

Unveiling Political Persuasion: Speech Acts in the 2024 Indonesian Presidential Candidates' Speech Texts

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ABSTRACT

This research aims to describe the forms of persuasion and types of political propaganda carried out by the three Candidates for President of the Republic of Indonesia in 2024. This type of research is a theoretical and methodological approach by analyzing words, phrases, clauses and sentences containing persuasive speech acts in the text speeches by three Indonesian Presidential Candidates in 2024. The sampling technique in this research was based on predetermined criteria. The results of this research obtained the use of imperative sentences by presidential candidates are more about requests, prohibitions and omissions. This shows that the presidential candidate is a speaker who positions himself lower than his speech partner (audience). For this reason, the Presidential Candidate in his speeches always asks and hopes for the people to be accepted and accepted in society. Meanwhile, the political propaganda carried out by the presidential candidates is based on the vision and mission in their speeches. They asked and expected the people to accept and follow what was in the contents of their speech. The presidential candidates' speeches are political propaganda speeches that can be combined with a vision and mission and then carried out persuasively.

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1. Introduction

All 2024 presidential candidates always carry out political propaganda through campaigns by meeting their supporters. In interacting with the community using verbal and nonverbal language communication campaigns. These two forms of communication cannot be separated because humans communicate using language. Language is the most important communication tool for humans because with language humans can express what is in their thoughts or ideas. In order for communication to take place well, humans must master language skills.

As the 2024 presidential election approaches, Indonesian presidential candidates are preparing themselves to take part in political contestation. They have language skills that can be used in the political field, including when campaigning.

In April 2023, party cadres declared their presidential candidacy for each of the candidates they supported, such as PDI-P nominating Ganjar Pranowo as Presidential Candidate, Gerindra nominating Prabowo Subianto as Presidential Candidate, and NASDEM nominating Anies Baswedan as Presidential Candidate. In the declaration there is a speech they delivered, with various campaign words and promised arguments.

Based on this statement, speech acts in the 2024 Republic of Indonesia (RI) Presidential Candidate campaign need to be researched because the campaign is a forum for presidential candidates to promote themselves and it is also a means of conveying the vision and mission carried out throughout Indonesia. The speech conveyed in a campaign has an important meaning in shaping public opinion. The study of speech acts will be used to explain the function of speech in the Presidential Candidate campaign as a conveyer of ideas, opinions, or vision and mission regarding circumstances that will influence the Indonesian people's assessment of who they will choose as Presidential Candidate.

Speech acts are the activity of carrying out utterances using sentences (Azizah & Rustono, 2022, p. 31). Chaer, (2014, p. 50) also explains that speech acts are individual symptoms of a psychological nature, and their continuity is determined by the speaker's language skills in dealing with certain situations. Speech acts are individual symptoms that are expressed verbally with language (Ariyanti & Zulaeha, 2017, p. 112; Arifin et al., 2010). In line with this, Aslinda (in

Maharani and Utomo, 2020, p. 87) states that speech acts are individual symptoms that are psychological in nature and are determined by the speaker's language skills in dealing with speech events. Not speaking also has a big influence on the communication process because speech acts will have an influence on the meaning that the speech partner will receive. Paramita and Utomo (2020, p. 105) reveal that a speech act contains an event experienced by the speaker in an effort to convey information.

Speech acts can be divided into three types, namely (1) 'locutionary' acts which link a topic with one information in an expression, similar to the relationship of 'main' with 'predicate' or 'topic' and explanations in semantics, (2) acts 'illocutionary', namely the pronunciation of a statement, offer, promise and so on, and (3) 'perlocutionary' acts, namely the results or effects caused by the listener of the speech after hearing the sentence heard (Austin in Dewi et al., 2016; Sukmawaty et al., 2022; Sosrohadi & Wulandari, 2022).

The 2024 RI Presidential Candidate campaign speeches are the object of study because these speeches are felt to have many types of speech acts, especially illocutionary speech acts (Searle in Tarigan, 1990, p. 47-48) which divides illocutionary acts into five, namely assertive, directive, commissive, expressive, and declarative. Then in its implementation it uses persuasion (Chaer, 2014, p. 93) which in its delivery has the intention, 1) ordinary commands or instructions, 2) subtle orders, 3) requests, 4) invitations and hopes, 5) prohibitions or negative orders and 6) omissions to influence and gain the sympathy of potential voters. Campaign is also carried out in order to create a certain effect or impact which will result in propaganda from the speech conveyed, thus creating a speech that is capable of creating both negative and positive influences and ultimately becomes propaganda.

The speeches of the three presidential candidates have their own meaning in each delivery by looking for the use of imperative persuasion speech sentences, then connecting them with propaganda persuasion so that it becomes a speech that has a specific purpose.

Furthermore, several researchers studied previous speech acts such as "Persuasive Speech Acts in Bugis Language on Covid-19 Posters in Maros Regency" this article was written by Irwani in 2021. The results of the research are, first, directive persuasive speech acts, which consist of directive persuasive speech acts telling the directive persuasive speech act prohibits, the directive persuasive speech act invites, and the directive persuasive speech act asks.

Meanwhile, Taufik conducted research entitled Forms of Persuasive Speech in the 2008 Pasuruan Regent and Deputy Regent Election Campaign Seen from a Speech Act Perspective. Used in directive speech acts, it turns out it is also used in representative, commissive, expressive and declarative speech acts. Then research conducted by Julianan and Heka entitled "Forms of Persuasive Speech Acts of Nurses and Patients at Pintu Padang Health Center" in 2023, resulted in the speech of nurses and patients at Pintu Padang Health Center, Batang Angkola District. Nurses used persuasion. These are forms of persuasion, suggestion speech, identification speech, conformity speech, replacement speech, compensation speech, and projection speech.

From the three previous studies, it can be concluded that there are similar topics, but the data and data sources and theories used in this research are different. This research uses sentence data in the text of the speeches of three Indonesian Presidential Candidates in 2024. Meanwhile, the theory used is the theory of persuasive speech act forms which are formulated in six forms of imperative speech including, (1) orders or commands, (2) subtle commands., (3) request, (4) invitation and hope, (5) prohibition or negative command and (6) omission.

2. Methodology

The research used theoretical and methodological approach. The theoretical approach used is a pragmatic approach, while the methodological approach used is a descriptive and qualitative approach. The data is in the form of expressions in text, words, phrases, clauses and sentences that contain persuasive speech acts. The texts of the speeches of the three Indonesian Presidential Candidates in 2024 contain expressions of persuasion. From the speech texts of the three Presidential Candidates, five campaign speech texts in various regions were taken.

3. Result and Discussion

3.1. Findings

Persuasion comes from the Latin word *persuasio*. Persuasion means persuading, inviting, or seducing. Persuasion can achieve goals and objectives if careful planning is carried out Effendy, (2020, p. 21-22) in the Big Indonesian Dictionary (National Education Department Language Center, 2013, p. 1062) persuasion means inviting

other people to a way of giving good reasons and prospects that convince someone or persuade someone subtly so that the person being invited becomes convinced.

McCrimmon in his book *Writing With a Purpose* (1984), state persuasion is verbal communication that attempts to bring about a voluntary change in judgment so that readers or listeners will accept beliefs they did not hold before 'persuasion is communication carried out verbally by trying to change someone's judgment so that readers or listeners will accept a belief previously unknown to them' (p. 329). Meanwhile, Keraf (2010) state that persuasion is a verbal art that has the aim of convincing someone to do something that the speaker wants at that time and in the future. Writing persuasive sentences with the aim of inviting or persuading other people is not an easy thing. This requires language skills that are used to communicate indirectly (p. 118).

Persuasion is an invitation to someone or other people by giving convincing reasons, or subtle persuasion in the form of an appeal. It can be concluded that persuasion is a person's ability to act in speech to influence the person they are talking to to do something that the speaker wants. The magnitude of the persuasive influence conveyed by the speaker to the listener or reader really depends on the feeling of trust that arises (Hadi, 2012, pp. 231-244; Rahman & Weda, 2019; Suma et al., 2023).

According to several experts, persuasion is a psychological activity that aims to influence the attitudes, traits, opinions and behavior of a person or many people by means of communication based on arguments and psychological reasons (Maulana & Gumelar, 2013, p. 8). Bakir et al., (2019) state the same thing that persuasive communication is a process that is influenced by people's attitudes, beliefs and behavior by using psychological manipulation so that someone acts according to their own will (p. 102). In the book *Communication Between Humans*, it is explained by Devito (2011) that persuasive communication is communication that strengthens, provides illustrations and information to the audience. The main goal itself is to strengthen or change the attitudes and behavior of other people. So, facts, opinions, and motivational appeals are used to strengthen persuasive goals. In persuasive communication there are two goals and actions to be achieved, namely changing and motivating the recipient's behavior (p. 5). Persuasion can be done rationally and emotionally.

Rational methods can influence a person's cognitive components. The aspect that is influenced is an idea or concept. Meanwhile, emotional methods influence the affection aspect, namely things related to a person's emotions. Emotional methods can arouse aspects of someone's sympathy and empathy. It is further said that persuasive communication has components or elements, including, (1) explicit or implicit statements; (2) an invitation that is not coercive in nature; (3) data or facts that strengthen the message argument (Maulana & Gumelar, 2013, pp. 7-8).

3.2. Discussion

From the results of the research data above, it can be discussed the use of imperative sentences and the use of political propaganda as follows:

a. Imperative Sentences

Prohibitions and negative commands were widely used by the first presidential candidate, totaling seven utterances, then the second presidential candidate used five utterances and the third presidential candidate did not use prohibitory sentences and negative commands. The last imperative sentence is a sentence of omission, where the first and second presidential candidates use three sentences of omission, while the third presidential candidate only uses one sentence of omission.

When using the imperative sentence form, it is divided into several parts, namely (1) command, (2) subtle command, (3) request, (4) invitation and hope, (5) prohibition or negative command, and (6) omission. The following is a discussion regarding the use of imperative sentence forms:

1) Use normal command sentences

There are none for the three candidates because the language used in the campaign is formal or official language. Therefore there is no regular rule. It is suspected that the ordinary command imperative sentence is too harsh and of a low level.

2) Subtle commands

The three presidential candidates did not use it. Soft commands are not used because the situation and conditions are not appropriate. Use subtle command sentences when the interlocutor is somewhere and is the host, whether in the office or at home.

3) Application

Every presidential candidate uses imperative sentences. Presidential Candidate No. 1 there are 2, Presidential Candidate No. 2 is also 2, and Presidential Candidate No. 3 there are 3. Presidential Candidate No. 1 asks the audience to pray. Meanwhile, Presidential Candidate No. 2 ask the Almighty or pray to be given strength. Presidential Candidate No. 3, ask for support, criticism, and please pray. The following is a description of the data for the three 2024 presidential candidates:

Data 1

....Alhamdulillah kita berkumpul dari berbagai tempat karena itu izinkan saya semua memulai dengan ucapan selamat Idulfitri jika masih di bulan syawal dan taqabbalallhu minna wa minkum mohon maaf lahir dan batin.....

....Alhamdulillah, we gathered from various places, therefore, let me all start by wishing you a happy Eid al-Fitr if it is still in the month of Shawwal and taqabbalallhu minna wa minkum, I apologize physically and mentally...

Data 2

....Saya mohon doanya kepada semua, perjalanan ini adalah perjalanan panjang. Nanti pada tanggal 14 Februari 2024, bangsa Indonesia punya kesempatan menentukan arah baru. Saat itu, hanya 5 jam. Mulai dari jam 8 pagi sampai jam 1 siang. 5 jam itulah rakyat Indonesia menentukan 5 tahun ke depan.....

....I ask everyone for prayers, this journey is a long one. Later, on February 14 2024, the Indonesian nation will have the opportunity to determine a new direction. At that time, it was only 5 hours. Starting from 8 am to 1 pm. These are the 5 hours that the Indonesian people will determine for the next 5 years...

In data 1 and 2 above, the utterances written in italics indicate imperative sentences of request. Where data 1 said Eid al-Fitr and apologized physically and mentally, this was conveyed in his speech because the atmosphere at that time was still in the atmosphere of Eid al-Fitr. Meanwhile, data 2 is a statement asking for support and prayers to run as presidential candidate in 2024.

Data 3

....Saya hanya mau sampaikan, saya hanya seorang yang biasa, saya bukan luar biasa, saya bukan orang hebat. Saya punya kelemahan. Tapi saya mohon kepada Yang Maha Kuasa. Ya tuhan beri kepada saya kekuatan, berilah saya kemampuan.....

....I just want to say, I'm just an ordinary person, I'm not extraordinary, I'm not a great person. I have weaknesses. But I beg the Almighty. Oh God, give me strength, give me ability...

Data 4

....Oh ada catatan di sini Bapak mohon hanya sampai 15 lewat 15 jadi tinggal 5 menit lagi gimana dah bosan belum dengan saya bicara....

....Oh, there's a note here, Sir, please only be until 15 after 15, so there's only 5 minutes left, how come you're bored with me talking...

In data 3 and 4 above, the utterances written in italics indicate the imperative sentence Request. Data 3 expresses a request to be given strength and ability to the Almighty. Meanwhile, data 4 explains that the time will be finished in delivering the speech.

Data 5

...Di samping tentu ini tugas yang tidak mudah, maka kiranya kawan-kawan yang hadir baik secara luring maupun daring, ada kepala daerah, ketua DPD PDI-Perjuangan, DPC, PAC, ranting, anak ranting, satgas dan seluruh komponen partai yang lain, kami mohon dukungan, kami mohon kritikan, saran, ini lah momentum buat kita untuk konsolidasikan kekuatan untuk bersatu. One for all, all for one...

...Apart from this, of course, this is not an easy task, so I hope the friends who are present both offline and online will include regional heads, chairman of the DPD PDI-Perjuangan, DPC, PAC, branches, sub-branches, task forces and all other party components, We ask for support, we ask for criticism, suggestions, this is the momentum for us to consolidate our strength to unite. One for all, all for one...

Data 6

...Kepada seluruh umat Muslim, selamat menjalankan Idulfitri, mohon maaf lahir batin, mohon dukungannya. Salam Pancasila! Merdeka!...

...To all Muslims, have a happy Eid al-Fitr, apologize physically and mentally, ask for your support. Greetings Pancasila! Independent!...

Data 7

...kami mohon dukungan itu mohon dukungan ini bersih pemerintahan berjalan dengan baik dan masyarakat di seluruh pelosok negeri terlayani dengan baik ada kepastian hukum di sana...

...we ask for this support, we ask for this support, the government is running well and the people in all corners of the country are well served, there is legal certainty there...

In data 5, 6 and 7 above, the utterances written in italics indicate the imperative sentence Request. Data 5 explains that Presidential Candidate No. 3 asked for support from the community to support it. Meanwhile data 6 asks for support from the community to support it and wish you Eid al-Fitr and data 7 asks for support from the community to support it and maintain its implementation well.

4) Invitation and Hope

In Presidential Candidate No. 1 lacks invitation and hope. Presidential Candidate No. 2, has 4 invitations and hopes. Meanwhile, Presidential Candidate No. 3 has 3 invitations and hopes. Presidential Candidate No. 2 hopes that the people, together with the elite and scientists, can protect the country. Meanwhile, Presidential Candidate No. 3 hopes that this can be realized by inviting more technical preparations for the 2024 election.

Data 8

...Dari sejak umur 18 tahun saya sudah mempertaruhkan jiwa dan raga saya demi RI yang kita cintai. Dengan tekad dan dengan harapan hati saya bahwa kami para prajurit akan menjaga negara dan kaum pemimpin, kaum cendekiawan, kaum elite sipil akan mengelola dan memimpin negara sebaik-baiknya agar rakyat kita sejahtera, rakyat kita akmur, rakyat kita mengalami kehidupan yang adil dan sejahtera....

....From the age of 18 I have risked my body and soul for the sake of the Republic of Indonesia that we love. With determination and with the hope of my heart that we the soldiers will protect the country and the leaders, intellectuals, civilian elites will manage and lead the country as well as possible so that our people prosper, our people

Data 9

....Saya sangat setuju dengan tadi aspirasi dan harapan yang disampaikan oleh pasangan calon nomor satu, mper baik kita mperati baik, kejujuran itu harus utuh, seutuh-utuhnya.....

....I really agree with the aspirations and hopes expressed by the number one candidate pair,

Data 10

...saya tahu ini sesuatu yang mengharukan saya saudara-saudara saudari-saudari emak-emak adik-adik semuanya menaruh kepercayaan dan harapan yang begitu besar Kepada Bunda saya ini adalah sesuatu yang menjadi dorongan Semangat bagi saya harapan berarti kepercayaan kepercayaan tidak boleh dikecewakan...

...I know this is something that touches me, brothers and sisters, mothers and sisters, all of whom put so much trust and hope in my mother, this is something that is an encouragement. Spirit for me, hope means trust, trust, must not be disappointed...

In data 8, 9 and 10 above, the utterances written in italics indicate the imperative sentences Invitation and Hope. Data 8 explains that Presidential Candidate No. 2 is determined to lead the country as well as possible. Data 9 explains that the aspirations expressed were very good and supported. Meanwhile, data 10 explains that Presidential Candidate No. 2 is supported a lot by mothers and younger siblings, thus providing encouragement.

Data 11

....Dari enam provinsi inilah sebuah harapan baru diberikan agar kemudian mengurus otonomi daerahnya lebih cepat lebih satset dan lebih maju ini yang kita harapkan Dan dari daerah negeri matahari terbit inilah ada sebuah harapan besar...

....From these six provinces a new hope is given so that they can manage their regional autonomy more quickly, more satisfactorily and more advanced, this is what we hope for. And from this region of the land of the rising sun there is a great hope...

In data 11 above, the utterances written in italics indicate the imperative sentences Invitation and Hope. The story explains that in several areas there is hope to manage them better.

5) Prohibitions/Negative Orders

In the imperative sentence prohibition/negative command, found in Presidential Candidate No. 1 has 5, Presidential Candidate No. 2 has a ban on 5, and Presidential Candidate No. 2 has a ban on 5, and Presidential Candidate No. 3 does not have a prohibition sentence. Presidential Candidate No. 1 has emphasized many times not to doubt his love for Indonesia, not to commit corruption, and not to forget to support himself. Meanwhile, Presidential Candidate No. 2 gives messages such as don't be pitted against each other, or don't forget Indonesian history.

Data 12

....Mereka belum merasakan kesejahteraan fasilitas seperti kita yang mereka memiliki masih terbatas tapi mereka mengirimkan pesan Pak Anies bisa jadi kami belum punya listrik, bisa jadi kami belum sejahtera, tapi jangan ragukan dan kecintaan kami pada Indonesia....

....They don't yet feel the prosperity of facilities like us, which they still have are limited but they sent a message from Mr. Anies, it could be that we don't have electricity, it could be that we are not yet prosperous, but don't doubt our love for Indonesia...

Data 13

....Indonesia semakin kuat dan kokoh bagi keadilan dan kemakmuran, yang ingin perubahan, jangan lupa nomor 1.....

....Indonesia is getting stronger and stronger for justice and prosperity, those who want change, don't forget number 1.....

Data 14

...Tuh, diingat-ingat tuh, waktunya Cuma 5 jam. Dan jangan dijual-belikan hak untuk menentukan ke 5 tahun ke depan. Siap? Ini 5 tahun itu jangan dijual-belikan. Kalau dijual-belikan nanti kita menyesal. Dan ketika menyesal kita harus nunggu lagi. Cuma 5 jam waktunya tuh.....

...Well, remember, it's only 5 hours. And don't buy and sell the right to determine the next 5 years. Ready? Don't sell these 5 years. If we buy and sell it, we'll regret it. And when we regret it we have to wait again. It's only 5 hours...

Data 15

...“Bila menghadapi tantangan, jawab kepada yang menantang bahwa apa kebutuhan pokok mahal, lapangan kerja sulit ingin dilanjutkan. Untuk melawan yang ingin mencegah kita harus berani, karena kita yakin kita benar. Jika dapat intimidasi kata jangan sekali kali mengancam karena kami berjuang bagi rakyat Indonesia”...

... “When you face challenges, answer to those who challenge them that basic necessities are expensive, employment opportunities are difficult to continue. To fight against those who want to prevent us, we must be brave, because we believe we are right. If you are intimidated by words, never threaten them because we are fighting for the Indonesian people”...

Data 16

...“Mengapa akhir-akhir ini kita bicara tentang jangan sampai ada kecurangan, jangan sampai ada ketidakadilan, jangan sampai ada manipulasi. Artinya ada suasana munculnya ketidakpercayaan hari ini,”...

...“Why are we talking lately about there should be no cheating, there should be no injustice, there should be no manipulation. This means that there is an atmosphere of distrust emerging today,”...

In data 12, 13, 14, 15 and 16 above, the utterances written in italics indicate the imperative sentence Prohibition or Negative Command. Data 12 explains that there are still many people who do not feel the welfare of the facilities and conveyed this to Presidential Candidate No. 1, even though they still show their complaints and do not play around loving Indonesia. Data 13 explains that Presidential Candidate No. 1 is trying to provide encouragement so that they don't forget to support them by assuring them that Indonesia will become stronger and stronger for justice and prosperity.

"In data 14, it is emphasized not to buy and sell rights in future elections so that you don't regret it," he said. Data 15 emphasizes that no one should threaten or terrorize the community regarding the existing challenges. 16 explains that there should be no cheating, there should be no injustice, and there should be no manipulation.

Data 17

...Kita nggak boleh lagi terlalu santai dan lemah, dan jangan gampang diadu domba dan jangan dibohongi terus menerus.....

...We can no longer be too relaxed and weak, and don't be easily pitted against each other and don't be lied to continuously.....

Data 18

....Dan inilah sejarah kita jangan kita lupakan sejarah bangsa yang melupakan sejarah bangsa yang tidak mau mengerti sejarah bangsa yang tidak mau belajar dari sejarah ditakdirkan bangsa itu akan punah Ini sejarah peradaban dunia....

....We can no longer be too relaxed and weak, and don't be easily pitted against each other and don't be lied to continuously.....

In data 17 and 18 above, the utterances written in italics indicate the imperative sentence Prohibition or Negative Command. Data 17 explains that you should not be too relaxed, weak and easily pitted against each other. Meanwhile, data 18 explains that don't forget the nation's history so that it always becomes an unforgettable lesson.

6) Omission

The imperative sentence of omission is found in Presidential Candidate No. 1 and Presidential Candidate No. 2 has 3 sentences of omission. Meanwhile, Presidential Candidate No. 3 has 1 omission sentence. This sentence shows omission or neglect such as go ahead and let it go.

Data 19

...Bila kita menyaksikan Jakarta hanya sebagai urusan daratan, maka tempat ini akan terus menerus dibiarkan pendekatan kita adalah Jakarta harus satu kesemakmuran apa yang terjadi dibangun pulau itu, dikirimkan pesan kepada semua pulau yang berada di luar daratan pulau Jakarta mereka sekarang ini menikmati listrik lengkap, air bersih lengkap, akses Pendidikan lengkap akses Pendidikan lengkap...

...If we see Jakarta as just a mainland business, then this place will continue to be left. Our approach is that Jakarta must be a prosperity. What happened was the island was built, a message was sent to all the islands outside the mainland of Jakarta, they now enjoy complete electricity, complete clean water, complete access to education complete access to education...

In data 19 above, the statement written in italics shows the imperative sentence of omission. The speech explains that Presidential Candidate No. 1 wants to equalize all regions in Indonesia with the same facilities, not only covering Jakarta, but all of Indonesia.

Data 20

...saudara-saudara sekalian saya saudara tahu saya dua, dua kali pemilu saya bertanding melawan Pak Jokowi dua kali bertanding dua kali kalah tapi yang terakhir yang terakhir biar saya selesai dulu....

...brothers and sisters, you know that I have two, twice in the elections I competed against Pak Jokowi, twice I competed, twice I lost, but the last one is the last one, let me finish first...

In data 20 above, the statement written in italics shows the imperative sentence of Omission. The speech explains that Presidential Candidate No. 2 has had two elections and in the second election Presidential Candidate No. 2 was included in his leadership cabinet.

b. Political Propaganda

As quoted in the theory section, (Haswell, in Arifin, 2020) states as quoted by Arifin, defining propaganda as a technique that influences human actions by manipulating presentations. In this research, the political propaganda conveyed to each Presidential Candidate included; 1) Indonesia is justly prosperous for all, 2) Indonesia is progressing towards a golden Indonesia, 3) Indonesia is superior, move quickly.

Of the three existing Presidential Candidates, there is almost no mention of political propaganda, but in each case their vision is clearly conveyed. So from this explanation it is known that they compared the stories about political propaganda in their respective visions as follows:

The form of propaganda in the speeches of every Presidential Candidate is only number 2 who often uses this sentence, one of which is "No young person should have difficulty getting a job in Indonesia, that is the determination of the Advanced Indonesia Coalition," said the second Presidential Candidate. In this case, it shows that the second Presidential Candidate's target is young people by creating a vision of an Advanced Indonesia, thereby forming a political propaganda that focuses on the younger generation to become the pioneers of an Advanced Indonesia towards a Golden Indonesia.

4. Conclusion

Based on the results of the research and discussion, it can be concluded that the use of persuasion speech acts uses imperative sentences, ordinary commands, subtle commands, requests, invitations and hopes, prohibitions or negative commands, and omissions. In ordinary command sentences and subtle command sentences, they are not found because there are also many speech situations in official situations and audiences in public places. The use of imperative sentences by Presidential Candidates is more about requests, prohibitions and omissions. This shows that the presidential candidate is a speaker who positions himself lower than his speech partner (audience). For this reason, the Presidential Candidate in the speeches always asks and hopes for the people to be accepted and accepted in society.

Meanwhile, the political propaganda carried out by the presidential candidates is based on the vision and mission in their speeches. They asked and expected the people to accept and follow what was in the contents of their speech. The presidential candidates' speeches are political propaganda speeches that can be combined with a vision and mission and then carried out persuasively.

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