



## An Analysis of Language Style in Political Debate of Indonesian Presidential Candidate Of 2024

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### Abstract

*This research aims to identify various types of language styles and try to find the most dominant use of language styles in the political debates of the 2024 Indonesian presidential candidates using a sociolinguistic approach. This study uses a qualitative method. To obtain data, the author used a note-taking technique, namely taking notes. Because the data was in the form of words, it was analyzed by identifying, analyzing, and categorizing the data and noting the frequency of the most dominant types of language styles. Researchers also used Martin Joos's theory of language style types; five different language styles were studied. Frozen style is one of them, as are formal style, consultation style, casual style, and intimate style. The results of the research show that the types of language styles in political debates have a frozen style of 1 data, a formal style of 3 data, a consultative style of 35 data, then a casual style of 12 data, and finally, the intimate style has 0 data. Based on the analysis, the author found that there are four language styles: frozen, formal, consultative, and relaxed. Then, the consultative style is the most widely used style, with 35 data points out of a total of 51 data points.*

**Keywords:** Sociolinguistics, Language Style, Political Debate;

### INTRODUCTION

The implementation of general elections for both regional and state leaders has become a democratic celebration for Indonesian society. Each pair of candidates competes to attract attention so that they can become the people's choice. A prospective leader's achievement of victory is not merely to lead a region or country but rather to achieve power. The existence of politics in Indonesia currently has more of a tendency to be an arena for fighting for power. Language and power have a close relationship. Through language, someone can influence other people, in this case, society, to carry out their goals. Language also reflects attitudes and how someone leads. Marbun et al., (2021) state that problems related to power and society are about who uses what language (or who uses what type of language) and what people's attitudes are towards language (or towards types of language).

Everyone has a way of using language, depending on who the speaker is, how the language speaker views themselves, and what identity they want to convey Puspita et al., (2021). Related to this, many state and regional leaders use language to show their identity. Even language today can

be said to be a tool for self-image. There are people who speak in a relaxed manner; there are those who convey things directly and without further ado; and there are also those who convey their thoughts in a very careful and considered manner. This is all done to show one's identity to the wider community.

In the world of politics, winning a battle in an election is a gold mine for the party holding the candidacy. Therefore, each candidate and his supporting party uses each various methods to win votes during the election. One way is to give various speeches in front of the wider community. This also includes influencing the public during candidate debates. Munawaroh et al. (2022), define debate as an exchange of different points of view between individuals or groups with the aim of bringing together parties who support and oppose a particular proposal in order to determine its feasibility. Debate has a very good role in improving speaking skills and makes participants dare to express their every thought.

In this global era, debates can have a very important meaning. Debate makes a huge contribution to democratic life, especially in political matters. The debate held by the presidential and vice presidential candidates is a form of conveying the vision and mission as well as the work programs that will be implemented if elected.

The language used great influences in the success of the debate. Therefore, it requires intelligence in the use of language by each pair of candidates. The use of language in debate is closely related to the use of language style. Language style is also called style. Style of language can be defined as a way of expressing thoughts through language in a unique way that shows the soul and personality of the language user.

The writer examines the use of language style in debates because language style is an important aspect of debate, namely as one of the components contained in a debater's language mastery. The use of language style can determine whether or not the arguments presented by the debaters are weighty.

The reason why the writer is interested in conducting research on language styles is to find out what types of language styles exist and what language styles are most widely used in debates between presidential and vice presidential candidates in Indonesia in 2024. Apart from the reasons above, the writer chose language styles because of style. Language is one of the materials taught in Indonesian language subjects at school so that research results can be used as teaching material. Apart from that, this research aims to provide extensive knowledge regarding satirical language styles, both in terms of types and meanings used in everyday life.

## METHOD

The methodology of this study will be qualitative-descriptive. Creswell (2018) asserts that because writers are concerned with the process, meaning, and comprehension generated by words or images, qualitative research is descriptive. This research describes the types of language styles used and determines the types of language styles used in the third political debate of the 2024 Indonesian presidential candidates. This research data is presented from the transcript of the third political debate of the 2024 Indonesian presidential candidates produced on January 7, 2024, with a duration of 2 hours, 45 minutes, and 20 seconds ([https://www.youtube.com/live/ZnQuXzN5XIs?si=wAdX8Ue58S0p\\_PSx](https://www.youtube.com/live/ZnQuXzN5XIs?si=wAdX8Ue58S0p_PSx)). The debate presented three pairs of presidential and vice presidential candidates in the 2024 elections, namely Anies Rasyid Baswedan-Muhaimin Iskandar (as candidate number one), Prabowo Subianto-Gibran Rakabuming Raka (as candidate number two), and Ganjar Pranowo-Mahfud MD (as candidate number three). And Desvita Bionda, together with Herjuno Syahputra, were the hosts (MC). There are five language styles used in this data: frozen style, formal style, consultative style, casual style, and intimate style used in debates. The writer collects data through the following steps:

1. Collect references related to research.
2. Download the political debate videos on YouTube.
3. Watch downloaded political debate videos.
4. Writer read the script while watching to match and check.
5. Writer identifies language styles by underlining the script.

6. Writer classify data based on different types of language styles.  
After collecting data from YouTube, the writer analysis the data with the following steps:
1. The writer categorized the data according to the type of language style based on Martin Joos' theory.
  2. The writer identified the dominant style used in the political debate script by calculating the most dominant type used.
  3. The writer drew the finding.
  4. The writer discussed the findings.
  5. The writer drew conclusions based on the research findings.

## FINDINGS AND DISCUSSION

### Finding

After analyzing the data, the writer found the data of language style based on political debates of Indonesian presidential candidates of 2024. Here is the number and the percentage and each type of language style:

Table 1. The Percentage of language style used three candidates in the political debates of the three 2024 Indonesian presidential candidates.

No	Types of Language Style	Anies Rasyid Baswedan-Muhaimin Iskandar (candidate number one)		Prabowo Subianto-Gibran Rakabuming Raka (candidate number two)		Ganjar Pranowo-Mahfud MD (candidate number three)	
		Amount	Percent	Amount	Percent	Amount	Percent
1	Frozen	0	0%	1	5.88%	0	0%
2	Formal	1	5.88%	0	0%	2	11.76%
3	Consultative	16	94.11%	7	41.17%	12	70.58%
4	Casual	0	0%	9	52.94%	3	17.64%
5	Intimate	0	0%	0	0%	0	0%
Total		17	100%	17	100%	17	100%
		51					

The results of the analysis showed that the type of language style used by Anies Rasyid Baswedan-Muhaimin Iskandar (candidate number one) is formal and consultative. Of the two types, the most dominant was the consultative style, with 16 points from 17 data points and a percentage of 94.11%, and the second was the formal style, with 1 point from 17 data points and a percentage of 5.88%.

Furthermore, the results of the analysis of the types of language styles used by Prabowo Subianto-Gibran Rakabuming Raka (candidate number two) were frozen style, consultative style, and casual style. Of the three types of language styles, the most dominant was the casual style with 9 points from 17 data points with a percentage of 52.94%, the second was the consultative style with 7 points from 17 data points with a percentage of 41.17%, and the third was the frozen style with 1 point from 17 data points with a percentage of 5.88%.

Apart from that, the results of the analysis of the types of language styles used by Ganjar Pranowo-Mahfud, MD (candidate number three), are formal style, consultative style, and casual style. And of the three types of language styles, the most dominant is the consultative style with 12 points from 17 data points with a percentage of 70.58%, the second is the casual style with 3 points from 17 data points with a percentage of 17.64%, and the third is the formal style with 2 points from 17 data points with a percentage of 11.76%.

Based on the data analysis of language styles used in the third political debate of the 2024 Indonesian presidential candidates, which was the object of the research, this research discusses the language styles in the third political debate. Meanwhile, the results of linguistic style analysis use

Martin Joos' theory. There were five types of language styles: frozen style, formal style, consultative style, casual style, and intimate style. And of the five types, the most dominant is the consultative style, with 35 points from the total 51 data points.

## Discussion

The researcher conducted a study of the language styles used in the political debates of the three Indonesian presidential candidates in 2024 using Martin Joss's theory. According to Martin Joss, there were five language styles in the form of formality: frozen style, formal style, consultative style, casual style, and intimate style. Researchers wanted to analyze the style used in the political debate of the three Indonesian presidential candidates in 2024 on YouTube. This means that debaters had unique characteristics for conveying arguments and opinions. One of its characteristics was the use of language style. After calculating the data, the writer found that the style most often used by presidential candidates was the consultative style. According to Joos (1967), consultative style is a language style used in situations where the interaction between the speaker and listener is more relaxed and informal than in formal situations but still requires a level of formality and politeness. In this case, in the third political debate, the 2024 Indonesian presidential candidates used a more consultative language style to create a communication environment that supports the productive exchange of ideas, respects the opinions of opponents in the debate, and builds a shared understanding of the topics discussed.

This research was very different from Putra & Rosa (2019), which was written about language style by Martin Joos in previous research. From the analysis of the Ellen's Shows script, researchers found that the dominant style used by Ellen Degeneres and the guests was a relaxed style. Ellen often used a casual style to suit the style of guests, most of whom were children. Ellen's style was mostly to present things in a humorous way. The factors that influence the most in this research and influence language style were participants, setting, topic, and function.

Milandari (2022) examined the use of language styles in the debates between candidates for governor and deputy governor of DKI Jakarta for the 2017–2022 period. The theory used is Keraf's theory, which was different from the writer's research because the writer uses Martin Joos' theory but with the same research method as the writer, namely the qualitative descriptive method. The difference between this research and the writer's research lies in the theory, the writer's problem, and the results obtained.

Based on the presentation of data that had been described regarding the use of language styles in the political debates of the three Indonesian presidential candidates in 2024, 51 of them were written and analyzed using language styles. By analyzing the data, it can be seen in the attachment, and an overview of the analysis can be seen from the data analysis. This research focuses more on identifying the types of language styles that are dominant in all political debates among the three Indonesian presidential candidates in 2024.

## CONCLUSION

After completing the analysis and review of language styles using Martin Joos' theory regarding the five types of language styles resulting from the political debate of three Indonesian presidential candidates in 2024, here are some conclusions:

1. After obtaining results through research on the political debates of the three Indonesian presidential candidates in 2024, results were obtained using several language styles based on Joos' theory, which was divided into five language styles.
2. There are four types of language styles obtained from 51 data points. The four language styles were frozen style 1 data, formal style 3 data, consultative style 35 data, and casual style 12 data.
3. The most dominant language style found in the political debates of the three Indonesian presidential candidates in 2024 was the consultative style, with 35 data points. The reason was that the level of the consultative style was between semi-formal and casual. And when used, debating helps create a more open and respectful environment, which in turn could increase the likelihood of

cooperation and problem solving. On the other hand, the consultative language style is the language style used during result-oriented group discussions.

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