

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter provide the conclusions and suggestions of A Rhetorical Style Analysis of President Prabowo Subianto and Susilo Bambang Yudhoyono's Speech at APEC CEO Summit Using Aristotelian Perspective.

5.1 Conclusion

Based on the results and discussion outlined in Chapter 4, the conclusion of this research shows that President Prabowo Subianto uses the ethos rhetorical style with a percentage of 17%. This data is also supported by the results of research conducted by Co-researchers 1 and 2 with percentages of 13% and 17%, respectively. It can be interpreted that the percentage of President Prabowo Subianto's ethos usage is a small portion of his speech at the 2024 APEC CEO Summit. Moving on to the second rhetorical style, pathos, President Prabowo Subianto used it 18% of the time, while other data from Co-researchers 1 and 2 showed percentages of 33% and 25%.

In interpretation, it can be concluded that the pathos rhetorical style used by President Prabowo Subianto in his speech at the APEC CEO Summit was still a small part. Furthermore, the logos rhetorical style used by President Prabowo showed a percentage of 57%. This data is supported by the research results of Co-researchers 1 and 2 with percentages of 54% and 58%. This percentage shows that the interpretation of President Prabowo Subianto's use of logos in his speech at the APEC CEO Summit was more than half.

On the other hand, President Susilo Bambang Yudhoyono used ethos rhetoric with a percentage of 14%. This data is also supported by the results of Co-researchers 1 and 2, both of which had a percentage of 15%. Interpreting these results, it could be seen that President Susilo Bambang Yudhoyono's use of ethos was only a small part of his speech at the 2013 APEC CEO Summit. Furthermore, President Susilo Bambang Yudhoyono's pathos rhetoric style yielded a percentage of 19%. Other data from Co-researchers 1 and 2 yielded percentages of 15% and 19%. These percentages show that the interpretation of President Susilo Bambang Yudhoyono's use of pathos rhetoric style is still a small part. Finally, the logos rhetorical style used by President Susilo Bambang Yudhoyono had a percentage of 67%. This data is also supported by the research results from Co-researchers 1 and 2, which showed percentages of 70% and 66%. These results indicate that the use of the logos rhetorical style by President Susilo Bambang Yudhoyono at the APEC CEO Summit was the majorities of the ethos and pathos rhetorical styles.

The results of this research indicate that the logos rhetorical style was the most dominant style used by President Prabowo Subianto in his speech at the 2024 APEC CEO Summit, with a percentage of 57%. This data is also supported by co-researcher data with percentages of 54% and 58%. Comparable President Prabowo Subianto, logos was the most dominant rhetorical style in President Susilo Bambang Yudhoyono's speech at the 2013 APEC CEO Summit with a percentage of 67%. This data is also supported by co-researcher data showing results with percentages of 70% and 66%. This data shows that both President Prabowo

Subianto and Susilo Bambang Yudhoyono used that to fill most of the rhetorical style in their speeches at the 2024 & 2013 APEC CEO Summit events.

5.2 Implication

The findings of this research provide important implications for the development of rhetorical studies, discourse analysis, language education, and leadership communication, particularly in the context of political speeches delivered in international forums

5.2.1 For Rhetorical Studies

This research reinforces the relevance and applicability of the Aristotelian rhetorical framework in analyzing contemporary political discourse. The results show that the three classical rhetorical elements—ethos, pathos, and logos—remain fundamental components in persuasive communication used by modern political leaders. The dominance of logos in the speeches of both President Prabowo Subianto and President Susilo Bambang Yudhoyono indicates that logical reasoning, factual arguments, and data-based explanations play a crucial role in convincing international audiences, especially in economic and diplomatic forums such as the APEC CEO Summit. This finding confirms that rational persuasion remains an effective strategy in global communication contexts where credibility and factual evidence are highly valued.

5.2.2 For Discourse Analysis

This research contributes to the broader field of political discourse analysis by demonstrating how rhetorical strategies reflect the leadership characteristics and communication styles of political figures. The comparative analysis shows

that although both presidents utilized the three rhetorical elements, their rhetorical tendencies differed in emphasis. President Susilo Bambang Yudhoyono demonstrated a more diplomatic and structured communication style with a strong emphasis on logical reasoning and policy-based arguments, while President Prabowo Subianto combined logical explanations with stronger emotional engagement to persuade international investors. These differences illustrate how rhetorical style can function as a reflection of leadership identity, political vision, and communication strategy within international diplomacy.

5.2.3 For Language Education

This research also has pedagogical implications for English language teaching, particularly in courses related to rhetoric, discourse analysis, public speaking, and critical reading. The speeches analyzed in this research provide authentic examples of persuasive discourse that can be used as teaching materials in higher education. By analyzing real political speeches, students can develop a deeper understanding of how language is strategically used to construct arguments, build credibility, and influence audiences. Furthermore, the findings of this research may encourage students to develop their analytical skills in identifying rhetorical devices and persuasive strategies in both spoken and written texts.

5.2.4 For Further Speaker

The findings of this research may also contribute to the development of communication competence among future leaders, public speakers, and policy makers. Understanding how rhetorical elements function in persuasive

discourse can help speakers design speeches that are more effective, structured, and persuasive. The integration of ethos, pathos, and logos allows speakers to build trust, connect emotionally with the audience, and present logical arguments simultaneously. Therefore, rhetorical competence becomes an important skill in shaping successful leadership communication, particularly in international forums where messages must be delivered clearly, strategically, and convincingly.

Finally, this research opens opportunities for further research in rhetorical analysis and political communication. Future researchers may expand this study by examining rhetorical strategies in speeches delivered by other political leaders, comparing rhetorical styles across different countries, or applying other theoretical frameworks such as Critical Discourse Analysis (CDA), political linguistics, or narrative analysis. In addition, further studies may analyze rhetorical strategies in different types of political communication, such as campaign speeches, presidential debates, or diplomatic negotiations. Such research will contribute to a deeper understanding of how language functions as a powerful instrument in shaping public opinion, political legitimacy, and international diplomacy.

5.3 Suggestion

From the result discussion the researcher might suggest for:

5.3.1 Students

Researchers give suggestions to students particularly those majoring in linguistics, English education, discourse analysis, or communication studies,

are encouraged to deepen their understanding of rhetorical strategies, especially Aristotle's rhetorical appeals ethos, pathos, and logos. This research demonstrates that political speeches, such as those delivered by Presidents at international forums, are rich sources for analyzing persuasive language and rhetorical styles.

Furthermore, students are advised to use authentic political speeches as learning materials to enhance their critical thinking and analytical skills. By conducting rhetorical analysis, students can better understand how language functions as a tool of persuasion in political and diplomatic contexts. This research is also expected to motivate students to conduct similar studies using different political figures, contexts, or theoretical perspectives.

5.3.2 Lecturers

In line with the title of this research, the researcher suggests that lecturers, especially those who teach discourse analysis, rhetoric, pragmatics, or political communication, are encouraged to incorporate rhetorical analysis of political speeches into their classroom teaching. The Aristotelian perspective used in this research can serve as an effective framework to help students identify persuasive strategies in real-world texts.

In addition, lecturers can use comparative speech analysis, such as a comparison between President Prabowo Subianto and President Susilo Bambang Yudhoyono, to show how rhetorical styles vary based on leadership background, political context, and communication objectives. This approach

can enrich teaching materials and encourage more interactive and critical classroom discussions.

5.3.3 The Further Researcher

For future researchers, the researchers suggest expanding this research by exploring rhetorical styles using different theoretical frameworks, such as critical discourse analysis, multimodal discourse analysis, or narrative rhetoric. Further research could also analyze speeches delivered at different international forums or compare speeches across different political systems and cultural backgrounds.

