

**A RHETORICAL STYLE ANALYSIS OF PRESIDENT
PRABOWO SUBIANTO AND SUSILO BAMBANG
YUDHOYONO'S SPEECH AT APEC CEO SUMMIT USING
ARISTOTELIAN PERSPECTIVE**



THESIS

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**ENGLISH EDUCATION STUDY PROGRAM
FACULTY OF TEACHER TRAINING AND EDUCATION
MUHAMMADIYAH UNIVERSITY OF BENGKULU**

2026

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APEC CEO SUMMIT USING ARISTOTELIAN PERSPECTIVE**



THESIS

Submitted to

Faculty of Teacher Training and Education

Universitas Muhammadiyah Bengkulu

To fulfill one of the requirements for completing the Bachelor of
Education program.

By

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NPM 2088203031

**ENGLISH EDUCATION STUDY PROGRAM
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APPROVAL SHEET

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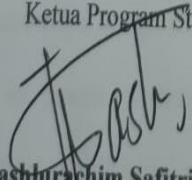
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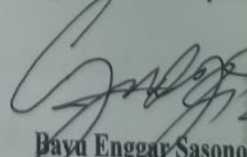
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Bengkulu, 10 Maret 2026

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PREFACE

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

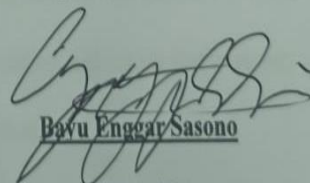
The author praises and thanks Allah SWT for all blessings, guidance, and grace so that this thesis could be completed successfully. The thesis is titled "*A Rhetorical Style Analysis of President Prabowo Subianto and Susilo Bambang Yudhoyono's Speech at APEC CEO Summit Using Aristotelian Perspective*" This thesis was written as one of the requirements for completing studies in the English Education Study Program, Faculty of Teacher Training and Education, Muhammadiyah University Bengkulu, Academic Year 2025. This thesis was written due to the author's interest in linguistic studies, particularly rhetorical analysis in political speeches at international forums. Language not only functions as a means of conveying messages, but also as a strategic instrument in constructing meaning, shaping images, and influencing audiences. Through an Aristotelian approach that emphasizes the elements of ethos, pathos, and logos, this research seeks to examine in depth the rhetorical strategies used by two Presidents of the Republic of Indonesia in their speeches at the APEC CEO Summit as a form of persuasive communication in a global context.

In the process of writing this thesis, the author realizes that there are various challenges and limitations. However, thanks to the guidance, support, and assistance from various parties, this thesis can be completed well. Therefore, the author would like to express his deepest gratitude to the supervising lecturer who has provided consistent direction, input, and guidance during the research and writing process. Gratitude is also extended to all lecturers of the English Education

Study Program, Faculty of Teacher Training and Education, Universitas Muhammadiyah Bengkulu, who have provided knowledge and academic experience during the research period.

The author would also like to thank his beloved family for their prayers, moral support, and unwavering motivation, as well as his fellow students who have provided encouragement, assistance, and academic discussion during the process of completing this thesis. The author realizes that this thesis still has limitations and is not yet perfect. Therefore, constructive criticism and suggestions are highly appreciated for the improvement of future research. Finally, the author hopes that this thesis can make an academic contribution, particularly in the development of linguistic, rhetorical, and discourse analysis studies, and can serve as a reference for future researchers.

Bengkulu, 10 Maret 2026



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Alhamdulillahirobbil‘alamin. All praise and gratitude are offered to Allah SWT for His mercy and blessings, so that this thesis entitled “*A Rhetorical Style Analysis of President Prabowo Subianto and Susilo Bambang Yudhoyono’s Speech at APEC CEO Summit Using Aristotelian Perspective*” can be completed successfully. The preparation of this thesis would not have been possible without the assistance, guidance, and support of various parties. Therefore, on this occasion, the author would like to express his deepest gratitude to:

1. My parents, Mr. Agus Widyatmoko and Mrs. Siti Nurhayati, who have provided me with knowledge, motivation, and encouragement that has been very meaningful throughout my studies.
2. Mam Washlurachim Safitri, M.Pd, Head of the English Education Study Program at Muhammadiyah University Bengkulu, who has provided guidance, motivation, and assistance throughout the author's research.
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7. My fellow students in the English Education program, Herly, Perot, Anderrr, Dolatt, and others who cannot be mentioned one by one, who have provided support, assistance, and encouragement during the process of writing this thesis.

The author realizes that this thesis still has limitations and is far from perfect. Therefore, constructive criticism and suggestions are highly appreciated as material for future improvements. Hopefully, this thesis can provide benefits and contributions to the development of science, especially in the fields of linguistics, rhetoric, and discourse analysis.

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The author is the first son of Agus Widyatmoko and Siti Nurhayati. He has two siblings, Dimas Latief Adi Wiratma and Afkar Danish Al Mair. In 2006, the author began his formal education at SD Negeri 05 Penarik (2006-2012), MTs Negeri 1 Boyolali (2012-2015), and SMA Negeri 2 Boyolali (2015-2018). After completing his secondary education, the researcher continued his education and successfully completed a bachelor's degree program in English Education at Muhammadiyah University Bengkulu in 2020-2025. Armed with high motivation to continue learning, a fighting spirit, and accompanied by prayers. The author was able to complete his bachelor's program in 2025 by writing a thesis titled **“A RHETORICAL STYLE ANALYSIS OF PRESIDENT PRABOWO SUBIANTO AND SUSILO BAMBANG YUDHOYONO’S SPEECH AT APEC CEO SUMMIT USING ARISTOTELIAN PERSPECTIVE”**. Hopefully, this thesis will be able to provide positive contributions to the world of education and usefull for others.

MOTTO AND DEDICATION

MOTTO:

- ❖ Language is not merely a tool of communication, but a power to persuade, inspire, and shape understanding.
- ❖ Every struggle in learning is a step toward wisdom and intellectual maturity
- ❖ Grow and always grow

DEDICATION:

With gratitude and love, this thesis has been dedicated to:

- ❖ Allah SWT, for all the blessings, health, and ease granted during the process of writing this thesis.
- ❖ My parents Mr. Agus Widyatmoko and Mrs. Siti Nurhayati, thank you very much for everything, for every lesson that has been already given to me.
- ❖ My advisor, Mr. Agung Suhadi, MA, who always patiently guides me and gave me advises.
- ❖ My family, friends, and fellow students, who always encouraged and supported me throughout my studies.
- ❖ Myself who doesn't give up, always remember you have to be strong everytime and everywhere.
- ❖ For my friends that have been involved in making this thesis, I will always remember your service and I'm gonna deliver my greatest thanks to you.

ABSTRACT

Bayu Enggar Sasono, 2026. "A Rhetorical Style Analysis of President Prabowo Subianto and Susilo Bambang Yudhoyono's Speeches at the APEC CEO Summit Using an Aristotelian Perspective". Thesis, English Education Study Program Faculty of Teacher Training and Education Universitas Muhammadiyah Bengkulu. Supervisor: Agung Suhadi, M.A.

This study aims to analyze the rhetorical styles of President Prabowo Subianto and President Susilo Bambang Yudhoyono in their speeches at the international forum of the APEC CEO Summit using Aristotle's rhetorical perspective, namely ethos, pathos, and logos. President Prabowo Subianto's speech at the 2024 APEC CEO Summit in Lima, Peru, and President Susilo Bambang Yudhoyono's speech at the 2013 APEC CEO Summit in Bali were selected as the objects of the study because both were delivered in the context of strategic global economic diplomacy and had similar objectives, namely encouraging international cooperation and foreign investment. This study employed a qualitative approach with a comparative design. The research data consisted of speech manuscripts obtained from official video documentation and were analyzed using rhetorical analysis techniques. Each speech was classified into the indicators of ethos, pathos, and logos to identify rhetorical style tendencies, the dominance of rhetorical elements, as well as the similarities and differences in persuasive strategies used by the two presidents. The results show that both presidents employed the three Aristotelian rhetorical elements in their speeches, but with different emphases. President Susilo Bambang Yudhoyono tended to present a more diplomatic and argumentative rhetorical style with emphasis on logos and ethos, while President Prabowo Subianto emphasized a more pragmatic and persuasive approach through a combination of logos and pathos. These differences reflect the leadership characteristics and the global contexts behind each speech. This study is expected to contribute theoretically to political rhetoric studies and serve as a practical reference for developing leadership communication strategies in international forums.

Keywords: Aristotelian Perspective, Rhetoric, APEC CEO Summit.

ABSTRACT

Bayu Enggar Sasono. 2026. *“A Rhetorical Style Analysis of President Prabowo Subianto and Susilo Bambang Yudhoyono’s Speech at APEC CEO Summit Using Aristotelian Perspective”*. Thesis, English Education Study Program Faculty of Teacher Training and Education Muhammadiyah University of Bengkulu. Advisor: Agung Suhadi, M.A

Keywords: *Aristotelian Perspective, rhetoric, APEC CEO Summit*

Penelitian ini bertujuan untuk menganalisis gaya retorika Presiden Prabowo Subianto dan Presiden Susilo Bambang Yudhoyono dalam pidato mereka di forum internasional APEC CEO Summit menggunakan perspektif Aristotelian, yaitu ethos, pathos, dan logos. Pidato Presiden Prabowo Subianto pada APEC CEO Summit 2024 di Lima, Peru, dan pidato Presiden Susilo Bambang Yudhoyono pada APEC CEO Summit 2013 di Bali dipilih sebagai objek penelitian karena keduanya disampaikan dalam konteks diplomasi ekonomi global strategis dan memiliki tujuan serupa, yaitu mendorong kerja sama internasional dan investasi asing. Penelitian ini menggunakan pendekatan kualitatif dengan desain komparatif. Data penelitian terdiri dari naskah pidato yang diperoleh dari dokumentasi video resmi dan kemudian dianalisis menggunakan teknik analisis retorika. Setiap pidato diklasifikasikan ke dalam indikator ethos, pathos, dan logos untuk mengidentifikasi kecenderungan gaya retorika, dominasi unsur-unsur retorika, serta kesamaan dan perbedaan dalam strategi persuasi yang digunakan oleh kedua Presiden.

Hasil penelitian menunjukkan bahwa kedua presiden menggunakan ketiga unsur retorika Aristotelian dalam pidato mereka, namun dengan penekanan yang berbeda. Presiden Susilo Bambang Yudhoyono cenderung menampilkan gaya retorika yang lebih diplomatis dan argumentatif dengan penekanan pada logos dan ethos, sementara Presiden Prabowo Subianto menekankan pendekatan yang lebih pragmatis dan persuasif melalui kombinasi logos dan pathos. Perbedaan ini mencerminkan karakteristik kepemimpinan dan konteks global di balik setiap pidato. Penelitian ini diharapkan dapat memberikan kontribusi teoretis bagi penelitian retorika politik dan berfungsi sebagai acuan praktis dalam pengembangan strategi komunikasi kepemimpinan di forum internasional.

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CHAPTER I

INTRODUCTION

This chapter presents a brief discussion of the background, research questions, objective of the research, limitations of the research, significance of the research, and the definitions of key terms of research.

1.1 Background

Speech is a fundamental form of communication that conveys important messages to the public (Azaky et al., 2024). The communication patterns found in the speeches of Indonesian Presidents over time demonstrate their uniqueness, reflecting the style and character of each leadership era (Aminuddin, 2022). Through speeches, a President can communicate ideas, visions, and policies to the people and the international community. Speeches do not merely convey information; they also serve as a medium for building an image, affirming legitimacy, and influencing public opinions.

Rhetoric comes from the Greek term “*Rhetorike*”, which means the art of public speaking. The most influential figure in rhetorical studies is Aristotle, who defined rhetoric as the art of persuasion. Persuasion refers to the effort to influence the attitudes, perspectives, or behaviours of an audience through convincing words, symbols, or actions, without direct coercion. The urgency of rhetoric in Presidential speeches lies in its role as a strategic tool to establish political legitimacy, strengthen the image of leadership, and influence public opinion at the national and international levels. Effective rhetoric allows the President to persuasively convey

visions and policies to foster people's trust and strengthen the country's position in global diplomacy. Conversely, the use of weak or inappropriate rhetoric can have significant negative impacts, such as reducing the President's authority, weakening legitimacy, and leading to misinterpretations that have the potential to harm the country's political and diplomatic interests (Diep & Nguyen, 2024).

Persuasion can be found in various forms of communication, such as Presidential speeches, advertisements, and campaigns, which are designed to invite or influence others. The term rhetoric is often associated with effective language skills, the research of how language can be used persuasively, and public speaking skills. In the context of scientific writing, rhetoric refers to the effective use of language within a composition, which can be further examined to reveal the strategies employed to shape meaning and influence the audience (Purnawan et al., 2024).

APEC stands for Asia-Pacific Economic Cooperation, a form of cooperation between 21 Asia-Pacific countries aimed at increasing free trade in the region. Its history begins with regional economic cooperation established in 1989 in Canberra, Australia, in response to the increasing interdependence of the global economy and the need to strengthen the stability and growth of the Asia-Pacific region. The forum initially consisted of 12 countries and later expanded to 21 member economies. APEC is non-binding and consensus-based, so the resulting decisions emphasize open dialogue and voluntary cooperation among the APEC members(Ximei et al., 2024).

One of APEC's important achievements is the 1994 Bogor Goals agreement in Indonesia, which targets the realisation of free trade and investment in the Asia-Pacific region by 2010 for developed countries and 2020 for developing countries. Since its establishment, APEC has played an important role in expanding economic integration, strengthening multilateral trade, and promoting inclusive development in the region(Joffe, 2022). At the APEC CEO meeting, the Presidents of Asia-Pacific countries had the opportunity delivered speeches. During this event, members were able to build relationships, promote investment opportunities, and demonstrate their competence as national leaders(Indrayani, 2016).

In his speech at the APEC CEO Summit 2024 in Lima, Peru. President Prabowo Subianto emphasised the important role of the private sector, entrepreneurs, and the business community as the main drivers of economic growth, job creation, and poverty alleviation in Indonesia. He expressed optimism for the Pacific region's dynamic future despite geopolitical challenges, believing that leaders will continue to prioritise common interests for humanity. President Prabowo also highlighted Indonesia's big plans to transform to green energy, with the world's largest geothermal potential, as well as biomass and bioenergy sources ready to replace fossil fuels(Dashti & Gholami Korzani, 2021).

In addition, he explained Indonesia's policy steps in opening up the education and health sectors to foreign universities and hospitals, expanding special economic zones, and encouraging the down streaming of natural resources. As a large maritime country, Indonesia has emphasised the potential of fisheries, aquaculture, and marine processing industries. President Prabowo concluded his speech by

inviting international investors to invest in Indonesia, emphasising the importance of global cooperation, dialogue, and negotiation in creating sustainable peace and prosperity. Dialogue is a very important factor because it plays its role as an instrument to provide comprehensive understanding, empathy, and reconciliation in the face of a pluralistic and diverse world society(Odu & Ekiotuaere, 2024).

Meanwhile, in his speech at the 2013 APEC CEO Summit in Bali, President Susilo Bambang Yudhoyono emphasized the importance of building a resilient and inclusive Asia-Pacific region as the main engine of global economic growth. He emphasised the need to strengthen regional connectivity through infrastructure development, institutional improvement, and community relations so that trade and investment can develop more smoothly without any unnecessary financing and the benefits are felt equally(Kalyuzhnova & Holzacker, 2021). President SBY also called for APEC economies to avoid protectionism and remain committed to a rules-based multilateral trading system, particularly within the World Trade Organization (WTO) framework. On that occasion, he promoted the Master Plan for the Acceleration and Expansion of Indonesia's Economic Development (MP3EI) during 2011-2025 as a strategy to open investment opportunities in various sectors such as agriculture, energy, tourism, marine, and technology.

In addition, he emphasised the important role of the private sector in public-private partnerships to support infrastructure development and innovation. At the end of his speech, SBY emphasised that economic growth must be sustainable and inclusive so that it does not only benefit certain groups, but also improves the welfare of the community at large.

The speeches delivered by President Prabowo Subianto at the 2024 APEC CEO Summit in Peru and President Susilo Bambang Yudhoyono (SBY) at the 2013 APEC CEO Summit in Bali reveal significant similarities and differences in terms of substance and rhetorical style. Both emphasise the importance of inclusive and sustainable economic growth as the foundation for public welfare, commitment to free trade, and rejection of protectionism. In addition, both leaders highlighted the vital role of the private sector and foreign investment as drivers of national and regional economic development in their speeches. Another point of convergence is the emphasis on international cooperation and efforts to maintain peace as prerequisites for global economic stability and progress in both the documents.

However, differences emerged in their strategic focus and priorities. In the context of the post-global financial crisis, SBY placed greater emphasis on Asia-Pacific economic integration, strengthening connectivity, and promoting the Master Plan for the Acceleration and Expansion of Indonesia's Economic Development (MP3EI) as the grand framework for Indonesia's economic development. In contrast, President Prabowo placed greater emphasis on green energy transformation, highlighting the potential of geothermal, biomass, and bioenergy, as well as natural resource downstreaming policies, as key development strategies. In addition, President Prabowo emphasised openness to investment in the education, health, and special economic zones sectors, as well as the development of the maritime and fisheries sectors. In terms of rhetorical style, SBY tended to be more diplomatic, emphasising multilateral cooperation and regional integration, while President Prabowo was more pragmatic, directly inviting global investors and

affirming a commitment to protecting investments. Thus, although both share a vision of the importance of international economic cooperation, their focus on issues and rhetorical strategies reflects the global context and national needs during their respective leadership periods.

The similarities and differences between the speeches of President Prabowo Subianto at the 2024 APEC CEO Summit in Peru and President Susilo Bambang Yudhoyono (SBY) at the 2013 APEC CEO Summit in Bali have attracted researchers to conduct studies on rhetorical style, as they reflect both the continuity and shift in Indonesia's political communication strategy in international forums. The similarities between the two speeches confirm a consistent rhetorical pattern emphasising inclusive growth, trade openness, the role of the private sector, cooperation, and peace. The differences show an adaptation of rhetorical style to the global context: SBY used a diplomatic approach with a focus on regional integration, while President Prabowo presented pragmatic rhetoric emphasising green energy, down streaming, and direct appeals for investment. This analysis is relevant because it reveals the use of ethos, pathos, and logos in building images, constructing arguments, and influencing audiences while also showing the dynamics of Indonesia's economic diplomacy.

Meanwhile, previous research was conducted by (Indrayani, 2016) with the title “A Comparative Analysis on the Strategy of Impression Management and Public Diplomacy of Two Indonesian Presidents at APEC CEO Summit” said that SBY tended to present a formal and normative image of himself as a systematic, charismatic, and competent world leader, while Jokowi presented himself as a

confident, straightforward, and decisive figure, as well as authoritarian, using a more aggressive, detailed, and formal style of speech to attract foreign investment.

This comparison was chosen because of the similarity in the speech forums of the two Indonesian Presidents and the similarity in the topics discussed, namely, to encourage development and invite international investors to invest in Indonesia. Meanwhile, the difference in their speeches lies in the difference in priorities and approaches according to the global challenges faced during each President's term. This has attracted researchers to compare the rhetorical styles of these two Presidents when speaking at the APEC CEO Summit 2013 and 2024 forums.

Furthermore, this research has a high degree of urgency, given that Presidential speeches at international forums are a strategic means of conveying the country's vision, policies, and position to a global audience. The APEC CEO Summit, as a prestigious economic forum, requires effective rhetoric so that political and economic messages can be persuasively received by business leaders and international stakeholders. Therefore, analyzing rhetorical style is important to understand how state messages are constructed and delivered in the context of international diplomacy.

In addition, the urgency of this research is also based on the differences in leadership characteristics and backgrounds of Prabowo Subianto and Susilo Bambang Yudhoyono, which have the potential to influence the rhetorical strategies used in their speeches. Using an Aristotelian perspective that emphasizes the elements of ethos, pathos, and logos, this research enables a systematic analysis of how the two Presidents build credibility, influence the emotions of their audience,

and convey rational arguments. This approach is relevant because Aristotle's theory of rhetoric remains the main foundation in the research of persuasion and public communication to this day.

In order to providing theoretical contributions, this research also has practical urgency because it can enrich the research of political rhetoric and leadership communication in Indonesia, which is still limited, especially in the context of Presidential speeches at international forums. The results of this research are expected to serve as an academic reference for further research and provide insights for political communication and public diplomacy practitioners in designing speeches that are effective, persuasive, and appropriate for a global audience. Thus what makes researchers interested in conducting research on the theme of comparative rhetoric style, with the aim of knowing the differences and similarities that exist in the rhetorical style of the two Presidents. In addition, this research attempts to answer how the speeches of these two Presidents describe *ethos*, *pathos*, and *logos* in their speeches.

1.2 Research Questions

1. How are the elements of Aristotelian Perspective (*ethos*, *pathos*, and *logos*) used in President Prabowo and Susilo Bambang Yudhoyono's speech?
2. What is the most dominant Aristotelian Perspective of each character in their speeches?
3. What are the similarities and differences in the use of Aristotelian Perspective in President Prabowo Subianto and President Susilo Bambang Yudhoyono's speeches?

1.3 Objective of the Research

1. This research was designed to identify the elements of *ethos, pathos, and logos* in the speeches of President Prabowo and President Susilo Bambang Yudhoyono.
2. This research was designed to determine the most dominant rhetorical style of each character in their speech.
3. This research was designed to identify both the similarities and differences in the rhetorical styles of speeches between President Prabowo and President Yudhoyono.

1.4 Scope and Limitation of the Research

This research is limited to the speeches of the two Presidents at the international forum "APEC CEO Summit in Bali 2013 and Peru 2024", and the research data were obtained from the Internet (YouTube).

1.5 Significances of The Research

This research will hopefully be useful for students, lectures, and future researchers. Furthermore, it would be elaborated below:

1.5.1 For students

This research is designed to help students of literature, linguistics, political science, and other related scientific fields use this research as a research of rhetoric.

1.5.2 For lectures

This research is designed to help lecturers use this research as a reference in teaching courses such as Rhetoric, Public Speaking, and Discourse Analysis.

1.5.3 For further researchers

This research is designed to inspire future researchers to develop research on Aristotelian theory in the context of modern communication.

1.6 Definition of Key Terms

1.6.1 Rhetoric

Rhetoric is the art of expressing opinions and conveying information to others to achieve desired goals effectively with oral and written language (Oktapiani et al., 2021).

1.6.2 Aristotelian Perspective

The Aristotelian perspective mentions that there are three main elements in rhetoric: *ethos*, *pathos*, and *logos*. *Ethos* is an appeal that comes from the audience's trust in the speaker; if the speaker is considered honest, authoritative, and an expert, the audience is easier to trust. *Pathos* refers to emotional appeal, which is how the speaker evokes a sense of pride, emotion, fear, anger, or enthusiasm in the audience. Next is *Logos*, which means logical appeal, in the form of using data, facts, or reasons that make sense (Demirdöğen, 2010).

1.6.3 Persuasive

Persuasion is a complex process carried out by a person that involves various strategies and techniques to influence the audience (Kim et al., 1985). In another words, the speaker seeks to influence the public audience by utilizing verbal power to act or think in certain corridors and ways, in accordance with the directions and information provided by the speaker (Ghasemi, 2020).

1.6.4 Rhetoric in language teaching

Rhetoric in Language Teaching is an approach to language teaching that emphasizes how language is used effectively to convey ideas, influence audiences, and construct arguments. This approach teaches not only grammar and vocabulary, but also communication strategies, persuasion, and discourse organization in various contexts(Vukcevic, 2022).

1.6.5 Biography of Prabowo Subianto and Susilo Bambang Yudhoyono

Prabowo Subianto is a political figure with a military background with an image that is not only firm and authoritative, but also personalizes himself as a person who is friendly and close to the citizens "gemoy". He became the 8th President of Indonesia after winning the Presidential electoral election in 2024 (Abdurrohman, 2024). Similarly, Susilo Bambang Yudhoyono is a political figure who has been in the military for 27 years. President Susilo Bambang Yudhoyono graduated from *the "AKABRI"* in 1973 and started his political career in 1999. He also managed to win the electoral election, which made him the sixth President of Indonesia for two periods (2004-2009) (Yusuf, 2022).