

# Ideology and Linguistic Realization of Political Contestation by The Prospective Presidential Candidates of the Republic of Indonesia Pre-2024 Election

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**Abstract.** This study delves into the ideological underpinnings of prospective presidential candidates in Indonesia's 2024 pre-election period. Through qualitative descriptive methods, it analyzes the content, linguistic nuances, and motivations behind their political statements. The data, drawn from sources like newspapers, television, and social media, focuses on Anis Rasyid Baswedan, Ganjar Pranowo, and Prabowo Subianto. Employing Halliday's systemic functional linguistics framework, the research uncovers distinct leadership ideologies, linguistic styles, and their underlying justifications. This work not only advances applied linguistics, especially in the realm of political discourse analysis, but also serves as a valuable tool for voters seeking to grasp candidates' ideologies for the 2024 elections, potentially mitigating societal tensions. Furthermore, it enriches political and language education for the public, bolstering UNIMED's academic resources in discourse analysis and systemic functional linguistics.

**Keywords:** Ideology, Linguistic Realization, Pre-2024 Election, Political Contestation

## 1 Introduction

Ideology is a system or framework of concepts, images, values, or beliefs underlying an individual's understanding, expression, or action towards a certain reality as a member of society [1];[2]; potential ideology signifies power, dominance, and control [3]. Language serves as a means or resource to express, shape, and alter ideology [4], and no word or language is exempt from ideology [5];[2].

In the current year of 2023, during the pre-election period for 2024, Indonesian (social) media features political texts/statements from potential presidential candidates who may compete in the 2024 Elections for the Republic of Indonesia. Indonesian (social) media—television or TV, newspapers, Twitter, WhatsApp, YouTube, Instagram, Facebook or FB, and

other platforms—showcases political texts from potential RI Presidential candidates: Anis Baswedan, Ganjar Pranowo, and Prabowo Subianto. These texts carry ideological content, each with its unique elements of ideology and linguistic realization.

Several studies have been conducted in the field of political language. [6] examined the ideology and political attitudes, specifically discussing the dialectical relationship between language and ideology in the political speeches of Donald Trump, the President of the United States, at the United Nations General Assembly, and the political speech of Teresa May, the Foreign Secretary of the United Kingdom, in 2019. [7] analyzed the political speech of King Abdullah of Jordan, employing linguistic resources such as deixis, metaphor, terminology, repetition, and pragmatic aspects in persuasive appeals to Britain, Europe, and the global community to enhance world peace. Furthermore, [8] examined President Trump's political speech on television, fundamentally discovering strategies in language use linked with grammatical elements, such as transitivity, modality, and pronouns.

All these previous studies did not extensively address the elements of ideology or systematically examine how ideology is realized in grammar (lexicogrammar), which is a linguistic resource for encoding meaning. This interdisciplinary study—linguistic and political—examines the elements of ideology and linguistic realization in the political contestation texts of the potential RI presidential candidates. The realization of ideological elements in language is examined using the systemic functional linguistic theory (SFL) developed by [9] and other SFL experts, such as [10], [11], [12], etc.

Three research questions are posed in this study:

- (1) What ideology underlies the political contestation texts of potential RI presidential candidates in the pre-election period of 2024?
- (2) How is this ideology linguistically realized in these texts?
- (3) Why is this ideology realized through grammar as a linguistic resource in this way?

In relation to these three questions, the objective of this research is to formulate the ideology of the political contestation texts, analyze linguistic aspects as the realization of ideology, and elucidate the reasons or causes for the realization of ideology in the pre-election political contestation texts of 2024.

## **2 Literature Review**

### **2.1 Ideology**

Ideology is conceptualized as a framework for comprehending and expressing reality, exhibiting diverse characteristics and manifesting in various forms. In the realm of language, ideology is constrained as a set of beliefs, values, and modes of thought and feeling serving as a means for individuals to understand and articulate reality [2]. In relation to language usage and press reporting, [1] defines ideology as a system of concepts or images underlying an individual as a member of a community or society to comprehend, perceive, and interpret what they see, hear, or read. Similarly, concerning language and power, [3] contends that ideology represents an ideal manner to present and construct society, subsequently revealing

unequal power relations, dominance, and exploitation. [4] concludes that all perceptions, views, or opinions about reality are bound to an ideology. In the context of groups, ideology serves as a guide for action within and acts as a filter or defense against external attacks or intrusions. For instance, Pancasila ideology serves as guidance for the Indonesian nation to act or do something in Indonesia, and if there is an influence of culture or ideology from outside, Pancasila acts as a filter against the foreign elements of that influence.

Ideology possesses seven characteristics or attributes, namely cognitive, social, socio-cognitive, not inherently true or false, variable in complexity, variable in context, and abstract [2]; [13]. Based on the cognitive attribute, ideology is a system of thought linked to human cognition. The social characteristic asserts that ideology belongs to a community or group; there are group ideologies associated with race or ethnicity, age, era, aspirations, orientations, etc. The socio-cognitive attribute states that ideology permeates the thoughts or perspectives of all members within the group. The characteristic that ideology is not inherently true or false implies that one ideology may be deemed true by a group or its adherents, while potentially considered false by others, or vice versa. The characteristic of variability in complexity asserts that one ideology can be either simple or complex. Furthermore, with the attribute of variability in context, it implies that one ideology within a group may potentially be realized differently based on individuals or be realized differently in different contexts. The seventh characteristic of ideology is that, as a system of thought, it is abstract and general or uniform for its owner's members. Ideology manifests in five forms, namely legitimization, dissimulation, unification, fragmentation, and reification [14]. In the form of legitimization, ideology is employed to posit something as true, acceptable, just, and deserving of support. In the form of dissimulation, ideology is used to refute, reject, or conceal something. As a form of unification, ideology brings individuals together or embraces them for a certain idea. As opposed to unification, fragmentation ideology tends to divide or separate a particular group. The form of reification occurs in the preservation of the past as if it were acceptable and continuing, independent of time.

## **2.2 Language**

Language serves as the primary means to express, shape, and modify ideology [4]. The relationship between ideology and language represents a semiotic construal relationship with language or linguistic resources as the realization of ideology, and in turn, language or linguistic resources shape ideology. To investigate the realization of ideology, the systemic functional linguistic (SFL) theory, as developed by Halliday and other systemicists [15]; [9]; [10]; [16], is employed.

This study employs the systemic functional systemic linguistic (SFL) theory as a reference for analyzing political contestation texts (KP). Three reasons underpin the choice of using SFL theory, aligning with [17]. First, SFL theory is more effective for examining the realization of ideology in language compared to other grammatical theories because SFL focuses on the study of texts and social context, while other grammatical theories tend to focus solely on language form. Within the SFL perspective, social context determines and is determined by texts. Social context encompasses Ideology, Culture, and Situation. These three elements of social context determine text or language, and in turn, language or text shapes Ideology, Culture, and Situation. Thus, ideology is formulated or realized through the use of text or language. The second reason is that SFL theory has been widely used to describe oral and

written texts in various languages. The third reason is that SFL theory has long been at the forefront of critical discourse analysis (CDA) and political discourse analysis (PDA).

SFL theory posits that language or text is a resource for creating meaning. Language usage in natural situations, termed as texts, exists in society. Therefore, texts are associated with society, subsequently referred to as the social context of the text. With reference to the SFL theory developed by its founder [18];[19];[9] and further developed by other SFL experts such as [10]; [20], [12], [21]; [22]; [23], [24], and [25], the focus in SFL lies on the metafunction, which describes the functions of language in language use. To understand a text, analysis is conducted based on the metafunctions, which according to [9], occur in three categories: (1) ideational function, (2) interpersonal function, and (3) textual function.

The ideational function portrays the natural reality found in the text and comprises two subcategories: experiential function, describing types of experiences, and logical function, indicating the relationships between experiential units. First, based on experiential function, types of experiences are technically realized by activities, verbs or Processes, Participants, and Circumstances. Verbs are referred to as Processes and are further categorized into six types: material, mental, relational, behavioral, verbal, and existential processes. Each process involves Participants labeled differently according to the type of Process: (Actor, Goal) in material processes, (Senser, Phenomenon) in mental processes, (Token-Value, Carrier-Attribute, Possessor-Possessed) in relational processes, (Behaver) in behavioral processes, (Sayer, Verbiage) in verbal processes, and (Existent) in existential processes. Furthermore, Processes involving Participants occur in nine Circumstances: Extent, Location, Manner, Cause, Contingency, Role, Matter, Accompaniment, and Angle. Second, based on logical function, the relationships between experiential units comprise ten categories: paratactic elaboration (1=2), paratactic extension (1+2), paratactic enhancement (1x2), paratactic locution (1 “2), paratactic idea (1 ‘2), hypotactic elaboration ( $\alpha =\beta$ ), hypotactic extension ( $\alpha +\beta$ ), hypotactic enhancement ( $\alpha \times\beta$ ), hypotactic locution ( $\alpha “\beta$ ), and hypotactic idea ( $\alpha ‘\beta$ ).

The interpersonal function represents language functions in the exchange of experiences. The exchange of experiences occurs in four speech functions: Statement, Question, Offer, and Command. Each speech function is realized by three types of Mood: Declarative, Interrogative, and Imperative Mood, with Statement typically realized by Declarative, Question by Interrogative, and Command by Imperative Mood. Offer does not have a common realization, as it can be realized through all three Mood types.

The textual function describes the function of language in organizing experiences or forming their verbal context so that language or text forms a unity with cohesion and coherence. An experiential unit at the clause level consists of Theme and Rheme. At the clause level, the Theme in English and Indonesian is realized by the first or frontmost element in a clause, which can be a process, participant, or circumstance, followed by the Rheme after the Theme.

In this study, among the three metafunctions, Ideational Function analysis is applied as it can uncover lexical and grammatical aspects as linguistic realizations of ideology in the political contestation texts of the vice presidential candidates in the pre-election period of 2024. The details and terminology used in the analysis are based on [9]. The following is an example of KP text analysis.

## Text

“Kita ingin memberikan keadilan. Ini bukan soal PAD (Pendapatan Asli Daerah) berkurang, tetapi agar warga bisa tinggal dan berumah di Jakarta,” jelasnya.

### Experiential Function Analysis

|                               |  |                                   |
|-------------------------------|--|-----------------------------------|
| (1) Kita ingin memberikan     | keadilan   |                                   |
| Actor                         | Process: Material                                      | Range                             |
| (2) ini bukan                 | soal PAD (Pendapatan Asli Daerah) [[(yang) berkurang]] |                                   |
| Token                         | Process: Relational                                    | Value                             |
| (3) tetapi agar warga tinggal |  |                                   |
| Actor                         | Process: Material                                      |                                   |
| (4) dan (agar warga) berumah  | di Jakarta   |                                   |
| Actor                         | Process: Material                                      | Circumstance: Location: Spatial 8 |

### Logical Function Analysis

The text contains a complex clause that is being analyzed as follows.

|   |    |    |
|---|----|----|
| ini bukan soal PAD (Pendapatan Asli Daerah) berkurang | 1  |    |
| tetapi agar warga bisa tinggal                        | +2 | 1  |
| dan berumah di Jakarta                                |    | +2 |

### Results:

This text is a projection known as a quasi-projection. Two types of Processes are utilized, namely Material and Relational Processes. Among these two types of Processes, the dominant one is the Material Process. One clause contains a Circumstance while the other three do not. The analysis of logical functions indicates the presence of two levels of logical relationships, namely paratactic extension labeled as (1 +2 (1 +2)). This analysis outcome is not yet able to demonstrate ideology, as further connections with other texts are still required and cannot be displayed due to practical considerations.

### 2.3 Conceptual Framework

From the foregoing description, the following points are inferred to serve as references in conducting this research:

- (1) Ideology is a system of concepts, values, or theories that serve as the foundation for an individual to comprehend and articulate a reality, which serves as a reference for acting within a group or community and functions as a sieve or filter for confronting influences or ideologies from outside the group.
- (2) The Political Campaign Platforms (KP) by presidential candidates in the pre-election of 2024 constitute texts and therefore carry an underlying ideology that grounds the statements or texts of the KP.

(3) The ideology that is present or underlies the statements or texts of the KP can be analyzed, formulated, and evaluated based on the analysis of linguistic resources or lexicogrammar used.

### **3 Research Methodology**

#### **3.1 Research Design**

This research employed a qualitative descriptive design utilizing text analysis, also known as content analysis. The political statements of the presidential candidates were analyzed based on semantic criteria (discourse) and grammar or lexicogrammar. The analysis yielded several categories, from which conclusions were drawn in the form of language usage tendencies or patterns.

#### **3.2 Sources of the Data**

The data sources in this research encompass print and electronic media, namely newspapers, television or TV, YouTube, Twitter, WhatsApp, Instagram, Facebook or FB, as well as other media platforms such as pamphlets, banners, and electronic billboards.

#### **3.3 Instruments of Collecting Data**

The instruments used to gather data in this research include observation, interviews, and document analysis. Observation is conducted to collect data from social media. Interviews are carried out with the committee, organizational personnel, or political party representatives responsible for organizing events where presidential candidates make political statements. The data from these interviews are used to address research question number 3. Document analysis is employed to analyse the political statements' texts from the presidential candidates and to address research questions number 1 and 2. To collect data, the following steps or procedures are undertaken: (1) Observing social media platforms, namely newspapers, YouTube, television or TV, Twitter, WhatsApp, Instagram, Facebook or FB, and other media channels such as pamphlets, banners, and electronic billboards to identify the political statements of presidential candidates; (2) Selecting relevant texts for use in this research; (3) Transcribing the political statements of presidential candidates into written text form.

#### **3.4 Data**

The data in this research consists of the utterances of the presidential candidates. These texts are parsed into clauses. A total of 635 clauses serves as the research data, derived from 219 clauses from Anies R Baswedan's utterances, 211 clauses from Ganjar Pranowo's utterances, and 205 clauses from Prabowo Subianto's utterances.

#### **3.5 Technique of Data Analysis**

The transcription of political statements by presidential candidates in the form of written texts containing ideological content and linguistic realization is conducted. To formulate the ideology of the texts, the following procedures or steps are undertaken:

- (1) The ideology of each presidential candidate is formulated based on their Political Campaign Platforms (KP) texts and/or supporting data sources.
- (2) The KP texts of each presidential candidate are parsed into clauses.

- (3) The grammatical elements or lexicogrammar within each clause are analysed based on experiential functions, encompassing Process, Participant, and Circumstance.
- (4) Clause complexes within the KP texts of each presidential candidate are identified.
- (5) The grammatical elements or lexicogrammar within each clause complex are analysed based on logical functions, which comprise 10 categories: paratactic elaboration (1=2), paratactic extension (1+2), paratactic enhancement (1x2), paratactic locution (1 "2), paratactic idea (1 '2), hypotactic elaboration ( $\alpha =\beta$ ), hypotactic extension ( $\alpha +\beta$ ), hypotactic enhancement ( $\alpha x\beta$ ), hypotactic locution ( $\alpha \text{ "}\beta$ ) dan hypotactic idea ( $\alpha \text{ '}\beta$ ).
- (6) The occurrences of various elements or lexicogrammar categories, namely experiential function and logical function, are converted into proportions or percentages using a quantitative approach.
- (7) The tendencies of linguistic realization for each KP text of the presidential candidates are determined.

## 4 Findings

### 4.1 Ideology

The three presidential candidates of the Republic of Indonesia possess and express distinct ideologies within their respective Political Campaign Platform (KP) texts. In other words, in the KP texts of each presidential candidate, they exhibit different aspects of ideological orientation, as depicted in Table 1 below.

**Table 1.** The ideology of the 2024 Presidential Candidate.

| Anis R. Baswedan                      | Ganjar Pranowo                              | Prabowo Subianto                                      |
|---------------------------------------|---|---|
| Making changes in government policies | Continuing the Policies of President Jokowi | Continuing and supporting President Jokowi's policies |

In relation to ideology or ideological orientation, each presidential candidate places emphasis on different policies. As summarized in Table 2 below, the presidential candidates articulate policy focuses in various fields.

**Table 2.** Policy Focus.

| Anis R. Baswedan   | Ganjar Pranowo  | Prabowo Subianto  |
|--|---|---|
| Governance of the city, infrastructure, transportation, environment, empowerment, and the quality of life for the community. | Social and humanitarian issues, economic empowerment, and the improvement of educational quality. | National security and resilience, as well as the interests of the nation. |

Furthermore, pertaining to ideology, the modes or methods of delivering political statements by the presidential candidates are presented in Table 3 below.

**Table 3.** Delivery Modes.

| Anis R. Baswedan   | Ganjar Pranowo  | Prabowo Subianto   |
|--|---|--|
| Fluent in structured language communication and composed in responding to questions. | Effective political communication with engaging gestures. | Charismatic, eloquent, and communicates with clarity and decisiveness. |

#### 4.2 Linguistic Realization

The linguistic realization of political statements or policies by the presidential candidates of Indonesia is analyzed based on grammar or lexicogrammar. Specifically, linguistic realization is based on Ideational Function, which encompasses experiential function and logical function. Experiential function is specifically limited to types of process and circumstance. Based on the process, differences in the description of experiences conveyed by each presidential candidate are found, as shown in Table 4 below.

**Table 4.** Processes Utilized in the Text.

| No | Aspects                | Anis R. Baswedan   | Ganjar Pranowo                                     | Prabowo Subianto   |
|----|------------------------|--|--|--|
| 1  | The dominant process   | Relational   | Mental/Verbal                                      | Verbal   |
| 2  | The order of processes | Rel $\Delta$ Mat $\Delta$ Ver $\Delta$ Men $\Delta$ Ext $\Delta$ Beh | Men/Ver $\Delta$ Rel $\Delta$ Mat $\Delta$ Beh/Ext | Ver $\Delta$ Mat $\Delta$ Men $\Delta$ Rel/Ext/ $\Delta$ Beh |
| 3  | Proportion of Process  |  |  |  |
|    | Material               | 35.16%   | 10.86%   | 24.50%   |
|    | Mental                 | 9.13%  | 30.43%   | 9.40%  |
|    | Relational             | 41.55%   | 19.56%   | 7.50%  |
|    | Behavioural            | 0  | 4.34%  | 1.80%  |
|    | Verbal                 | 9.59%  | 30.43%   | 49%  |
|    | Existential            | 4.57   | 4.34%  | 7.50%  |
|    | <b>Total</b>           | <b>100%</b>  | <b>100%</b>  | <b>100%</b>  |



Based on the aspect of circumstance, the experiences presented in the Political Campaign Platforms (KP) texts vary. In other words, the research findings indicate that each presidential candidate expresses their experiences in different contexts. Experiences are associated with nine categories of circumstances, as shown in Table 5 below.

**Table 5.** Circumstances Utilized in the KP Texts.

| No | Aspects                     | Anis R. Baswedan | Ganjar Pranowo | Prabowo Subianto                         |
|----|-----------------------------|------------------|----------------|--|
| 1  | The dominant Circumstances  | Location         | Location       | Location/Manner/Matter/<br>Accompaniment |
| 2  | Proportion of Circumstances |                  |                |  |
|    | Extent                      | 7.14%            | 9.09%          | 0  |
|    | Location                    | 47.14%           | 54.54%         | 13%                                      |
|    | Manner                      | 28.57%           | 9.09%          | 13%                                      |
|    | Cause                       | 2.86%            | 9.09%          | 4.78%                                    |
|    | Contingency                 | 1.43%            | 4.54%          | 4.3%                                     |
|    | Role                        | 0                | 9.09%          | 8.69%                                    |
|    | Matter                      | 2.85%            | 0              | 13%                                      |
|    | Accompaniment               | 10%              | 4.54%          | 13%                                      |
|    | Angle                       | 0                | 0              | 0  |
|    | <b>Total</b>                | <b>100%</b>      | <b>100%</b>    | <b>100%</b>                              |

Based on the analysis of logical function, ten distinct logical relationships are identified within the Political Campaign Platform (KP) texts of each presidential candidate. The summarized findings, as presented in Table 6, demonstrate the prevalence of specific logical relationships in their respective statements. Notably, in his arguments, Anies R Baswedan relies predominantly on the cause-and-effect relationship, employing hypotactic enhancement in 33.33% of instances. Ganjar Pranowo, on the other hand, exhibits a preference for the chronological logical relationship, utilizing paratactic extension (1+2) in 42.85% of his statements. In contrast, Prabowo Subianto employs an analogical relationship, specifically through hypotactic elaboration, which accounts for 61% of his usage.

**Table 6.** Logical Relations Utilized in the KP Texts

| No | Categories                        | Anis R. Baswedan      | Ganjar Pranowo | Prabowo Subianto |
|----|-----------------------------------|-----------------------|----------------|------------------|
| 1  | The dominant Logical Relationship | $\alpha \times \beta$ | 1 + 2          | $\alpha = \beta$ |
| 2  | Proportion                        |                       |                |                  |
|    | 1 = 2                             | 0                     | 5.88%          | 0                |
|    | 1 + 2                             | 5.78%                 | 42.85%         | 0                |
|    | 1 x 2                             | 0                     | 11.76%         | 0                |
|    | 1 “2                              | 0                     | 0              | 0                |
|    | 1 ‘2                              | 0                     | 0              | 0                |
|    | $\alpha = \beta$                  | 20.30%                | 11.76%         | 61%              |
|    | $\alpha + \beta$                  | 26.19%                | 5.88%          | 19%              |
|    | $\alpha \times \beta$             | 33.33%                | 29.41%         | 20%              |
|    | $\alpha “ \beta$                  | 2.90%                 | 5.88%          | 0                |
|    | $\alpha ‘ \beta$                  | 11.60%                | 11.76%         | 0                |
|    | <b>Total</b>                      | <b>100%</b>           | <b>100%</b>    | <b>100%</b>      |

Below are presented examples of the use of Political Campaign Platform (KP) texts by the three presidential candidates of Indonesia in 2024, as displayed in Table 7.

**Table 7.** Sample Political Campaign Platform Texts of Presidential Candidates

| No | Categories        | Utterances   |
|----|-------------------|--|
| 1  | Anies R. Baswedan | <i>Sejak lahir, perempuan sering <b>tak diberi</b> kesempatan yang sama</i> (Process: Material)<br><i>Dampak peran mereka <b>dirasakan</b> di masyarakat</i> (Process: Mental)<br><i>Walau mereka sering <b>tak didengar</b></i> (Process: Mental)   |
| 2  | Ganjar Pranowo    | <i>Rasanya</i> (Process: Mental)<br><i>Kalau bapak saya masih <b>hidup</b></i> (Process: Behavioural)<br><i>Pasti dia bangga</i> (Process: Relational)   |
| 3  | Prabowo Subianto  | <i>Saya mau <b>bertanya</b></i> (Process: Verbal)<br><i>Ilmunya jawa timur apa?</i> (Process: Relational)<br><i>Saya <b>disapa</b></i> (Process: Verbal)<br><i>Karena saya pernah <b>mondok</b> di pesantren itu</i> (Process: Material)<br><i>Dan dalam hidup saya, saya pernah <b>mengucap</b> dua kalimat syahadat</i> (Process: Verbal)<br><i>Karena saya <b>merasa</b></i> (Process: Mental)<br><i>Sudah harus <b>dipanggil</b> oleh maha kuasa</i> (Process: Verbal) |

#### 4.3 The Basis for Using Linguistic Realization

Theoretically, the factors influencing language usage in the Political Campaign Platform (KP) texts lie in the social context of the text. In this study, it pertains to the ideology advocated by each presidential candidate. Anies R Baswedan idealizes a change in the current ongoing governmental system. Ganjar Pranowo idealizes the continuation of the governmental system led by President Jokowi. Prabowo Subianto idealizes partial support for Jokowi's governmental system with an emphasis on defense and national resilience. All three presidential candidates are affiliated with party coalitions; for example, Anies R Baswedan is part of a coalition led by Nasdem, Ganjar Pranowo is part of a coalition led by PDI, while Prabowo Subianto is part of a coalition led by Gerindra under Prabowo's leadership. This coalition influence significantly affects the use of specific vocabulary, particularly the grammar used by each presidential candidate.

## 5 Discussion

Linguistic realization, encompassing processes, circumstances, and logical functions, manifests as a result of the influence of the social context, particularly ideology. In other words, ideology greatly impacts the use of linguistic resources, specifically ideational function, which includes experiential and logical functions. The proportion of processes, circumstances, and logical functions demonstrates the role played by each presidential candidate. Additionally, the social context in which the presidential candidates operate in their careers also influences the use of linguistic resources. This influence of social context has been posited by [18]. Thus, the findings of this research provide justification for Halliday's theory, indicating that the influence of social context, especially ideology and the environment

where presidential candidates operate, affects the aspects of linguistic realization. This concept is known as the relationship between *logogenesis*, *ontogenesis*, and *phylogenesis* in [9].

This research has limitations, particularly in terms of data and data sources. This is due to constraints on time for collecting relevant data.

## 6 Conclusion and Suggestion

### 6.1 Conclusion

This study provides a comprehensive examination of three key aspects: ideology, its linguistic expression, and the intricate interplay between language and belief systems. Through a meticulous analysis within the realm of language usage, we have successfully addressed all three inquiries. By scrutinizing the ideological orientations of each presidential candidate – Anis Baswedan's emphasis on change, Ganjar Pranowo's commitment to continuity, and Prabowo Subianto's resolute support – we observed how these convictions materialize in language, encompassing processes, depicting circumstances, and establishing logical connections. Both in theory and in practice, this research unequivocally establishes that ideology serves as the guiding force behind the linguistic embodiment of the Political Campaign Platform (KP) texts. It is not an abstract concept, but rather the very foundation that breathes life and coherence into political discourse.

### 6.2 Suggestion

In light of the conclusions drawn from this study, several valuable recommendations emerge. Firstly, it is advised that the conduction of studies on ideology be undertaken by universities. This move would facilitate the provision of insights to the public concerning the visions and missions of presidential candidates. Secondly, it is recommended that further research, employing a larger dataset, be carried out. This step would allow for a broader scope of analysis and enable comparisons with the findings presented in this study. Lastly, the outcomes of this research should be integrated into course materials for students pursuing relevant fields of study, be it in linguistics or other social sciences. This would enrich their academic experience and provide them with a practical understanding of the intricate relationship between language and ideology in the political landscape.

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