Rational Value in the Identity Political Discourse of 2024 RI Presidential Candidates

Johar Amir  
Corresponding Author’s Email: djohar.amir@unm.ac.id  
Universitas Negeri Makassar, Indonesia

Ambo Dalle  
Email: ambo.dalle@unm.ac.id  
Universitas Negeri Makassar, Indonesia

Abstract
In politics, discourse plays an important role as a stage for political actors to utilize language as a tool to build, reveal, or strengthen their power domination. Political discourse is a crucial element of political communication, providing a platform for political actors to utilize language to establish, reveal, or reinforce power dynamics. Repetition is a common feature in political discourse, often used by politicians to emphasize key messages and concepts. This research aims to identify and explore the various dimensions of identity politics, including social, ethnic, religious, professional, regional, gender, and cultural identities. This research will use the critical discourse analysis (AWK) method to process and analyze data. The type of research conducted is descriptive qualitative. The data to be analyzed are the campaign speeches of RI 2024 presidential candidates delivered in the form of language utterances, especially focusing on grammatical relational values that reflect identity politics, obtained from YouTube social media. The data source comes from the video of the campaign speech of the 2024 RI presidential candidate uploaded on the Kompastv account on YouTube. The data collection techniques to be used include documentation, listening technique, and note-taking technique. Through the use of command sentences, the speaker gives instructions to his supporters to perform certain actions and aims to influence the listeners’ behavior and actions. Meanwhile, the use of statement sentences reinforces a clear and unequivocal message regarding the social relationship between the presidential candidate and his supporters, emphasizing commitment and continuity in the relationship. In addition, the use of relational modality creates an atmosphere of hope and belief in the positive outcome of the struggle and the desired change, strengthening the emotional attachment between the speaker and his supporters.

Keywords: discourse analysis, relational value, imperative, declarative, modality.

INTRODUCTION
In politics, discourse plays an important role as a stage for political actors to utilize language as a tool to build, reveal, or strengthen their power domination (Sartini, 2015). Especially in the context of presidential elections, political discourse plays a very significant role in shaping the image and political identity of each presidential candidate. In their speeches, language not only functions as a communication tool, but also as an instrument of power used to influence people's perceptions of their political identity. Having an awareness of the principle that language can shape people's perspectives and judgments is very important to
understand the complexity of political discourse.

Political discourse is a crucial element of political communication, providing a platform for political actors to utilize language to establish, reveal, or reinforce power dynamics (Iqbal et al., 2020). In the context of presidential elections, political discourse plays a vital role in shaping public perception and the political persona of each candidate. Language in political speeches not only conveys messages but also acts as a powerful tool of influence to shape people's perceptions of the candidates' political identities (Iqbal et al., 2020). Understanding the impact of language on individuals' viewpoints and judgments is essential for grasping the complexity of political discourse.

Repetition is a common feature in political discourse, often used by politicians to emphasize key messages and concepts (Chun-fang, 2022). Metaphors are essential in constructing political narratives and are integral to political analysis and policy formulation (Chun-fang, 2022). Metaphors help in interpreting intricate political ideas, evoking emotions, and clarifying specific political intentions (Chun-fang, 2022). Political discourse is effective in persuading and manipulating audiences to align with the goals articulated by political actors or groups through mechanisms such as biases and ideologies (Павліченко & Гаврилюк, 2022). The various genres of political discourse allow politicians to offer detailed information to the public, shape public opinion, and influence decision-making processes (Xiang, 2022).

In the realm of political communication, politicians strategically employ linguistic structures to convey ideological implications, aiming to gain the trust, confidence, and endorsement of their audiences (Ali, 2021). Political discourse is defined by its essence and features within the sphere of political activity, where language serves as a potent tool for constructing reality and shaping dominant representations (Kpeglo & Giddi, 2022). The language used in political discourse is crucial for candidates seeking to persuade voters and secure their support (Gomaa, 2022). Language plays a pivotal role in formulating ideologies and power dynamics, acting as a channel for delivering a politician's agenda (Mwiinga & Simwinga, 2020).

Critical discourse analysis explores the reproduction of political power, the misuse of power, and domination through political discourse, highlighting the intricate relationship between language and political influence (Jefić, 2020). Political memes are utilized as tools of political propaganda to either bolster or undermine the discourse surrounding presidential candidates, thereby influencing public opinion (Stojan & Mijić, 2019). Successful politicians skillfully leverage their understanding of formal influence to gain acceptance of their claims and ideologies through discourse (Sobola, 2020). Language in political discourse encompasses not only linguistic structures but also resonates within specific political contexts, shaping the impact of the discourse (Spencer-Bennett, 2019).

The strategic positioning of actors within discourse-worlds serves as a precursor to their attainment of influential power positions within organizational domains, emphasizing the complex relationship between discourse and power dynamics (Ropik & Qibtiyah, 2021). Irony within political discourse plays various roles, from mockery and attack to self-defense and tension alleviation (Galstyan, 2022). Discourse analysis, which studies language in action, reveals the nuanced layers of ideological positioning within presidential inaugural addresses (Cătău-Vereș, 2023). Critical discourse analysis uncovers the discourses surrounding the politicization of floods in the context of the 2024 presidential election, as observed on Twitter (Korolyova, 2022).

Political discourse, deeply rooted in sociocultural contexts, exerts a significant influence on shaping societal norms and behaviors, highlighting its pivotal role in societal dynamics (Arshad et al., 2021). As the most comprehensive unit of language, discourse serves as the pinnacle of linguistic expression, encapsulating multifaceted meanings and interpretations (Maryadi et al., 2022). The role of political discourse in governing those in
power underscores its critical significance in understanding and analyzing political power dynamics (Browse, 2020). Through a thorough analysis of political discourse, one can unravel the intricate tapestry of power dynamics, ideological underpinnings, and persuasive strategies that underlie political communication.

A presidential candidate’s campaign speech becomes the culmination of the expression of identity politics discourse. When presidential candidates speak or convey their vision and mission, they are not only conveying ideas, but also deliberately shaping identity narratives that can seep into people’s minds. The discourse of identity politics in these speeches involves careful selection of words, framing of issues to create a narrative that supports the desired political identity, as well as the use of rhetoric to move people’s emotions and motivation. In this whole process, language becomes something that is carefully processed to achieve certain political goals.

Norman Fairclough (1995) promotes an interdisciplinary approach in developing the concept of political discourse by combining linguistics, interpretive traditions, and sociology. The discourse model he introduced consists of three main dimensions: texts, discursive practices, and social practices. The text, as the first dimension, is the end result of the discourse production process that involves the use of language and sentence structure, as well as the interaction between the text and individuals or society during the discourse production and interpretation process. Discursive practices, as the second dimension, include the interactions that occur during the process of discourse production and interpretation, including the way people read, understand, and respond to texts. The third dimension, social practices, involves the socio-cultural context that influences the process of discourse production and interpretation, including situational, institutional, and social contexts. Fairclough uses three different analysis models of description, interpretation, and explanation to analyze these three dimensions holistically (Munfarida, 2014).

Previous research has revealed various important aspects in the context of presidential elections, which are relevant to the focus of this study. The study by M. Wildan, Muhammad Saleh, and Agodiah (2023) on the contestation of language ideology highlights the importance of understanding the impact of language ideology on horizontal, vertical, and individual patterns in the presidential election process. Meanwhile, Aryojati Ardupendanto’s (2019) research on the impact of identity politics in the 2019 presidential election illustrates the dangers of populism in ignoring the heterogeneity of society and using social media to spread hoaxes and strengthen polarization. In addition, research by Agus Saputro (2018) highlighted the role of religion-based identity politics in the political campaigns of presidential candidates, showing that the relationship between religion and the state has become a significant issue in Indonesian politics. By referring to these studies, research on rational values in the identity politics discourse of Indonesia’s 2024 presidential candidates becomes increasingly relevant and important for further study.

This research aims to achieve several objectives. Firstly, it seeks to analyze how the 2024 Indonesian presidential candidates utilize language in their campaign speeches to construct and convey their political identities. Secondly, the study aims to identify and explore the various dimensions of identity politics, including social, ethnic, religious, professional, regional, gender, and cultural identities, as articulated in these speeches. By applying Norman Fairclough’s modern critical discourse analysis, particularly focusing on the relational value of the language used, the research will delve into the intricate ways in which political discourse shapes and is shaped by the socio-cultural context. This will provide a comprehensive understanding of the strategies employed by candidates to influence public perception and mobilize support, thereby contributing to the broader discourse on the role of language in politics. This research has similarities with previous studies, which both examine identity politics in analyzing the object of research. The difference is that this research will examine in
more depth about identity politics which includes social, ethnic, religious, professional, regional, gender, and cultural identities through Noman Fairlough's modern critical discourse analysis, especially on the relational value of campaign speeches delivered by the 2024 Indonesian presidential candidates.

METHOD

This research employs the Critical Discourse Analysis (AWK) method to process and analyze data, aiming to uncover the underlying social and political meanings in the language used by RI 2024 presidential candidates in their campaign speeches. The study is descriptive and qualitative, focusing on the detailed examination of language to reveal how grammatical choices reflect identity politics. Specifically, the research scrutinizes language utterances for grammatical relational values that indicate political identity markers. These utterances are sourced from YouTube, particularly from the campaign speech videos of 2024 RI presidential candidates uploaded by Kompastv.

To collect the data, a combination of documentation, listening, and note-taking techniques will be employed. During the documentation phase, the researcher will identify and gather relevant campaign speeches, either by recording live speeches or finding existing transcripts online, and then uploading these into the research system for analysis. The listening technique involves a meticulous process where the researcher listens to the speeches multiple times, ensuring a thorough understanding and accurate capture of the content. This repetitive listening is crucial for capturing nuances and verifying the precision of the data.

In the note-taking phase, the researcher transcribes the speeches in detail, noting specific instances of language use that align with the research focus on grammatical relational values. This involves not only creating a complete transcript but also annotating it with observations about language usage that reflect identity politics. The notes are then organized systematically to facilitate a comprehensive and structured analysis. By using these techniques, the research aims to achieve a deep and nuanced understanding of how presidential candidates use language to construct and convey their political identities, providing insights into the interplay between language and politics in the context of the 2024 RI presidential campaign.

FINDINGS AND DISCUSSION

Findings

Relational Value in Campaign Speeches of 2024 Indonesian Presidential Candidates on Grammatical Aspects

Relational value is the value that reflects the traces of social relationships revealed in a speech item. The focus is on how the sentences used in the speech contribute to the formation of social relations between the people involved in the story (Fairclough, 2003). The analysis of relational values in a speech is important because it can show the impact of unique positions in society reflected through the media (Ilham, 2023). In addition, the level of formality in vocabulary is also an important factor that influences the formation of social relationships and interactions (Munfarida, 2014). The analysis of relational values in speech requires a deep understanding of the various grammatical aspects and modalities used by the speaker to communicate the message to the audience. Based on the data from the research results, the findings of identity politics discourse in presidential candidates' speeches from the grammatical aspects of relational values are divided into three, namely command sentences, statement sentences, and modality.

1. Command Sentence

The command sentences in this study are sentences that describe the traces of relationships between presidential candidates and their supporters built in delivering campaign
speeches. The following are the relational values that show the command sentences contained in the presidential candidates' campaign speeches, namely.

Data 1

“That is something we feel today from what we have always been commanded to do, to always listen, to always feel, to always vibrate with them in every beat of their pulse, their heart, and their breath. Mother, we are proud to be part of PDI Perjuangan. This is our spirit to be able to understand great expectations. They hope we will win. Make good decisions. Serve us and don't be corrupt. That's the tone that always comes up”

In the speech excerpt above, the focus lies on the use of command sentences that imply instructions to the recipient of the speech, namely the chairperson of the speaker's supporting party. The word “Mother” in this context not only refers to a formal title, but also highlights the gender identity of the addressee. The command sentences include instructions to “make good decisions and to provide services without corruption”. These sentences create the image that the speaker is responding to the aspirations of the public and is committed to actions that have a positive impact on society.

The choice of the word “Mother” in the command sentence shows the speaker's strategy to build an emotional connection and gain support from the addressee. In this case, the word “Mother” can be considered as a favorable call, with the aim of increasing the speech recipient's engagement and identification with the message. Command sentences such as “Make good decisions” and “Serve us and don't be corrupt” also indicate the desired expectations and values of the addressee, which are aligned with the represented gender identity.

In the context of command sentences, the use of the word “Mother” as a gender identity affects the dynamics of social relations in the political speech. The use of command sentences not only commands certain actions to the addressee, but also reflects the speaker's efforts to build closeness and emotional engagement with the intended audience. The command sentence in the excerpt aims to establish desired behavioral norms and affirm the speaker's commitment to integrity and community service.

Data 2

“Who will you vote for? You all also have references to choose. So how do you see it? Look at the candidates’ debates. Look at the candidates’ debates because you will see one by one What are the questions? How to answer them? Do you know or not? Or maybe? Do not know ... So starting this afternoon in Cirebon I remind the people never to be afraid”

In the speech excerpt above, attention is drawn to the use of command sentences as instructions given to listeners. The speaker refers to the identity of the region, namely “Cirebon” and gives a series of instructions that highlight the importance of active participation in the political process. The speaker uses interrogative sentences that directly invite the audience to respond and consider their political choices. The speaker also emphasizes that the audience has a reference to vote, adding a participatory dimension to the process of selecting presidential candidates.

The use of command sentences in this speech reflects the speaker's attempt to influence listeners' behavior and actions, particularly in the context of the election process. The instruction to watch the candidates' debates is an attempt by the speaker to provide a relevant source of information for listeners in making political decisions. In addition, the command to consider how to answer the questions that arise emphasizes the importance of critical thinking and careful preparation in the election process.

Through the use of command sentences, the speaker in this speech emphasizes the importance of active participation and critical thinking from listeners in the political process, especially in the context of elections. The identity of the region, namely “Cirebon”, is used as
a foundation to build the message, with the aim of strengthening the emotional attachment and involvement of listeners from the region. Through the instructions given in this speech, the speaker tries to influence the listeners' attitudes and actions in supporting a more participatory and critical-thinking political process.

Data 3

“Brothers and sisters, I really ask you to go home from here, you convince your entire environment, all your family, all your in-laws, besan-besan, in-laws, prospective in-laws, ex-girlfriends, neighbors, convince everyone... I only ask from the almighty, O God, before you call me, give me the opportunity to see my people prosper.”

In the quote above, the speaker uses strong language to invite his audience to return home to campaign for him. The speaker strongly requests that the audience actually, upon returning from the location, make an effort to “convince the whole neighborhood”, including family, in-laws, future in-laws, ex-boyfriends, and neighbors. The statement uses religious identity, specifically by mentioning “Ya Allah” which describes the speaker's expectations.

The use of this command sentence shows that the speaker is utilizing rhetorical power to build emotional and social connections with the audience. The command reflects the speaker's attempt to build solidarity and broad support from the community. The use of the word “convince” shows that the speaker is not only asking for physical presence, but also urging for active support and conviction from the audience's social environment, including their family and closest relations. The mention of “Ya Allah” adds a spiritual dimension to the speech excerpt, creating a deeper emotional bond between the speaker, the audience and the shared religious values.

Through the use of command sentences in the speech, it shows that the speaker uses linguistic strategies to influence and mobilize his audience. The speaker positions himself as a potential leader who asks for support to his audience and the speaker implicitly builds a strong relationship and strengthens Islamic religious identity in the context of political speeches. The mention of “Ya Allah” also shows that in the context of identity politics, Islam can be a significant source of power in building social relations and influencing political behaviour.

2. Statement Sentences

Statement sentences in this study are sentences that are concise and clear about the social relations of presidential candidates and their supporters in delivering speeches. The following are the relational values that show the statement sentences contained in the presidential candidates' campaign speeches, namely.

Data 4

“At that time we said that our dream was to bring justice from the red soil starting for Jakarta and Alhamdulillah. The promises were fulfilled. Today we start a new journey and what we are working towards is still the same. We want to bring the same mission that we had in Jakarta, the vision was to bring justice, now we are bringing that vision to the national level.”

The speech excerpt is part of a political discourse that highlights regional identity, specifically “Jakarta”. In the sentence, the speaker conveys the message that they are embarking on a new journey with goals that are still consistent with what they have espoused in “Jakarta”. The sentence reflects a shift from Jakarta to the national level, showing a commitment to “bring the values of justice” that have been carried before to a broader dimension.

This statement reflects the continuity and commitment of the speaker. The shift from “Jakarta” to the national level shows the evolution and expansion of the social space explored by the speaker. The vision to “bring the value of justice” remains at the core of this journey,
highlighting the importance of relational value in understanding the dynamics of social relations. This speech reflects an attempt to build or strengthen connectedness between individuals as well as expand social impact through a vision of justice.

In the context of relational value, the use of statement sentences in the speech gives the impression of clarity and assertiveness in conveying the message. The speaker clearly emphasizes the social relationships they have built in the “Jakarta” area and how the political vision they promoted in “Jakarta” is maintained and extended to the national level. This reflects the speaker's efforts to build and maintain solid relationships with their supporters in the region.

Data 5

"They might be able to carry that out themselves by all means. But it becomes unfair when there is a state, a government that should be there. This is the extraordinary struggle of a pastor, his degree is S. Pd, he is looking for medicine, and he is working to help the people."

The excerpt of the speech contains the use of a strong and clear statement sentence, focusing on the religious identity of a “pastor”. The speaker highlights the role of a “pastor” in providing assistance to the community. This sentence reflects the assertion that, while individuals are capable of acting on their own, the presence of the state and government is expected. It emphasizes the feeling of injustice when the state and government are supposed to be present.

It shows that the speaker is addressing the social role of a “pastor” in the context of humanity and justice. The speaker highlights the injustice felt when the state or government is not present to help people in certain situations. The speaker emphasizes the struggle of a pastor who actively seeks medicine and works to help the people, the speaker appreciates the social and humanitarian role played by the “pastor”. The statement shows that the speaker feels a sense of injustice towards people in remote areas who have to survive without adequate support from the state and government.

In terms of relational value, this statement sentence creates a strong social connection between the speaker, the pastor, and the listener. The speaker clearly shows appreciation for the struggle of a “pastor” in a broader social and political context. The statement sentence reflects the urgency of the state and government's presence in supporting communities in remote areas. The speaker expresses disappointment at the injustice felt when such support is absent. The speech highlights the importance of active state involvement in providing support and protection to communities facing external challenges.

Data 6

"And this condition cannot be ignored, cannot be allowed, and must change. That's why we push for change, to restore the law, to be upright to all. And if we look at today, there is one millennial who can become a vice presidential candidate. But there are thousands of generation Z millennials who care about the nation's children, who care about those who are marginalized".

In this excerpt, strong and repetitive statements are used to highlight the social identity of “generation Z”. The speaker details a view on the current state of the law, in which it should be regarded as upright and just and emphasizes that the existing conditions cannot be ignored or tolerated, and change must occur. This statement shows a drive to bring about change for the better, especially in the context of restoring legal justice.

Data 7

"We remember the Republic of Indonesia, the people of Aceh were the first to join the people of Indonesia, the people of Aceh were the first to collect money, gold, the wealth of their people to buy the first airplane belonging to the Republic of Indonesia. Aceh is an asset that we really need in the big family of the Republic of Indonesia, the big family of the archipelago."

Volume 11 Number 1 (2024)
The quote explains the history and contribution of “Aceh” as part of the Republic of Indonesia. The speaker reminds us of the role of “Aceh” as the first province to actively support the establishment of the Republic of Indonesia by joining and contributing financially, raising money, gold and wealth to buy the Republic of Indonesia's first airplane. This sentence emphasizes the importance of the role of “Aceh” as an asset of strategic and significant value to the Republic of Indonesia and the Nusantara family.

It reflects recognition of “Aceh's” historic contribution to the formation and development of the Republic of Indonesia. The statement shows that “Aceh” is not only recognized as part of the state entity, but also considered an indispensable asset. The terms “family of the Republic of Indonesia” and “family of the archipelago” emphasize the strong solidarity and interconnectedness between Aceh, the Republic of Indonesia and the entire archipelago.

The wording of the statement underscores the concept that “Aceh” is not just a province, but also a valuable asset that helps strengthen the unity and integrity of the Republic of Indonesia. It details the importance of recognizing the economic and emotional contributions of “Aceh” within the framework of the country and the archipelago. The statement is also considered a call to maintain positive relations and enhance collaboration with “Aceh”, ensuring that their role and contributions remain recognized and valued within the extended family of the Republic of Indonesia and the archipelago.

3. Modality

The modality in this research is information related to the speaker, in this case the presidential candidate. Relational modality is used to describe social relations and truth evaluation. The following is the relational value that shows the modality contained in the presidential candidate's campaign speech, namely.

Data 8

"God willing, our struggle is blessed by God. God willing, our struggle will be led to success. And God willing, change will happen in this republic. And God willing, February 14, 2024 will be recorded as Indonesian Change Day. Turn off the recording now. Applause for everyone."

In the data above, the speaker's use of words like “God willing” reflects the use of relational modality which is closely related to religious aspects. This phrase creates a hope or belief related to the outcome of the struggle and change in Indonesia. The speaker uses this modality to strengthen social relations with the audience through the expression of a shared belief in change efforts. The speaker also gave a call to celebrate the expected changes and mentioned February 14, 2024 as Indonesia's Day of Change.

The use of relational modality in the statement reflects the speaker's authority and confidence in the outcome of the struggle and the desired change. The phrase “Insya Allah” not only creates a religious dimension, but also portrays a confident attitude and positive evaluation of the future. The speaker uses this modality to build an emotional connection with the audience, provide moral encouragement, and portray a shared hope regarding the desired change. In addition, the use of imperative sentences shows an attempt to direct and control the audience, emphasizing the speaker's position in conveying the message.

The use of the relational modality “God willing” in this context functions as a strategy to portray spiritual authority and belief in a positive outcome. This modality can also be seen as the speaker's attempt to form an intimate relationship with the audience through the use of faith values. The speaker creates shared hope, seeking to increase the audience's confidence and support for the struggle and the desired change. The speaker seeks to reinforce his or her identity as a leader who believes in the success of the struggle and the desired change.

Data 9
"I have taken an oath, to give my body and soul, for the nation and the people of Indonesia. It is not position I seek, it is not rank I seek, I want to see my people prosper. Ladies and gentlemen, I have taken an oath, to give my life and body for my people, I have many times been willing to die for this republic."

In the data above, the speaker uses words such as “have sworn” to emphasize his personal commitment and dedication to the nation and “the people of Indonesia”. This phrase reflects the use of strong modality, showing firmness and earnestness in stating his intentions and goals. The speaker states that his oath is not merely to obtain an office or rank, but rather to dedicate his entire body and soul for the benefit of the nation and “the people of Indonesia”. The speaker emphasized that his top priority was the welfare of the people, not personal interests or social standing.

The use of modality in the statement illustrates the moral authority and courage of the speaker to assert his commitment and loyalty to “the people of Indonesia”. The phrase “have sworn” indicates a strong evaluation of the speaker's personal determination and dedication to his country and people. The speaker affirms his loyalty to the general public. This statement shows that the speaker sees himself as a servant of the people who is ready to sacrifice everything for the welfare and success of the nation. This creates an emotional connection with the audience and shows a strong determination to sacrifice for the welfare of the people.

The use of relational modality in this excerpt is not only a means to show the speaker's commitment to the country and the people, but also as a tool to form an emotional connection with the audience. Through words such as swear the speaker seeks to establish a strong emotional bond with the audience, emphasizing a deep dedication and determination towards a common cause. The relational modality not only illustrates the speaker's authority and trustworthiness, but also builds solidarity with the audience through shared goal values.

Data 10

"Thank you all. Ladies and gentlemen, I want to ask, who wants free internet, raise your hand. Those who like to buy quota. I hope this free internet will become a program for young people, and old people too. To develop all their creativity and facilitate their work so that we can welcome Indonesia in the future with a creative economy made by young people."

The data above highlights the importance of the free internet program as an initiative to support “young people”, as well as making room for the older generation. In this speech excerpt, the phrase “I hope” shows the speaker's hope that this program will be a step that encourages “young people” to develop their creativity and facilitate their work. The main purpose of this free internet program is to strengthen the creative economy, which the speaker believes is a vital contribution to Indonesia's future.

The use of modality in the statement shows that the speaker is not only conveying a plan or idea, but also expressing his or her hope for the positive impact that might occur. The phrase “I hope” creates an atmosphere of hope and enthusiasm, reflecting a positive evaluation of the free internet program as a tool to develop the creativity of “young people” and facilitate their work. This modality strengthens the emotional closeness between speaker and audience through a shared understanding of the expected benefits.

The use of relational modality in the statement aims to communicate the speaker's aspirations and hopes for the success of the free internet program. The phrase “I hope” indicates that the speaker wants to build emotional engagement with the audience, especially “young people”, stimulate support, and create a shared belief in the goodness of the program. The speaker creates a convincing narrative about the positive potential of the program and invites the audience to jointly embrace the vision of creative economic progress in Indonesia.

Discussion
The analysis of the presidential candidates' campaign speeches reveals significant insights into the use of grammatical relational values to construct and convey political identities. The findings demonstrate that command sentences, statement sentences, and modalities are critical linguistic tools that candidates use to establish and reinforce their social relationships with supporters.

The use of command sentences in the campaign speeches effectively highlights the candidates' efforts to mobilize and influence their audience. For instance, phrases like "Make good decisions" and "Serve us and don't be corrupt" not only command specific actions but also reflect the candidates' responsiveness to public aspirations and their commitment to integrity and public service. This strategy fosters a sense of agency and involvement among supporters, emphasizing the candidates' alignment with the public's expectations and values. By addressing their supporters directly and using emotionally charged language, candidates strengthen the emotional bond and create a sense of urgency and importance around their political message.

Statement sentences in the speeches serve to clarify and assert the candidates' political stance and objectives. For example, the emphasis on regional identity, such as in the reference to Jakarta, illustrates how candidates project their local successes onto the national stage, thereby building continuity and trust. This approach underscores the candidates' commitment to the values and goals they have previously championed, reinforcing their reliability and vision. The clear and assertive nature of these statements enhances the perceived credibility and consistency of the candidates, fostering a stronger connection with their audience. Additionally, highlighting specific roles and contributions, like those of a pastor, underscores the candidates' recognition of social roles and their importance in the broader socio-political context.

The use of relational modality in the speeches, exemplified by phrases such as "God willing" and "I have sworn," adds a layer of personal and spiritual commitment to the candidates' messages. These expressions create a shared sense of hope and belief in positive outcomes, resonating deeply with the audience's values and aspirations. The invocation of religious elements and personal oaths not only establishes the candidates' moral authority but also builds a shared emotional experience that enhances solidarity and support. This strategic use of modality portrays the candidates as dedicated and trustworthy leaders, committed to the well-being and prosperity of the nation.

The findings from this study provide a nuanced understanding of how political discourse is strategically crafted to build and maintain social relationships between candidates and their supporters. The use of command sentences mobilizes action and commitment, while statement sentences assert the candidates' vision and credibility. Modality adds a personal and emotional dimension, strengthening the relational bonds and fostering a collective sense of purpose and hope.

These strategies highlight the importance of language in political campaigns, not just as a means of communication but as a powerful tool for shaping political identities and influencing public perception. The relational values embedded in the speeches reveal the candidates' efforts to align themselves with the public's values, aspirations, and social identities, thereby enhancing their appeal and support base.

CONCLUSION

The conclusion from the analysis of the presidential candidates' campaign speeches shows that the use of grammatical in relational value states that the campaign speeches of RI 2024 presidential candidates reflect a strong effort in building a solid social relationship between the speaker and his supporters. Through the use of command sentences, the speaker gives instructions to his supporters to perform certain actions and aims to influence the
listeners' behavior and actions. Meanwhile, the use of statement sentences reinforces a clear and unequivocal message regarding the social relationship between the presidential candidate and his supporters, emphasizing commitment and continuity in the relationship. In addition, the use of relational modality creates an atmosphere of hope and belief in the positive outcome of the struggle and the desired change, strengthening the emotional attachment between the speaker and his supporters.

The novelty of this study lies in its detailed exploration of the relational values embedded in political discourse, specifically within the context of Indonesian presidential campaigns. While previous research has examined the role of language in political communication, this study uniquely focuses on the relational aspects of grammatical structures and their impact on shaping political identities. By applying Norman Fairclough's modern critical discourse analysis to the speeches of 2024 presidential candidates, this research offers new insights into the strategic use of language in political campaigns, highlighting the interplay between linguistic choices and socio-cultural contexts.

REFERENCES


