



## Analysis of Ideology in Prabowo's Speech at The G20 Summit

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### Abstract

This study analyzes the ideological content of Prabowo Subianto's speech at the G20 Summit using Norman Fairclough's Critical Discourse Analysis (CDA) framework. The research aims to explore how Prabowo constructs political narratives around food security and the Gaza conflict to reinforce Indonesia's domestic and global positioning. The analysis focuses on three CDA dimensions: micro (text), mezzo (discursive practice), and macro (social practice), exploring how language reflects and shapes ideology and power. By examining linguistic features, discursive practices, and broader social contexts, the study reveals how language is employed to legitimize leadership, align national priorities with international values, and advocate for multilateral cooperation. The findings show that Prabowo's rhetorical strategies effectively merge national interests with global concerns, reflecting Indonesia's aspirations as a representative of the Global South and a proponent of peace, justice, and sustainable development.

**Keywords:** *Critical Discourse Analysis, Fairclough, Ideology, Political Speech, G20 Summit*

### Abstrak

Penelitian ini menganalisis konten ideologi pidato Prabowo Subianto di KTT G20 menggunakan pendekatan Analisis Wacana Kritis (CDA) Norman Fairclough. Penelitian ini bertujuan untuk mengeksplorasi bagaimana Prabowo membangun narasi politik seputar ketahanan pangan dan konflik Gaza untuk memperkuat posisi domestik dan global Indonesia. Analisis ini berfokus pada tiga dimensi CDA: mikro (teks), mezzo (praktik diskursif), dan makro (praktik sosial), mengeksplorasi bagaimana bahasa mencerminkan dan membentuk ideologi dan kekuasaan. Dengan fitur linguistik, praktik diskursif, dan konteks sosial yang lebih luas, penelitian ini mengungkap bagaimana bahasa digunakan untuk melegitimasi kepemimpinan, menyelaraskan prioritas nasional dengan nilai-nilai internasional, dan mengadvokasi kerja sama multilateral. Temuan menunjukkan bahwa strategi retorika Prabowo secara efektif menggabungkan kepentingan nasional dengan masalah global, yang mencerminkan aspirasi Indonesia sebagai perwakilan Global South dan pendukung perdamaian, keadilan, dan pembangunan berkelanjutan.

**Kata kunci:** *Analisis Wacana Kritis, Fairclough, Ideologi, Pidato Politik, KTT G20*

### Introduction

Speeches are the primary communication medium for political leaders to convey ideologies, goals, and policies to global audiences. In the era of growing globalization, international meetings such as the G20 Summit have become an important platform for countries to discuss and collaborate on global challenges. The G20 Summit, which consists of the world's largest economies, serves as an economic forum and a place for

countries to express their political and policy beliefs. In such a situation, the speeches delivered by the country's leaders are essential as they can express their political beliefs, principles, and priorities. Prabowo Subianto's speech at the G20 Summit is interesting to analyze because it raised two crucial issues: food security and the conflict in Gaza. As the president-elect of Indonesia, Prabowo used this momentum to convey his vision and priorities in international forums. In his speech, he highlighted the importance of addressing hunger and poverty in Indonesia and called for a ceasefire in Gaza. Prabowo also emphasized the role of education and free meal programs as part of a national strategy to tackle poverty. This reflects an understanding that education is key to empowering communities and reducing dependence on external aid. The selection of this speech is also based on its relevance to Indonesia's position in global political dynamics, where developing countries often face challenges in promoting their agenda before developed countries (Wahyuni&Syamsi, 2021). Fairclough's Critical Discourse Analysis (CDA) emphasizes the role of language in shaping and reflecting social structures, power relations, and ideologies. Fairclough (1993) defines discourse analysis as an approach that explores how discourse not only reflects social reality but also contributes to the formation and change of that reality. He argues that language is a powerful tool in building and maintaining power, as well as in shaping society's ideology. In political speech, discourse is often used as a tool to articulate ideology and strengthen political legitimacy. This helps in analyzing how ideologies are constructed and maintained through discourse, as seen in political speeches (Azizah & Putra, 2024). In the context of political speeches, discourse analysis can reveal how state leaders use language to articulate positions and responses to global issues, including food challenges and the conflict in Gaza.

Fairclough asserts that political speech is an important tool to shape public opinion and legitimize power. In this context, Prabowo's speech at the G20 Summit can be analyzed to identify how he uses language to build a narrative about the importance of food security and peace in Gaza. In previous studies, the use of CDA in the analysis of political speeches has helped uncover the rhetorical strategies that global leaders use to mobilize support. For example, an analysis of Erdogan's speech at the UN showed how the leader used metaphors and inclusive pronouns to build solidarity and influence the audience (Sarwat et al., 2024). (Fairclough, 2003) suggests that discourse analysis consists of three main dimensions: text, discursive practice, and social practice. Each dimension plays a crucial role in understanding how discursive functions within societal contexts.

1. **Text:** This dimension focuses on the micro-level linguistic analysis, including vocabulary, grammar, and rhetorical style. Fairclough posits that language is not neutral; rather, it carries ideological implications that can influence perceptions and social relations (Mudiawati et al., 2023)
2. **Discursive Practices:** The process of text production and consumption, which includes how discourse is constructed and understood by audiences. It considers how the context in which the speech is delivered-such as the G20 Summit affects its reception and interpretation.
3. **Social Practices:** The social, political, and ideological contexts that are influenced by discourse. Fairclough (1995) emphasizes that language reflects and reproduces social relations of power. Analyzing Prabowo's speech in light of Indonesia's

political landscape allows for an exploration of how his rhetoric reinforces or challenges existing ideologies and power dynamics. This refers to whether Prabowo's discourse is anchored in substantive ideological frameworks (e.g., nationalism, authoritarian leanings, populism, anti-globalism, etc.), and if the study identifies consistent themes or doctrinal commitments beyond surface-level strategy.

Applying Norman Fairclough's CDA framework to Prabowo Subianto's speech at the G20 Summit reveals significant insights into the relationship between language, ideology, and power. Through a detailed examination of text, discursive practices, and social practices, it can uncover the ideological underpinnings that inform political discourse in Indonesia. Thus, this research aims to delve deeper into how Indonesian leaders construct narratives that reflect national aspirations and the rhetoric used to promote ideologies in the context of global politics. Previous studies have shown the importance of Critical Discourse Analysis (CDA) in uncovering ideology and the power of language in political and public speeches. Tanjung and Putri (2024) analyzed Narendra Modi's speech using Van Dijk's CDA model, which revealed that the ideologies of nationalism, socialism, and traditional values were prominent through the use of positive language to build the image of a strong leader during the COVID-19 pandemic. On the other hand, Azizah and Putra (2024) used Fairclough's three-dimensional CDA framework to study the speeches of Education Ministers Nadiem Makarim and Muhadjir Effendy, finding that their speeches reflected linguistic strategies that created ideological connections with the audience. Nadiem emphasized post-pandemic education recovery with creative and natural language, while Muhadjir used formal rhetoric to promote cultural and educational synergy. Both studies highlight how leaders use language to convey ideology, build power and influence public opinion, proving the effectiveness of CDA in analyzing hidden ideological narratives.

An approach often used to study how politicians interact with the public through speeches, interviews, and social media posts is critical discourse analysis. Critical discourse analysis is also an approach to studying how language is used to maintain power and influence public opinion (Tanjung & Putri, 2024). The application of CDA is shown to be a useful approach to analyzing political speeches and uncovering their ideological commitments (Koussouhon & Dossoumou, 2015). Critical Discourse Analysis (CDA) based on Norman Fairclough's theory was chosen because it reveals the relationship between language, power, and ideology in the text of political speeches. Ideologies, as shared beliefs about what is acceptable or valued in a society, are present in various aspects of everyday life, including education, public discourse, and popular culture (Montgomery et al., 2024). In analyzing the speech, Fairclough's discourse analysis theory is appropriate. This theory offers a framework for understanding how language functions in social and political contexts, as well as how discourse can shape and be influenced by power. Further, the three-dimensional model of CDA proposed by Fairclough (2013) includes text analysis, discursive practice, and social practice. Using this approach, this research will examine how Prabowo used language in his speech to articulate the challenges facing Indonesia and how he encouraged international cooperation to address these issues. This will include an analysis of his word choice, argument structure, and the way Prabowo links local

issues to the global context. The interaction of power in discourse highlights how ideology is perpetuated through the strategic use of language, influencing audience perceptions (Al Amery, 2023). This approach is relevant to uncovering how ideologies about food security and the Gaza conflict are produced, distributed, and perceived by international audiences.

This research aims to identify and analyze the ideological narratives contained in Prabowo Subianto's speech at the G20 Summit. In addition, this study also aims to explore how Prabowo frames the issue of food security and the conflict in Gaza through an ideological perspective. Another objective of this research is to gain an understanding of the rhetorical strategies Prabowo used to strengthen Indonesia's political position in global forums and create solidarity with the international community. This research is significant in the context of political communication studies and discourse analysis. By looking at ideological narratives in Prabowo's speech, this research provides an understanding of how political leaders use language and rhetoric to convey certain political agendas and principles. In addition, looking at the issue of food security and the Gaza conflict from an ideological perspective helps reveal how global issues are politicized and leveraged to gain international as well as domestic support. This research seeks to fill the gap in the literature related to the analysis of ideology in Indonesian political speeches in international forums. Prabowo's speech at the G20 Summit is a relevant case study to explore how food issues and the Gaza conflict are used as ideological elements in building political narratives. This research is also important for expanding our understanding of how discourse shapes policy and public perception in international forums.

## Method

This research uses a descriptive qualitative approach with the Critical Discourse Analysis (CDA) method developed by Norman Fairclough. Suryabrata (2010) states that qualitative refers to something related to aspects of quality, value, or meaning that lies behind the facts and is explained through linguistics, language, or words. CDA was chosen for its ability to reveal the relationship between language, power, and ideology in political texts (Fairclough, 2013). Fairclough's three-dimensional model-including text analysis, discursive practices, and social practices will be used to analyze how Prabowo's speech builds ideologies. This approach is suitable for exploring political speeches that are often used to shape narratives and legitimize power (Almasi Moghaddam, 2024). To analyze Prabowo Subianto's speech at the G20 Summit, this study used data from the YouTube platform. YouTube is the most frequently used media to disseminate political speeches and events to a wide audience, thus providing access to the full and original version of the speech that was the subject of the study. The main data source of this research is the video of Prabowo Subianto's speech at the G20 Summit, which was uploaded to YouTube by the Presidential Secretariat on Thursday, November 19, 2024. the speech is accessed via YouTube, factors like editing, framing, and selective availability might influence what researchers can analyze. The medium itself filters the message The data for this research was collected using qualitative methods through transcript analysis and video observation. This method was chosen because it allowed researchers to thoroughly

study how Prabowo Subianto's speech at the G20 Summit built ideology through language and non-verbal elements. The data analysis in this study used the Critical Discourse Analysis (CDA) approach developed by Norman Fairclough, which includes three main dimensions: text analysis, discursive practices, and social practices. This approach allows researchers to identify how ideology and power are reproduced through language in Prabowo's speech at the G20 Summit, as well as understand how the socio-political context affects the production and reception of the speech (Fairclough, 2013).

## Result and Discussion

The results of this study are derived from a detailed application of Norman Fairclough's Critical Discourse Analysis (CDA) model to Prabowo Subianto's speech at the G20 Summit, focusing on how language functions as a vehicle for ideology and power. The use of discourse, spoken or written texts, and discursive events are studied from a sociocultural perspective in the Fairclough Framework (Weiss & Wodak, 2003). Fairclough's three dimensions are described in the following table.

Table 1. Fairclough's Three Dimensions

Level	Description
Micro-level	The use of cohesion, coherence, grammar, topic, modalities, and linguistic structures in the text or script.
Mezzo-review	The production and consumption of the texts are examined at this level, with a focus on the connections between power relations.
Macro-level	The texts influence the social environment's situational, institutional, and social levels.

The discussion interprets the results of the discourse analysis to reveal the deeper ideological implications behind Prabowo Subianto's language use at the G20 Summit. Through strategic rhetoric, Prabowo not only reinforced his legitimacy as a national leader but also constructed a powerful narrative aligning Indonesia's domestic priorities with global concerns.

### Micro Level

In the micro dimension of Fairclough's theory, the analysis involves textual aspects, including the choice of diction, grammatical structure, and rhetorical style used in Prabowo's speech at the G20 Summit. The relevant data includes:

#### Diction

**"For countries like Indonesia to overcome poverty and hunger is a matter of vital national interest."**

This diction reflects the country's crucial and strategic priorities for creating policies by linking them to pressing national needs. This shows the country's prioritization of poverty and hunger as strategic issues.

**“Free meals for our children is a vital part of our strategy.”**

This diction shows an approach that is based on human needs and provides concrete examples of government policies. It shows concern for vulnerable global audiences. This choice of diction shows an attempt to foster empathy through inclusive discourse (Mustafa, 2023).

### **Repetition**

#### **“Poverty and hunger”**

This phrase is repeated several times in the speech, creating emphasis on the main issue to be conveyed. By repeating this phrase, Prabowo ensures that the audience's attention is focused on the central issue. This repetition serves as a tool to reinforce the urgency of the issue and build a narrative that the issue is a top priority.

#### **“Education”**

The repetition of this word is used to emphasize long-term solutions to poverty and hunger. It emphasizes the belief in education as a driver of social change and suggests a direct link between education and improvements in quality of life. Such repetition is described in Fairclough's theory (2003) as an attempt to legitimize ideology at the micro level, where education is considered the main mechanism for social and economic transformation (Hermawan & Hamdani, 2023).

### **Rhetorical Style**

**“I was elected on the issue of poverty and hunger, therefore I'm very happy to be involved in this G20 Summit.”**

This sentence emphasizes that Prabowo was elected because of his focus on key issues such as poverty and hunger. By stating “I was elected,” he uses a rhetorical style of self-legitimization that serves to reinforce his political authority before a global audience. This sentence uses elements of rhetorical style to convey a strong core message, namely that Prabowo is bringing a domestic mandate to the global stage. This strategy strengthens his personal and ideological narrative in international discourse.

### **Mezzo Level**

Fairclough's theory (2003) emphasizes discursive practices, i.e. how discourses are created, distributed, and consumed in a particular social context. This level shows how the text is created and used. The transcript of Prabowo Subianto's speech was

provided by the Presidential Secretariat on November 19, 2024. For the benefit of all Indonesians, their speeches were written by themselves and distributed through the Presidential Secretariat channel. The mezzo level discussion, as can be seen from the transcript of Prabowo's speech, includes the relationship between the text of the speech and its audience, how the message is designed to fulfill political goals and the role of social context in shaping and directing the content of the speech.

### **Text Production**

In his speech at the G20 Summit, Prabowo stated, **"I was elected on the issue of poverty and hunger,"** linking his responsibility as president of Indonesia with international relevance. This text production was influenced by the need to demonstrate commitment to global agendas (such as alliances against poverty and conflict). To increase trust in the global forum, the production of this text capitalized on his political legitimacy.

### **Text Distribution**

The G20 Summit forum became the main distribution channel for this speech, where the audience consisted of world leaders and international organizations. Phrases such as **"Indonesia supports the global South"** and **"We also urge all countries of the G20 to address the issue of conflict"** are designed to reinforce Indonesia's position as an advocate for the global South, garnering support for humanitarian issues and sustainable development. This reflects a diplomatic strategy in a multilateral context. This distribution also included the global media covering the speech, allowing the message to spread to a wider audience, both domestic and international.

### **Text Consumption**

The consumption of this text occurs on two levels. First, it is consumed by leaders of countries and international organizations, who will hopefully respond to Indonesia's call for multilateral cooperation and peace. Second, it is consumed by domestic audiences, who will see the speech as evidence of the government's concern for the common people. The message in the speech is oriented for consumption by a global audience, focusing on universal themes such as poverty, hunger, peace, and stability. Phrases such as **"Only by peace and stability can we overcome poverty and hunger"** connect Indonesia's domestic issues with values relevant to an international audience, creating a narrative that is acceptable to all parties. Prabowo created a strong resonance among Indonesians by emphasizing his electoral mandate in his speech.

### **Macro Level**

At the macro level, Fairclough's theory (2003) emphasizes that discourse shows and influences ideological relationships, social structures, and power. Global themes such as poverty, hunger, education, and geopolitical stability were discussed in Prabowo's speech. The speech not only conveyed Indonesia's vision domestically but also aligned it with the global agenda, emphasizing the role of the state in global diplomacy.

## **Global Issues of Poverty and Hunger**

Prabowo stated that **“poverty and hunger as the focal point of this G20 session”** and **“The Global Alliance against poverty and hunger”** show that poverty and hunger are structural problems experienced not only by developing countries but also a common problem. This speech was delivered at the G20 Summit to show that international cooperation is needed to face challenges around the world. The speech also reinforced the story of global solidarity by linking domestic issues with international platforms.

## **Geopolitics and Global Peace**

Phrases like **“urgently immediate ceasefire in Ukraine and in Gaza”** show how important it is for G20 countries to work together to stop conflicts and create geopolitical stability. The call for a ceasefire reflects the view that the conflicts in Ukraine and Gaza have a transnational impact that affects the political and economic stability of the world. It demonstrates the belief that peace is the foundation of social and economic well-being, both at the national and global level.

## **Indonesia’s Position in the Global South**

Statements such as **“Indonesia supports the global South”** show how Indonesia helps developing countries and emphasizes the importance of global justice and cooperation in forums such as the G20. The study emphasizes Indonesia’s positioning in the Global South, a more critical account would explore how different international audiences decode Prabowo’s rhetoric through their own ideological and geopolitical filters, making his discourse a contested and multi-layered performance rather than a singular narrative.

Support for the Global South also demonstrates Indonesia's commitment to a multilateral approach to fighting conflict, poverty, and hunger. By supporting the Global South, Indonesia articulates an ideology of global equality and collaboration that contests power and resources in the international system. This discourse reflects global values and justice, resulting in a coalition to strengthen the voice of developing countries in global forums. It affirms Indonesia's position as a developing country that has the ability to help create geopolitical balance.

## **Conclusion**

The analysis restricted mainly to textual features. This research focuses on analyzing Prabowo Subianto's speech at the G20 Summit using Norman Fairclough's Critical Discourse Analysis (CDA) approach, revealing how ideologies are represented through language, discursive practices, and social practices. The speech highlighted two main issues: food security and global peace, designed to connect Indonesia's domestic priorities with the global context. At the micro level, language analysis shows strategic use of diction such as “poverty and hunger” as well as rhetoric that emphasizes commitment to these issues. At the mezzo level, the speech production



and distribution process reflect efforts to mobilize international and domestic support, particularly through platforms such as the G20 Summit and global media. At the macro level, the speech positions Indonesia as an advocate for the Global South, emphasizing Tsolidarity, global justice, and multilateral cooperation to address structural challenges such as hunger, conflict, and global inequality.

The speech reinforced Prabowo's leadership narrative and emphasized Indonesia's important role in international diplomacy. Prabowo succeeded in creating a strong ideological narrative, advocating for shared prosperity, and supporting stability as a condition for local and global economic and social development by aligning national challenges with the global agenda. The overall analysis confirms the importance of language in building power relations, mobilizing support, and creating solidarity in the realm of international politics, making this speech an important study in political communication and ideological analysis. It shows how Indonesian political discourse is not merely reactive or peripheral but actively shaping narratives about sovereignty, development, and postcolonial identity in international.

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