, dan di mana pun kalian berada. Saya Prabowo Subianto, Presiden Republik Indonesia, atas nama pribadi, dan atas nama pemerintah mengucapkan selamat Hari Sumpah Pemuda ke-97 tahun 2025. 'My brothers and sisters, young men and women throughout the country, wherever you may be. I, Prabowo Subianto, President of the Republic of Indonesia, on behalf of myself and the government, would like to wish you a happy 97th Youth Pledge Day in 2025.'</i>		Introduction

<p>55) <i>Hari ini kita memperingati, sebuah tonggak sejarah penting, saat pemuda Indonesia, pada tahun 1928, meneguhkan tekad, yang menyatukan bangsa, bertumpah darah satu tanah air Indonesia, berbangsa satu bangsa Indonesia, dan menjunjung bahasa persatuan Bahasa Indonesia. Mereka yang pada saat itu berusia muda, tidak lebih dari 22, 23 24 tahun, hanya ingin satu hal. Indonesia merdeka, Indonesia bersatu, berdaulat, bermartabat. 'Today we commemorate an important historical milestone, when Indonesian youth, in 1928, strengthened their resolve to unite the nation, shed blood for the homeland of Indonesia, become one Indonesian nation, and uphold the unifying language of Indonesian. Those who were young at the time, no older than 22, 23, or 24 years old, wanted only one thing: an independent, united, sovereign, and dignified Indonesia.'</i></p>	<p>Content of the speech</p>	<p>History of the Youth Pledge</p>
<p>56) <i>Dan kini tugas kita adalah, melanjutkan perjuangan mereka melalui ilmu, kejujuran, disiplin, dan kerja keras. Kita harus isi, kemerdekaan kita. Kita harus membawa bangsa Indonesia menjadi bangsa yang maju, bangsa yang modern, bangsa yang sejahtera.' And now our task is to continue their struggle through knowledge, honesty, discipline, and hard work. We must fulfill our independence. We must lead the Indonesian people to become an advanced nation, a modern nation, a prosperous nation.'</i></p>		<p>Filling the moment of independence</p>
<p>57) <i>Perjuangan ini belum selesai. Masih terlalu banyak saudara-saudara kita, yang hidup dalam kesulitan. Petani-petani kita di sawah, nelayan-nelayan kita di laut, buruh di pabrik, anak-anak muda yang bekerja keras demi keluarganya. Kepada mereka, kita wajib memastikan bahwa seluruh rakyat Indonesia harus hidup layak, sejahtera, sehingga bangga menjadi bagian dari bangsa besar ini. Bangsa kita kaya, yang penting sekarang kita pandai menjaga dan mengelola kekayaan kita.' This struggle is not over yet. There are still too many of our brothers and sisters who live in hardship. Our farmers in the fields, our fishermen at sea, factory workers, young people who work hard for their families. We owe it to them to ensure that all Indonesians live decently and prosperously, so that they can be proud to be part of this great nation. Our nation is rich; what matters now is that we are wise in preserving and managing our wealth.</i></p>		<p>Social inequality</p>
<p>58) <i>Pemuda dan pemudi, kalianlah harapan dan kekuatan bangsa. Bangsa ini tidak akan maju tanpa semangat kalian, tanpa kerja keras kalian, tanpa cinta tanah air yang menyala di dada kalian, tanpa kepribadian kalian, tanpa keberanian kalian menegakkan kejujuran, dan keadilan 'Young men and women, you are the hope and strength of the nation. This nation will not progress without your enthusiasm, without your hard work, without the love for your homeland that burns in your hearts, without your character, without your courage to uphold honesty and justice.'</i></p>		<p>The role of youth</p>

59)	<i>Cinta tanah air bukan hanya diucapkan, tapi harus dibuktikan dengan kerja keras, disiplin, rela berkorban demi negara dan bangsa. keberanian membela, sekali lagi, keberanian membela kebenaran dan ketulusan melayani rakyat seluruhnya. 'Love for the homeland is not just spoken, but must be proven through hard work, discipline, and willingness to sacrifice for the country and the nation. Courage to defend, once again, courage to defend the truth and sincerity in serving all the people.'</i>	Acts of national defense
60)	<i>Selama masih ada anak muda Indonesia yang jujur, yang berani, dan setia kepada bangsa dan rakyatnya, Indonesia tidak akan pernah bisa dikalahkan. Karena itu saya berpesan, "Hai pemuda, jangan takut bermimpi besar, jangan takut gagal. Bangsa besar lahir dari pemuda yang berani, yang mencintai bangsanya, yang rela berkorban untuk rakyatnya 'As long as there are young Indonesians who are honest, brave, and loyal to their nation and people, Indonesia will never be defeated. Therefore, I say to you, "Young people, don't be afraid to dream big, don't be afraid to fail. Great nations are born from brave young people who love their country and are willing to sacrifice themselves for their people.'</i>	Expectations for Young People
61)	<i>Mari kita kobarkan semangat persatuan, semangat gotong royong, dan semangat untuk berbuat yang terbaik bagi negeri. Bersama, kita buktikan bahwa Indonesia adalah bangsa yang kuat, yang adil, yang makmur, dan disegani dunia karena rakyatnya sejahtera. Sekali lagi saya ucapkan, selamat Hari Sumpah Pemuda ke-97, tahun 2025. Pemuda-pemudi bergerak Indonesia bersatu. Terima kasih. 'Let us ignite the spirit of unity, the spirit of mutual cooperation, and the spirit to do our best for the country. Together, we will prove that Indonesia is a strong, fair, prosperous nation that is respected by the world because its people are prosperous. Once again, I would like to say, happy 97th Youth Pledge Day, 2025. The youth of Indonesia are united. Thank you.'</i>	closing
62)	<i>Wassalamualaikum warahmatullahi wabarakatuh. Salam sejahtera bagi kita sekalian. Shalom salve. Om santi shanti shanti Om Namo Buddhaya. Salam kebajikan. Salam pemuda Merdeka.</i>	Closing remarks

Based on the structure of President Prabowo Subianto's speech, the title of the speech was not mentioned. The structure of the speech was as follows: 1) opening remarks, 2) introduction, 3) main speech, 4) closing remarks, 5) closing remarks. The

opening greeting consists of interfaith and inter-belief greetings and youth greetings in line with the 97th Youth Pledge anniversary and the main target audience of Indonesian youth. Still in relation to the opening, President Prabowo Subianto wished everyone a happy 97th Youth Pledge Day. This speech was not merely an introduction, but also an effort by the president to combine discourse while reflecting respect and serving as a reminder of the youth pledge to the public. In other words, the president's actions can be portrayed as those of a nationalist statesman, remembering one of the Indonesian people's struggles to achieve independence, one of which was the youth pledge.

Then, the content of the speech was divided into six sub-themes, namely the historicity of the Youth Pledge, filling the moment of independence, issues of social inequality, the strategic role of youth for the nation, actions to defend the country, and President Prabowo Subianto's hopes for youth. President Prabowo Subianto used the sub-theme of the historicity of the Youth Pledge in data 55) to inform and remind the audience about the historic events that took place in 1928. The sub-theme of filling the moment of independence in data 56) was presented by the president to convey to the main audience the responsibilities of today's youth. In data 57), President Prabowo Subianto explained and informed the audience about the social inequality that still exists in Indonesia. President Prabowo Subianto then explained the strategic role of youth, as in data 58), namely as the determinants of the progress of the Indonesian nation. In data 59), President Prabowo Subianto also explained about defending the country as an active action for the progress of the people. In data 60), President Prabowo Subianto expressed his hope that the young generation of Indonesia would dare to dream and take action for the progress of the country.

Furthermore, President Prabowo Subianto conveyed an invitation to work together, maintain unity, and do the best for the country in the closing section. For him, all of that needs to be done to achieve progress for the Indonesian state. Finally, President Prabowo Subianto again used interfaith and inter-belief greetings as well as youth

greetings. However, President Prabowo Subianto used the greeting “merdeka” (independence) at the end of his closing remarks.

Based on the structure of the text, it can be seen that there is a major theme in President Prabowo Subianto's speech. This major theme is roughly “youth as the future of the nation.” President Prabowo Subianto expressed his hope that Indonesian youth would do their best for Indonesia. Therefore, President Prabowo Subianto implicitly conveyed a message of nationalism to the Indonesian people, especially the youth, through unity, mutual cooperation, and enthusiasm in advancing Indonesia through achievements and other concrete actions.

Discourse Practice

Discourse-rich practices, whether conscious or unconscious, are present in the formulation of social discourse to produce and transform societies based on social identity, social relations, knowledge systems, and beliefs (Fairclough, 2025). To shape and influence society, discourse needs to be produced, distributed, and consumed by the target audience (Fairclough, 2025). Based on this, the following is an analysis of discourse-rich practices found in President Prabowo Subianto's speech commemorating the 97th Youth Pledge Day.

1. Text Production

The first stage in discourse-rich practice is the production stage. This stage is crucial because social discourse must be presented first. In relation to speeches, the text was produced by Prabowo Subianto, the 8th President of Indonesia. The discourse was produced by President Prabowo Subianto in the form of a speech using formal language and persuasive style. Based on the evidence examined in the text, this discourse was presented to establish an identity and knowledge system for young people so that they could be actively involved in efforts to advance the Indonesian state.

The author of the text is certainly connected to his background. Prabowo Subianto began his career in the Indonesian National Armed Forces (TNI) and rose to become Commander of the Army Strategic Reserve Command (Pangkostrad) in 1998 (Chrisnandi & Iswandi, 2024). However, he later resigned. In 2008, Prabowo Subianto founded the Great Indonesia Movement Party (Gerindra). He ran for president in 2014 and 2019, but was unsuccessful. Prabowo Subianto then served as Minister of Defense in President Joko Widodo's Indonesia Onward Cabinet (Subianto, 2019). He then succeeded in becoming the 8th President of the Republic of Indonesia in 2024. Prabowo Subianto has written several books containing his views on Indonesia, namely *Strategi Transformasi Bangsa* 'Strategy for National Transformation' and *Paradoks Indonesia dan Solusi* 'The Indonesian Paradox and Solutions'. Based on this background, it can be assumed that President Prabowo Subianto is a nationalist.

2. Text Distribution

The second stage of discourse-rich practice is the distribution stage. At this stage, the discourse that has been produced is then distributed to the public or target audience. In the context of President Prabowo Subianto's speech, the discourse that had been produced was then uploaded to the Presidential Secretariat's YouTube channel. YouTube is a social media platform that focuses on the distribution of videos without duration or user restrictions. In this case, the Indonesian government has official social media channels, one of which is the Presidential Secretariat's YouTube channel. Through the description section, it is known that this YouTube channel is managed by the Press, Media and Information Bureau and has been on YouTube since January 21, 2019. In its distribution, the speech was uploaded on October 28, 2025, in line with the celebration of Youth Pledge Day, which is always celebrated every October 28, 2025.

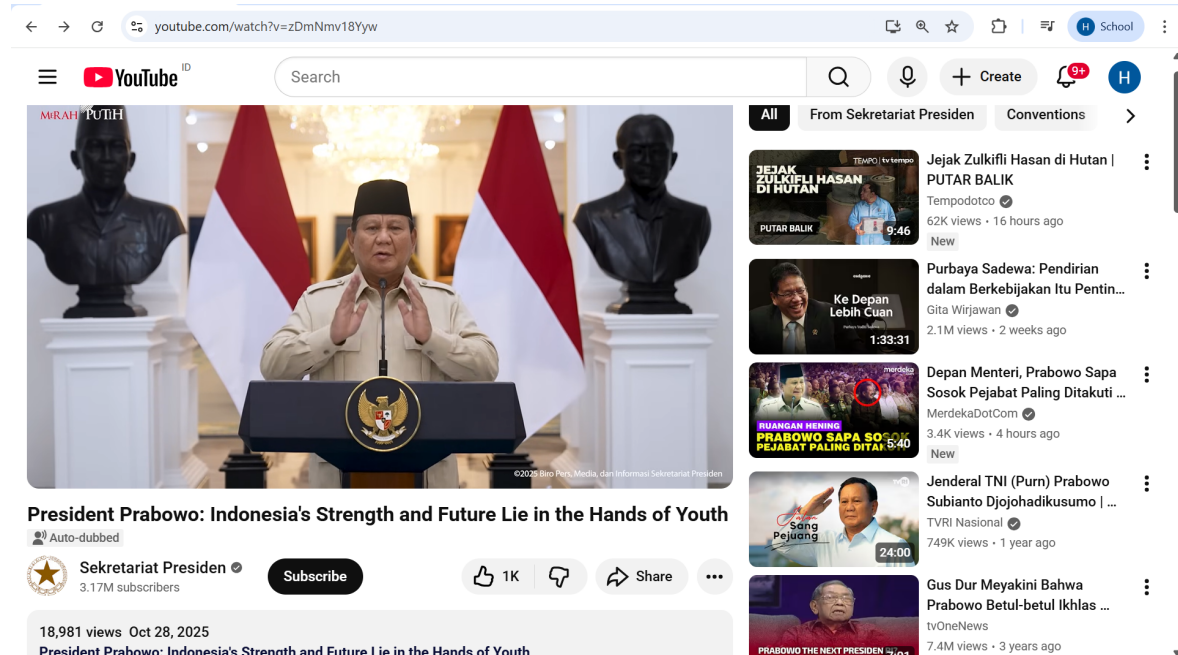


Figure 1. Screenshot of President Prabowo's speech video in commemoration of the 97th Youth Pledge Day. Clip at [0:10]. Source: <https://www.youtube.com/watch?v=zDmNmv18Yyw>.

As the official channel of the Indonesian government, the information presented, including speeches, can be used as a reference for Indonesian media reports. The media can redistribute the reports through their own mass media or YouTube channels. Examples of such distribution are on the KompasTV and MetroTV YouTube channels.

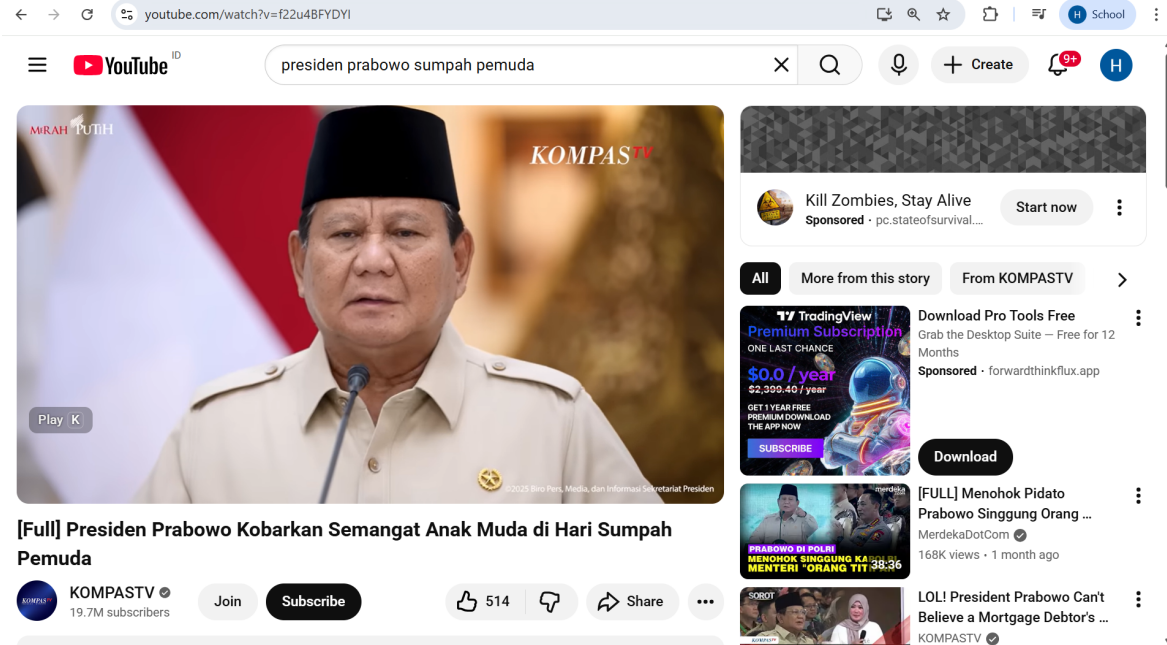


Figure 2. Screenshot of the KompasTV YouTube channel (2025, October 28) distributing President Prabowo's speech in its entirety on the occasion of the 97th Youth Pledge Day. Clip at minute [0:04]. Source: <https://www.youtube.com/watch?v=f22u4BFYDYI>.



Figure 3. Screenshot of the Metro TV (2025, October 29) YouTube channel producing news coverage and distributing President Prabowo's speech in

commemoration of the 97th Youth Pledge. Clip at minute [0:27]. Source:

<https://www.youtube.com/watch?v=9dWkVCXyf-M>.

Based on Figures 2 and 3, it is known that Indonesian media also distributed President Prabowo Subianto's speech in commemoration of the 97th Youth Pledge Day. There are two differences in the production methods used by KompasTV and Metro TV. KompasTV re-uploaded the video with the addition of a little information and a short clip at the beginning of the video, from 0:00 to 0:07. This is different from KompasTV, which packaged the news and provided additional narration, did not show the entire speech, and only reviewed and edited the original video in parts that were considered important. This shows that the distribution of President Prabowo Subianto's speech was not only carried out by the first producer, namely the Presidential Secretariat channel, but was also echoed by Indonesian media in various ways. As a consequence, the text or discourse delivered by President Prabowo Subianto could be amplified in its reach to various potential target audiences.

3. Text Consumption

The target audience or consumers of President Prabowo Subianto's speech on the 97th Youth Pledge Day are the Indonesian people, especially Indonesian youth. This can be seen from the topics used, such as the frequent use of the word *pemuda* "youth." However, the Indonesian people are also the target audience or consumers of the text or discourse. Although the president's speech does have a specific target audience, the official YouTube channel can be accessed by many parties. Considering that the YouTube channel is the official channel of the Indonesian government and that the president's speech is in Indonesian, the general target audience is the Indonesian people.

In the speech video, the comment section is not restricted. Therefore, all users have the same opportunity to comment. Based on observations on December 4, 2025, there were comments that were both pro and con. The majority of comments tended to

be pro, but there were still some con comments. The following is data in the form of images of one of the comments that supported and rejected the speech.

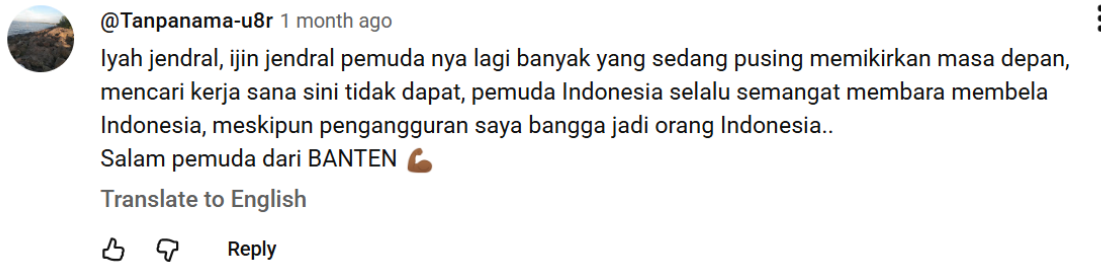


Figure 4. Screenshot of user comments agreeing with President Prabowo Subianto's speech on the occasion of the 97th Youth Pledge on the Sekretariat Presiden 'Presidential Secretariat YouTube channel'. Source: <https://www.youtube.com/watch?v=zDmNmv18Yyw>.

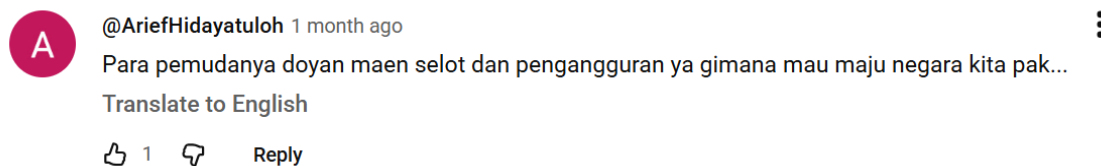


Figure 5. Screenshot of user comments agreeing with President Prabowo Subianto's speech on the 97th Youth Pledge in the Sekretariat Presiden 'Presidential Secretariat' YouTube channel. Source: <https://www.youtube.com/watch?v=zDmNmv18Yyw>.

Figure 4 shows an example of a comment agreeing with President Prabowo Subianto's speech. @Tanpanama-u8r explained several points that justified the president's discourse. User @Tanpanama-u8r justified the discourse that social inequality still exists by presenting the opinion that many young people are worried about their future and are unable to find work anywhere. The words *pemuda* "young people" and the phrase *pusing memikirkan masa depan* "worried about the future," as well as the phrase *mencari kerja sana-sini tidak dapat* "looking for work here and there but unable to find any," are evidence of a positive reaction to the president's discourse on social justice. The content of the speech on social inequality is then amplified by the presence of the function of description, even though unemployment and the word *saya* "I" occupy the subject. Based on this, it is indicated that @Tanpanama-u8r is among those experiencing difficulties or inequality.

Uniquely, @Tanpanama-u8r also supports President Prabowo Subianto's speech regarding the text discourse, namely about the spirit of Indonesian youth defending their

country. This can be seen from his opinion about Indonesian youth, who he describes as always being passionate about defending Indonesia. @Tanpanama-u8r also expresses his feelings through the statement, *meskipun pengangguran, saya bangga jadi orang Indonesia* “Despite being unemployed, I am proud to be Indonesian.” The use of the words *semangat* “spirit” and the phrase *membela negara* “defending Indonesia” in his opinion, along with the expression using the words *bangga* ‘proud’ and the phrase *menjadi orang Indonesia* “being Indonesian,” serve as evidence of the reinforcement and clear communication of the president's views on the ideal youth who can drive Indonesia toward greater development.

Unlike image 4, image 5 presents an example of a comment that disagrees with President Prabowo Subianto's speech. The implication of this disagreement is explained in the sentence *para pemudanya doyan maen selot dan pengangguran* “The youth are addicted to gambling and unemployment.” The account @AriefHidayatulloh posted a comment disagreeing with President Prabowo Subianto's speech. The president produced a discourse containing hopes for Indonesian youth to do their best for the Indonesian nation. However, @AriefHidayatullah countered this idea with his opinion that today's youth like to gamble online and many are unemployed. The next sentence is *ya gimana mau maju negara ini pak* “how can this country progress, sir?” with the implication that the progress of this country contradicts the president's idea of placing hope in Indonesian youth to advance the Indonesian nation.

Social Practice

This dimension of social practice is the largest dimension, with connections between text, discourse-laden practices, and the social impact of discourse (Fairclough 2025). Fairclough (2025) explains that in social practice, ideology and hegemony influence discourse. Ideology is a crucial point of discourse because it reveals the identity that is present and manifested in the structure or order of discourse (Fairclough, 2025).

Fairclough (2025) uses Gramsci's opinion on ideology, which is a conception of the world that is implicitly realized through economic, legal, and artistic activities and explains the patterns of collective or individual life. The discourse ideology of President Prabowo Subianto's speech on the 97th Youth Pledge is nationalism. This can be concluded through the textual dimension and discourse practice. In the textual dimension, the use of words, grammar, coherence, and text structure in the speech shows President Prabowo Subianto's emphasis and expectations for the youth to take concrete actions that can contribute to the progress of the country and the welfare of society. In terms of discourse practice, the elements of production, distribution, and consumption of the text

are also intertwined with nationalism. In terms of text production, this speech was produced to commemorate the 97th Youth Pledge on October 28, 2025. The Youth Pledge is an important historical event that involved the awareness and role of young people in uniting to achieve unity. The discourse was then produced and addressed to the public, especially to Indonesian youth. In terms of discourse practice, the elements of production, distribution, and consumption of the text are also intertwined with nationalism. In terms of text production, this speech was produced to commemorate the 97th Youth Pledge on October 28, 2025. The Youth Pledge is an important historical event involving the awareness and role of young people to unite to achieve unity. The discourse was then produced and addressed to the public, especially to Indonesian youth. Through his speech, President Prabowo Subianto emphasized the role of youth in contributing to the country through various concrete actions. Furthermore, President Prabowo Subianto is a nationalist, as seen from his track record and published books. In terms of text distribution, this speech was disseminated through the Presidential Secretariat's YouTube channel on October 28, 2025, the same date as the Youth Pledge was agreed upon. This speech was then redistributed by other media outlets, thereby expanding its reach to the target audience. Finally, in terms of text consumption, Indonesians can access the speech and comment on it via the video's comment section. The public response seen in the comments shows that the discourse presented has sparked both pros and cons. The majority of the public supports the discourse by showing a strong sense of nationalism, while on the other hand, there are also those who doubt and see the irony of this discourse of nationalism by comparing it with the existing reality.

Meanwhile, according to Fairclough (2025), the concept of hegemony is dominance in various spheres, such as the economy, culture, politics, and ideology of society. The concept of dominance can be seen from the presence and circulation of discourse from President Prabowo Subianto's speech on the 97th Youth Pledge. President Prabowo Subianto, as head of state and head of government, has the ability to produce, distribute, and influence public opinion. In producing texts, the president and/or government are able to take advantage of certain moments, such as the Youth Pledge anniversary. The distribution of discourse can be carried out by the government through official media as well as non-government media, such as the 97th Youth Pledge anniversary speech, which was distributed on the government's official YouTube channel and redistributed by non-government media. Through the production and distribution of discourse, the president and/or government have the ability to influence public opinion. This can be seen from the way the public assessed the discourse on nationalism in

President Prabowo Subianto's speech commemorating the 97th Youth Pledge, with the majority agreeing with it.

Discussion

Norman Fairclough's critical discourse analysis model covers three dimensions: textual dimension, discourse practice dimension, and social practice dimension. The textual dimension is based on four main headings, namely vocabulary, grammar, cohesion, and text structure (Fairclough, 2025). In this study, President Prabowo Subianto's speech used these four themes to present a grand discourse calling for the contribution of Indonesian youth as a pillar of Indonesia's progress. This grand discourse is then manifested into several sub-discourses based on text structure, namely the history of the youth pledge, filling the moment of independence, social inequality, the role of youth, actions to defend the country, and expectations for youth. These sub-discourses do not exist independently, but are a coherent part of the grand discourse. The sub-discourses are also explained by the presence of words and the connections between them. The image represented by the interconnection of words and groups of words is a manifestation of the emphasis on the sub-discourse of word structure, presenting a message of inclusiveness, as well as a message of concern and unity towards various groups in society, especially those experiencing social inequality.

The practice dimension of discourse is closely related to text production, text distribution, and text consumption (Fairclough, 2025). President Prabowo Subianto's speech in commemoration of the 97th Youth Pledge Day was designed to foster nationalism and love for the country among the people, especially Indonesian youth, as well as to encourage active participation in building the Indonesian state. President Prabowo Subianto, as a text producer, has a background closely related to state affairs, such as a military career, chairmanship of the Gerindra party, Minister of Defense, and becoming the 8th President of Indonesia. The distribution was through government media, namely the Presidential Secretariat's YouTube channel, as well as non-government media, to reach a wide audience. The result of this dissemination is the consumption of the text by the public and can generate feedback in the form of statements of agreement or disagreement with the discourse through the comments section.

Finally, President Prabowo Subianto's speech implicitly explained the ideology of nationalism and the hegemony of the president and/or government in shaping public understanding, especially among the younger generation. The ideology of nationalism can be understood by connecting the text, the interpretation of the text's purpose, and the background of President Prabowo Subianto as the producer of the text. The hegemony

of the president and/or government can be understood through their ability to create and distribute discourse and control public perception of the ideal Indonesian youth, namely those who play an active role and are willing to do their best for the country of Indonesia.

Utilizing Norman Fairclough's critical discourse analysis framework, President Prabowo Subianto's address conveys a comprehensive perspective on the crucial contribution of youth as vital backers of national progress. This is achieved by merging the way the speech is composed, its utilization in dialogue, and its relationship to real-world activities. Regarding the delivery and dissemination of the speech, it was designed to enhance national pride and engage the youth. This was achieved by leveraging the president's authority and influence in conjunction with mass media. Regarding real-life actions, the speech demonstrates the concept of nationalism and how the government shapes public perceptions of what an exemplary Indonesian youth should embody: open-minded, empathetic individuals who contribute to the nation.

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