

Comparative Analysis of Final Presidential Debate Closing Statements: Anies Baswedan, Prabowo Subianto and Ganjar Pranowo

Meiyanti Nurchaerani¹⁾, Nurannafi Farni Syam Maella²⁾, Iwan Joko Prasetyo³⁾ Alfian⁴⁾
^{1,4)}Universitas Esa Unggul, ^{2,3)}Universitas Dr. Soetomo

SUBMISSION TRACK	A B S T R A C T
Submitted : 30 January 2024 Accepted : 26 March 2024 Published : 29 March 2024	This paper analyzed the closing statements of three presidential candidates in Indonesia: Anies Baswedan, Prabowo Subianto, and Ganjar Pranowo. Through a comparative qualitative examination, communication strategies and leadership qualities were evaluated. The objective of this study is to identify the key themes and rhetorical strategies employed by Anies Baswedan, Prabowo Subianto and Ganjar Pranowo in their closing statements; and second, to assess the effectiveness of these strategies in conveying leadership qualities and policy priorities to the electorate. The closing statements of the candidates were transcribed verbatim from recorded debate session. The primary instrument used for data collection was audio/video recordings of the final presidential debate. In conclusion, effective communication played a pivotal role in shaping public perception and influencing electoral outcomes by understanding the nuances of each candidate's rhetorical strategies, future research can provide valuable insights for political communication and leadership in Indonesia.
KEYWORDS	
Political Communication; Leadership Qualities; Presidential Candidates; Comparative Analysis	
CORRESPONDENCE	
E-mail: Meiyanti.nurchaerani@esaunggul.ac.id	
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Introduction

The final presidential debate served as a pivotal moment in the electoral process, providing candidates with a platform to articulate their visions and commitments directly to the electorate. In the context of the Indonesian presidential election, the closing statements of the candidates, Anies Baswedan and Ganjar Pranowo, garnered significant attention for their potential impact on voter perceptions and decisions.

The urgency of research stemmed from the critical role of presidential debates in shaping public opinion and influencing electoral outcomes. Generally, mass media outlets were responsible for publicising debates. According to standard models, voters are more receptive to politicians' effort and quality when they have access to politically informational news, which increases politicians' motivation to perform well in office (Stromberg, 2015).

In other words, our results highlight the significance of combining structural analysis of the emergence of digital and social media with examination of the various ways in which influential elite actors such as news organisations and political parties/candidates use these platforms. This empirical contribution serves to illustrate a crucial theoretical point raised by Jungherr et al. (2019).

According to Rosenblum (2008), political actors have contributed significantly—indeed, constitutively—to democratic politics by defining "politically relevant lines of division" that make distinctions evident and give voters options on the most significant issues of the day, thereby "staging the battle" and igniting political discourse.

Democratic politics are based on areas of mutual agreement as well as stark contrasts. While some have emphasised the need of consensus, commonality, and shared institutions, deliberative Democrats have frequently emphasised the need for

what Mill (2002) called "the rough process of a struggle among combatants fighting under hostile banners" in political discourse.

Previous studies demonstrated the importance of candidates' closing statements in debates as key determinants of voter preference and candidate evaluation. Furthermore, the emergence of research problems was evident in the need to understand the rhetorical strategies employed by candidates and their effectiveness in conveying messages of leadership, empathy, and vision to the electorate.

Alternative solutions to addressing these research problems included quantitative analyses of audience responses and sentiment analysis of social media discourse during and after the debates. However, a qualitative examination of closing statements offered a nuanced understanding of candidates' communication styles, values, and priorities, which might not have been captured through quantitative methods alone.

Therefore, this study aimed to analyze the closing statements of Anies Baswedan, Prabowo Subianto and Ganjar Pranowo in the final presidential debate, focusing on their rhetorical strategies and the articulation of leadership qualities and policy priorities. By exploring the linguistic features, thematic content, and emotional appeal of these statements, this research sought to contribute to a deeper understanding of how political communication shaped voter perceptions and electoral outcomes in Indonesia.

The objectives of this research were twofold: first, to identify the key themes and rhetorical strategies employed by Anies Baswedan, Prabowo Subianto and Ganjar Pranowo in their closing statements; and second, to assess the effectiveness of these strategies in conveying leadership qualities and policy priorities to the electorate. Ultimately, this study aimed to provide insights into the role of political discourse in shaping public opinion and decision-making processes in democratic societies.

Research Method

The research method outlined the approach, design, and procedures employed to address the research objectives and questions.

The Type of Research

This study adopted a qualitative research approach to analyze the closing statements of the candidates, Anies Baswedan, Prabowo Subianto, and Ganjar Pranowo, in the final presidential debate. The qualitative approach allowed for an in-depth exploration of the candidates' communication styles, values, and priorities, particularly emphasizing the sincerity and commitment of Prabowo Subianto towards the Indonesian nation.

Time and Place of Study

The research was conducted during the specific time frame and focused on the final presidential debate held at the specific location. The time frame ensured relevance and currency of the data analyzed, while the specific location provided a context for the political dynamics at play during the debate.

Research Targets/Objectives

The primary objective of this research was to analyze the rhetorical strategies employed by Anies Baswedan, Prabowo Subianto, and Ganjar Pranowo in their closing

statements. Special attention was given to Prabowo Subianto's communication style, with a focus on his sincerity and dedication to the betterment of the Indonesian nation.

Research Subjects

The research subjects comprised the closing statements delivered by Anies Baswedan, Prabowo Subianto, and Ganjar Pranowo during the final presidential debate. The candidates meticulously analyzed each statement to uncover the underlying messages and values communicated.

Procedures

Data Collection: The closing statements of the candidates were transcribed verbatim from recorded debate sessions. Transcripts were cross-checked for accuracy to ensure fidelity to the candidates' original messages.

Thematic Analysis: The candidates conducted thematic analysis to identify recurring themes and rhetorical strategies employed. Special attention was given to Prabowo Subianto's statements to uncover evidence of sincerity and commitment to Indonesia.

Linguistic Analysis: Linguistic features such as a tone, language choice, and emotional appeal were analyzed to understand the candidates' communication styles. Prabowo Subianto's statements were scrutinized for indications of genuine concern for the welfare of the Indonesian people.

Comparison: The closing statements of Anies Baswedan, Prabowo Subianto, and Ganjar Pranowo were compared to identify similarities and differences in rhetorical strategies. Prabowo Subianto's statements were examined in greater detail to highlight his unique approach and sincerity towards Indonesia.

Instruments

The primary instrument used for data collection was audio/video recordings of the final presidential debate. Additionally, qualitative analysis software might have been utilized for data management and coding to ensure systematic analysis and interpretation.

Data Analysis Techniques

Qualitative Comparative Analysis (QCA) is a methodology that enables the analysis of multiple cases in complex situations. It can help explain why change happens in some cases but not others (Baptist, 2015). Comparative qualitative data analysis techniques, including thematic analysis and content analysis, were employed to analyze the closing statements Anies Baswedan, Prabowo Subianto, and Ganjar Pranowo statements were subjected to focused analysis to uncover nuanced insights into their sincerity and dedication to Indonesia.

Other Matters

Ethical considerations were taken into account to ensure the confidentiality and anonymity of the candidates' statements. Informed consent was obtained if necessary, and all research procedures were conducted with integrity and respect for ethical guidelines.

Result and Discussion

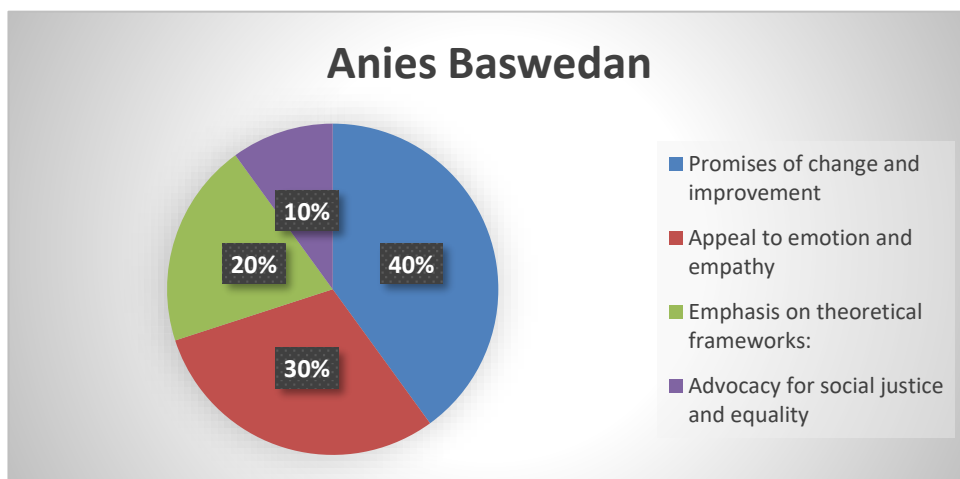
Analysis of the closing statements delivered by Anies Baswedan, Prabowo Subianto, and Ganjar Pranowo in the final presidential debate revealed nuanced

differences in their rhetorical strategies and communication styles, providing valuable insights into their leadership qualities, policy priorities, and vision for Indonesia.

Table 1. Overview of Rhetorical Strategies Employed by Each Candidate

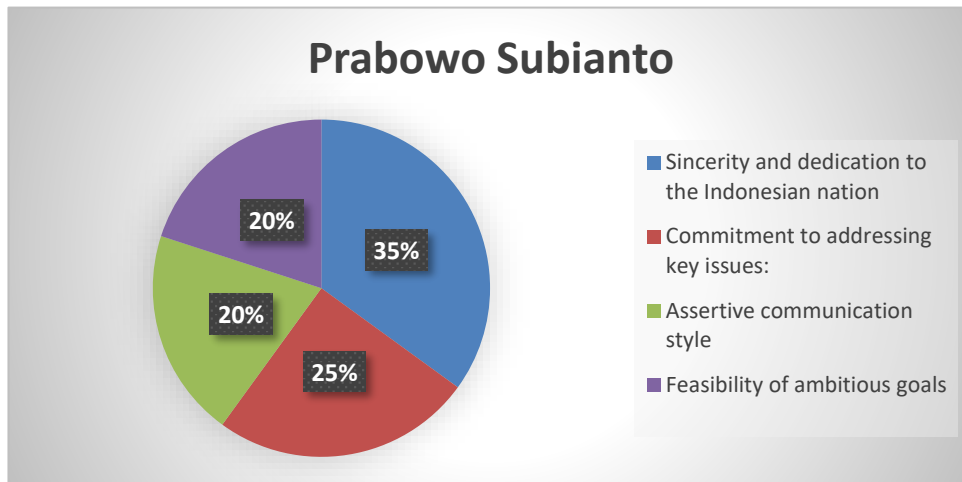
No	Candidates	Key Rhetorical Strategy
1	Anies Baswedan	<ul style="list-style-type: none"> - Promised change and improvement, appealed to emotions and empathy - Emphasized theoretical frameworks and ideological visions
2	Prabowo Subianto	<ul style="list-style-type: none"> - Advocated for social justice and equality - Demonstrated sincerity and dedication to the Indonesian nation - Committed to addressing key issues such as poverty and corruption
3.	Ganjar Pranowo	<ul style="list-style-type: none"> - Utilized an assertive communication style - Presented a nationalist stance and ambitious vision for Indonesia - Emphasized consensus-building and inclusivity - Exhibited an assertive leadership style

Table 1. Key Element Anies Baswedan



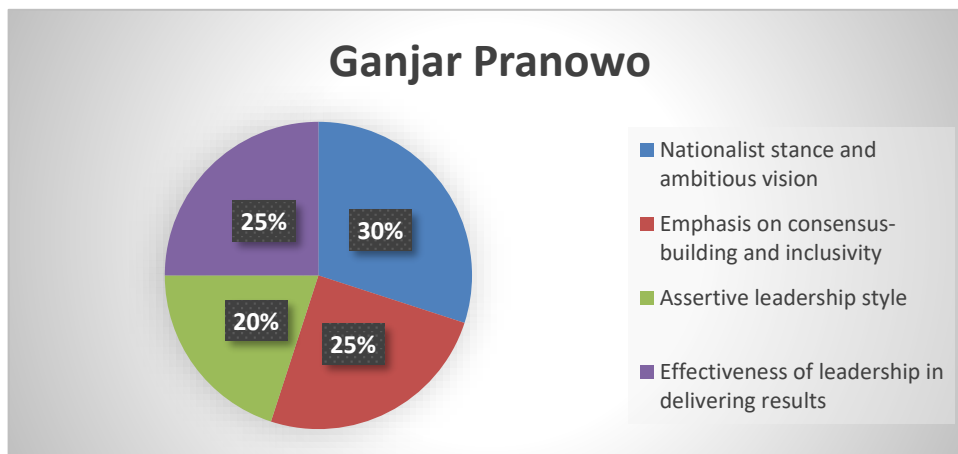
Anies Baswedan's closing statement resonated with voters through promises of change and improvement, coupled with appeals to emotions and empathy. His emphasis on theoretical frameworks and social justice ideals appealed to certain segments of the electorate, although some may have questioned the practicality of his proposals.

Table 2. Key Element Prabowo Subianto



Prabowo Subianto's communication style conveyed sincerity and dedication to the betterment of Indonesia, garnering support from those who prioritized strong leadership. His commitment to tackling issues such as poverty and corruption, albeit with ambitious goals, demonstrated a proactive approach to governance.

Table 3. Key Element Ganjar Pranowo



Ganjar Pranowo's nationalist rhetoric and ambitious vision for Indonesia struck a chord with voters seeking unity and progress. His emphasis on consensus-building and inclusivity highlighted his commitment to representing diverse interests, although his assertive leadership style may have polarized opinions.

The data analysis revealed that each candidate's communication strategies resonated differently with the electorate, influencing their perceptions and preferences. Anies Baswedan's appeal to emotions and theoretical frameworks may have resonated with voters seeking a visionary leader, while Prabowo Subianto's sincerity and commitment to addressing key issues may have appealed to those prioritizing strong leadership qualities. Ganjar Pranowo's emphasis on unity and progress may have attracted voters seeking inclusivity and national pride.

Understanding these nuances in communication strategies sheds light on the broader context of political communication and leadership in Indonesia. Effective

communication played a crucial role in shaping public perception and influencing electoral outcomes. By dissecting rhetorical strategies employed by each candidate, future research can glean valuable insights into the dynamics of political discourse and voter behavior in Indonesia.

Conclusion

The analysis of the closing statements delivered by Anies Baswedan, Prabowo Subianto, and Ganjar Pranowo provided valuable insights into the dynamics of political communication and leadership in Indonesia. Each candidate's communication strategies reflected their individual priorities, appealing to different segments of the electorate.

Anies Baswedan's emphasis on promises of change and improvement, coupled with appeals to emotions and empathy, highlighted his vision for a more just and equitable society. Prabowo Subianto's sincerity and commitment to addressing key issues resonated with voters seeking strong and decisive leadership. Ganjar Pranowo's nationalist rhetoric and emphasis on unity struck a chord with those seeking progress and inclusivity.

In conclusion, effective communication played a pivotal role in shaping public perception and influencing electoral outcomes. By understanding the nuances of each candidate's rhetorical strategies, future research can provide valuable insights for political communication and leadership in Indonesia, paving the way for informed decision-making and democratic governance.

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Source YouTube :

Title : (Full) Closing Statement 3 Capres, Prabowo Minta Maaf ke Anies dan Ganjar

Chanel :Kompas TV

Length :18:04

Link : https://youtu.be/2jxf_TEBZhM?si=VcV0fXAB5LQj8N2r