

**ANALYSIS OF ANIES BASWEDAN'S RHETORICAL MOVES IN LECTURE ON URBAN LEADERSHIP AND DIGITAL RESILIENCE AT THE NANYANG TECHNOLOGICAL UNIVERSITY**

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**Abstract**

The purpose of this study is to identify and describe the rhetorical moves and to identify the dominant type of rhetorical moves used by Anies Baswedan in his lecture on urban leadership and digital resilience at Nanyang Technological University. This study is designed using a descriptive method. The object of this research is Anies Baswedan. The data collection technique through visual video analysis is carried out by analyzing the visual video and then listening to the spoken language to gain understanding with the aim of obtaining data related to the research. In this study, 37 pieces of data were found in Anies Baswedan's speech. The researcher found that the dominant type of rhetoric used by Anies Baswedan is logos. In this research, logos were found in 15 arguments, followed by pathos in 12 arguments, and finally followed by ethos in 10 arguments. Based on the results of this research, this study can serve as a reference for readers and all communication practitioners through the use of logos, ethos, and pathos. For future researchers, this study can be used as a reference to conduct research using different theories and objects in their research.

**Keywords: Rhetoric, Logos, Ethos, Pathos.**

**INTRODUCTION**

Rhetoric is the art of speaking or persuasion. Rhetorical skills are important for teachers because they can help teachers deliver lessons in a more engaging, understandable, and memorable way for students. Teachers with good rhetorical skills can attract students' attention, arouse their interest in the subject matter, and motivate them to study harder.

The science of rhetoric was first introduced in ancient Greece where many people used bribery and torture to persuade, at that time slavery was still legal, but he found that persuading people using rhetoric in speech is more effective than torture or slavery because trust comes from within with rhetoric. A Greek philosopher at that time, Aristotle suggests speakers work beyond instinct initially to persuade other people. They need to consider all aspects in making a speech, including audience members. According to Aristotle (in Rodney K. Duke 1990: 44) also defines the rhetoric there are three means of effecting persuasion. (1) to reason logically [logos],

(2) to understand human character [ethos] and goodness in their various forms and (3) to understand the emotions [pathos]. First logos is reason logically, it means the speaker make listeners believe about the truth of what is speaker conveyed by the use of logic or reason. Second, ethos is to understand human character, it means centered on the character or credibility of the speaker. An author or speakers would use ethos to show audience that speakers is credible and the source is worth listening to. Last, pathos is understand the emotions, it means to appealing audience emotions. To make the audience feel what the author or speakers want them to feel.

The author found that one interesting and suitable example to study is Anies Baswedan, he is an Indonesian academic, activist, and politician who served as governance of Jakarta in 2017-2022, Indonesian minister of education and culture 2014-2016, and has served as paramandina university headmaster in 2007-2015. Anies Baswedan, the Governor of Jakarta, Indonesia, has been recognized for his adept use of rhetoric to guide his city through the pandemic and beyond. His lecture at Nanyang Technological University on urban leadership and digital resilience provides a rich context for analyzing his rhetorical moves.

In this lecture, Anies Baswedan shared insights on managing Jakarta's response to the COVID-19 crisis and highlighted the role of digital transformation in enhancing urban resilience. This research aims to dissect the rhetorical moves employed by Baswedan in this specific lecture, exploring how he constructs his arguments, engages his audience, and conveys complex ideas about leadership and digital resilience.

## **LITERATURE REVIEW**

### **A. Theoretical Foundation**

The theoretical foundation of Anies Baswedan's rhetoric encompasses a profound understanding of the art of speech and its influence in building persuasion. Anies Baswedan, as a politician and leader, utilizes rhetoric as a primary tool to convey ideas and visions to the public. One of the theoretical foundations firmly held by Anies Baswedan is ethos, pathos, and logos, the three essential elements in Aristotle's rhetoric. Ethos refers to the speaker's credibility, pathos emphasizes emotion in the message, and logos brings elements of rationality and logical arguments. Anies Baswedan is adept at creating a balance among these three elements, ensuring that each speech or announcement is not only convincing on a rational level but also capable of embracing feelings and public trust.

### **B. Definition of Rhetoric**

Rhetoric comes from English (rethoric) which means cleverness of speech. Hornby and Parnwell in Suhandang (2009: 25) explain that rhetoric is the art of using words

impressively, both orally and in writing, or speaking to many people using performance and fabrication. According to Aristotle (in Moore and Cassel 2011:15) the term ethos, pathos, and logos to define ways a speaker or writer can appeal to his audience. Its mean the speaker speak to persuade audience, listener, and reader to accept the viewpoint of the speaker or writer. appeals to ethos, appeals to pathos, and appeals to logos. Using rhetorical appeals in persuasive speeches increases speaker's chances of achieving his or her purpose in a powerful way to persuade and convince an audience. And moreover, understand how to use these appeals. There are three kind of rhetorical appeals will be discussed below:

#### 1. Logos: Appeal to Reason

According to Rampage, Bean and Johnson (2016:47) logos (Greek for "word") focuses attention on the quality of the message that is, on the internal consistency and clarity of the argument itself and on the logic of its reasons and support. The impact of logos on an audience is referred to as its logical appeal.

How can I make the argument internally consistent and logical? How can I find the best reasons and support them with the best evidence?

##### a. Claim supported by reason

##### b. Using Evidence

Types of evidence in speaker's arguments

The following are different ways to support the writer's argument:

1. Statistics
2. Facts
3. Quotes from leading experts or authorities in their fields
4. Examples or anecdotes from the speaker experience

#### 2. Ethos (Credibility)

Driver, Gast, and Thomas (2012:62) define an appeal to ethos (ethics) relies on the credibility of the author. Essentially, hearers trust speakers who appear to be ethical, trustworthy, and know what they are talking about. Speaker might not have personal experience with a topic, which is often the case in speech. This most common ways speaker credibility attempts to demonstrate authority on a topic:

##### a. Borrowed Credibility

1. Appeal to expert
2. Appeal to Authority
3. Speake experience

##### b. Intrinsic Authority

Personal experience

### 3. Pathos (Emotion)

An appeal to pathos (emotions) relies on the audience's emotions and feelings. They provide evidence that supports the speaker's reasons; simultaneously, they give speaker's arguments presence and emotional resonance (Ramage, Bean, and Johnson 2016:109). A way of appealing to pathos is to select words; metaphors or analogies. The speaker guides hearer to see the issue through the speaker's angle of vision and create the issue in positive feeling (Ramage, Bean, and Johnson 2016:110).

- a. Specific examples and illustrations
- b. Use metaphors and analogies
- c. Humor

## **METHODS**

The design of this research is descriptive qualitative. According to Creswell (2018), Qualitative research is an approach for exploring and understanding the meaning individuals or groups ascribe to social or human problem. The data obtained tend to be qualitative data, data analysis is inductive/qualitative, and the results of qualitative research are aimed at understanding meanings, understanding uniqueness, constructing phenomena, and finding hypotheses (Sugiyono, 2020 p.9). This research uses YouTube video as reference objects, with the researcher conducting direct research through the analysis of the words spoken by the speaker in the videos. "Urban Leadership and Digital Resilience: The Experience of Megacity Jakarta by Dr Anies Baswedan" In this research, The processing of the existing data is the researcher made transcript from Anies speech's video on youtube. After the researcher obtains data researcher identified rhetorical;logos, ethos and pathosand put it into form analysis, the next step is analyze and describe the data and then researcher wrote conclusion of data.

## **FINDING AND DISCUSSIONS**

The result of this research is as follows.

### **1. Rhetorical Moves By Anies Baswedan In Lectury**

Rhetorical used by Anies baswedan on urban leadership and digital resilience at NTU such as :

#### **a. Logos :**

- 1. Claim support by reason

Sentence: *"in Bahasa Indonesia there is a word called hikmah, hikmah is lessons that*

*you pick up after a period or after something is happening then it is called hikmah and and the hikmah is always coming after the crisis after the event ,no hikmah is coming before the event before the crisis".(p.1 paragraph 1)*

## 2. Using Evidence

### a. Statistics

*Sentence: "the city contributed about 17 percent of Indonesian economy ".(p.1 paragraph 2)*

### b. Facts

*Sentence: " so when we started to see a contagious virus in Wuhan, at that time it was December 2019. we were monitoring in Jakarta and at that time it was still called pneumonia Wuhan, it wasn't called covid and I think sars-cov-2 virus was there but rarely mentioned, it was basically pneumonia Wuhan ".(p.2 paragraph 2)*

### c. Example or anecdotes from the speaker experience

*Sentence: "let's anticipate what is coming from outside and then two let's anticipate what is happening within our jurisdiction".(p.3 paragraph 2)*

## **b. Ethos :**

### 1. Borrowed credibility

#### a. Appeal to expert

*Sentence: "third point that I mentioned really science driven during a crisis like this ".(p.12 paragraph 9)*

#### b. Appeal to authority

*Sentence: "thank you professor suvikar professor Leo and all distinguished professors and all participants ".(p.1 paragraph 1)*

#### c. Speaker experience

*Sentence : "allow me to share some of the basics about Jakarta, give you basic data Jakarta is a city of 11 million people ,within the city plus its surrounding, its neighboring cities another 23 Millions so plus minus is about 35 million people in that area."(p.1 paragraph 2)*

## 2. Intristic Authority

### a. Personal experience

Sentence: *"it is indeed honor privilege to be back to NTU and share some of our experience from the neighboring city of Jakarta which is Jakarta is not that far from Singapore".* (p.1 paragraph 1)

### c. Pathos :

#### 1. Specific examples and illustrations

Sentence: *"Mayor litmeyer Park of Seoul and then mayors of Milan and then mayors of you know some countries in northern Europe, Tehran and many other cities that have experienced earlier than us all Mayors across the globe were participating on those meetings and they were listening testimony of our fellow Mayors sharing their tough times in a very emotional way".* (p.6 paragraph 6)

#### 2. Use metaphors and analogies

Sentence: *"we look at data of the last pandemic the flu pandemic in the early 20th century and you look at the data it takes so many years for that pandemic to end so we're expecting and we start looking at numbers of casualties in Jakarta in Indonesia in during the flu pandemic and the numbers of death was quite significant then in the in the 100 years ago with long-term disasters like this".* (p.5 paragraph 6)

## DISCUSSION

Regarding to the result above, there were two findings that were required to be discussed in this research. First, there were types of rhetorical used by Anies Baswedan based on Aristotle's theory and Second about the dominant of rhetorical used by the Anies Baswedan in lectury on urban leadership and digital resilience at the NTU.

Based on the result, all types of rhetorical are used by the Anies Baswedan in his argument. They were Logos, Ethos, and Pathos. In the Logos, they are two types to convey the argument: Claim support by reason and Using Evidence (Statistics, facts and example from speaker experience). In the Ethos, they were Borrowed credibility (Appeal to expert, Appeal to authority and author experience) and Intristic authority (Personal experience). In the Pathos, they were Specific example & illustration and Use metaphors and analogies.

These types supported by previous researcher Oktiani, Y. R. & Putri, E. J. (2022). With the title "Persuasive strategies in selected UNICEF speaker's speech". In this research showed the rhetorical were logos, ethos, and pathos found. In short, the types of rhetorical found both in the selected UNICEF speaker's speech and the Anies Baswedan's speech based on Aristotle's theory. In the Oktiani's research, she

got the dominant of rhetorical used by selected UNICEF speaker is Pathos 26 times and followed by Ethos 13 times and least proof is logos only 10 times. BTS and David mostly express pathos, while Millie mostly expresses logos. Compare with this research, the researcher got the dominant type of rhetorical used by Anies Baswedan is Logos. In this research found 37 data in Anies Baswedan's speech, the researcher got the dominant type of rhetorical used by Anies Baswedan is Logos, In this research logos found in 15 arguments, followed by pathos in 12 arguments and the last followed by ethos 10 arguments.

In Oktiani's research, the most prevalent element is pathos, whereas in this study, the most utilized element is logos. The author concludes that this is due to the difference in topics being discussed. In Oktiani's research, the topic presented in the speeches of all UNICEF speakers is about World Children's Day, which is a day proclaimed by UNICEF to raise awareness about children's rights and advocate for the welfare of children worldwide. The term pathos is often used to refer to the affective or emotional appeals that give persuasive messages their power to move an audience to action (Herrick, 2008:82). With the topic of World Children's Day, which has become a sensitive issue globally due to the rampant cases of child abuse, pathos is needed to touch people's hearts and encourage them to pay more attention to children's welfare.

Meanwhile, in this study, logos is the most frequently used element. The author concludes that this is because the topic discussed is Urban Leadership and Digital Resilience, and the context of the speech is a public lecture at a university. According to Rampage, Bean, and Johnson (2016:47), logos (Greek for "word") focuses attention on the quality of the message, that is, on the internal consistency and clarity of the argument itself and on the logic of its reasons and support. With the subject matter presented, logos is needed to support claims, as well as the use of evidence such as statistics, facts, and examples obtained from field experiences in managing the city of Jakarta in accordance with the topic discussed in the speech. The author finds a similarity between this study and Oktiani's research, which is that ethos is the least used element. In her writing, Oktiani explains, "Their ethos is more or less the same, and they are not far apart because these three speakers have more or less the same ethos, namely from their backgrounds, who are chosen as speakers and who work at UNICEF before, supporting them to become people who have credibility as speakers." This aligns with this study because the topic discussed in the public lecture at NTU is Urban Leadership and Digital Resilience, with Anies Baswedan, who once served as the Governor of Jakarta and has experience managing the city, supporting his credibility based on his experience as a speaker.

## **CONCLUSION**

Based on the results and discussion the researcher would like to conclude that: there were three rhetorical used by Anies Baswedan in his argument found, namely: logos, ethos and pathos used by Anies Baswedan in speech. From all of 3 element in Aristotle's rhetorical theory, the dominant rhetorical used by Anies baswedan is logical proof (logos). Anies Baswedan used logos to explain the arguments and to support his argument with give the reason or evidence.



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