

ANALYZING PRESIDENTIAL COMMUNICATION: JOKOWI DODO'S USE OF DIALECT IN ANTI-CORRUPTION SPEECHES

Lisbeth Juliana Sidauruk
State University of Medan

Novelliny Arishta Mutya *¹
State University of Medan
novellinyarishtamutya@gmail.com

Christine Lumbantobing
State University of Medan

Evelyn Metafati Zebua
State University of Medan

Honey Crysty Marbun
State University of Medan

Abstract

This study analyzes President Joko Widodo's (Jokowi) use of dialect in his anti-corruption speeches, focusing on its effectiveness in shaping public perception and mobilizing support. Utilizing Framing Theory, the research examines how Jokowi's linguistic choices frame the anti-corruption narrative. The qualitative analysis of Jokowi's World Anti-Corruption Day speech reveals that his use of local dialect and informal language fosters relatability and trust, bridging the gap between the government and the people. Findings indicate that Jokowi's strategic framing of corruption as a collective moral responsibility and a common enemy mobilizes public support and reinforces a national identity centered on integrity and transparency. This approach effectively highlights both achievements and ongoing challenges in the fight against corruption, maintaining public engagement and trust. The study underscores the importance of strategic communication in political leadership and offers insights for enhancing anti-corruption campaigns in Indonesia.

Keywords; *Jokowi, presidential communication, dialect, speech analysis, anti-corruption, Indonesia, public trust, cultural identity, accountability, transparency.*

INTRODUCTION

Political communication is crucial in shaping public perception and influencing opinion, particularly in Indonesia, where presidential speeches are key tools. Delivered on significant occasions like World Anti-Corruption Day, these speeches highlight the government's commitment to combating corruption and mobilize public support.

¹ Correspondence author.