

CRITICAL DISCOURSE ANALYSIS IN PRABOWO SUBIANTO'S INTERVIEW AT QATAR ECONOMIC FORUM

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ABSTRACT

This research aims at investigating cohesive and coherence in text, and the three aspects of CDA based on Norman Fairclough explanation i.e., language, power and social interaction. The methodology of this research is qualitative descriptive method by transcribing text and explaining using theory of Fairclough, technique of collecting data is started from transcribing, analysing data and presenting data. The result shows that language in the text shows how intelligent speaker and hearer and how they maintain their argument by convincing each other. Haslinda as an interviewer asking many questions and people concern regarding of Prabowo's background as a military general.

Keywords: Critical Discourse Analysis, Prabowo Subianto's, Qatar Economic Forum.

1. INTRODUCTION

Human is unique, they have language as media to express themselves. Every person have their own way to communicate their feeling, value, ideology and mindset based on their knowledge background and culture, upbringing and place they come from or social status they have. Traditionally, man communicate his aim orally, then it developed become written communication through correspondence and electronic media like email and then become audio visual media like zoom and video call. Language as media of communication have some features that make it enable in conveying the message of the speaker to the hearer. That's way the experts have put alot of effort to research the features of languages in the world. From language we can see one's mindset and set of ideology that he/she possess. We cannot separate the relation between language and ideology, its like theory of Sapir Whorfian. Language effects mind and mind effects language or *Vise versa*.

The finally is power, identically with superiority in political discourse or organization. We cannot avoid sociocultural background of text is being produced or emerged. Such as the discourse

of wedding culture and funeral ceremony between Buginese and Torajanese. It says, “the Buginese work till death for the glamorous of their wedding while Torajanese work till death for glamorous of their funeral ceremony”. It shows the power of their culture and their identity and how they perceive the world. A man give tremendous dowry to his fiancée before married her to show his true love and achievement. This is not only the way how Buginese appreciate a women who can maintain his islamic values but also shows how they magnify their culture. While in Torajanese, the son and daughter sacrifice many buffallo, cows, pigs, and chicken for their beloved dad or mom to show their love. Epsecially they sacrifice the most luxurious and expensive buffallo that has white spot in the middle of head (tedong bonga) to commit their sacrifice, additionally not only that luxirous buffallo as th only item but also it has to be many so the horn can be hang up on the front of the Tongkonan house (a traditional house of Torajanese).

Power means differentiating the levels of [power](#) due to cultural and social characteristics that come about through societal upbringing

We can observe that discourse, language and power are three main points in Fairclough CDA. According to Fairclough critical discourse analysis is viewed as integrating (a) analysis of text, (b) analysis of processes of text production, consumption and distribution, and (c) sociocultural analysis of the discursive event (be it an interview, a scientific paper, or a conversation) as a whole. It can be stated that theory of CDA belong to three main points, those are discourse, ideology, and power.

We can easily find out those three main points in political speech or political interview of the leader such as president, governor, businessman, and diplomat. Henceforth the researcher tends to make research in one of political figure in Indonesia, he is the current president of Indonesia Prabowo Subianto. He was interviewed several months ago by one of the best anchors in the world Haslinda Amin, a Bloomberg TV executive in Qatar Economic forum. At the time Mr. Prabowo was still become president elect.

Based on the explanation above the researcher eager to formulate several questions. First, how is the text in term of cohesive and coherence? Second, how language, power and social relation in text? These questions would be presented in the paper based on several electronics data and facts by the decree he proposed and policy that he makes.

2. THEORITICAL BACKGROUND

Discourse is text, it can be oral text or written text. In the school of linguistics at Hasanuddin University, discourse is taught at undergraduate level as discourse analysis, concerning the cohesiveness and coherence of the text. It emphasizes the theory of Guy Cook. While in the next level. i.e. graduate level. It is taught as critical discourse analysis. It emphasizes the theory proposed by Fairclough, Teeuw Van Dijk, Foucoult and so on.

Fairclough’s theory highlights three points of analysis, first analysis of language, second analysis of ideology and last but not least is analysis of power.

According to Fairclough: "In particular sociocultural context. A range of properties of text is regarded as potentially ideological, including features of vocabularies and metaphors, grammar, presuppositions (assumptions) and implicatures, politeness convention, speech exchange (turn taking) system, generic structure, and style." It is implied that every vocabulary conveys meaning and metaphors, assumptions of the speaker and it has implicature inside the vocabulary. The text also indicates one's politeness degree and turn taking mechanism between two persons while they interact as well as generic structure of text.

He next stated that a text not merely a written form such as novel, poem and so on, it could be an oral text in television including, sound, music, video, it combining language with all those features. Old sources such as any cultural artefact, picture, building, a piece of music and so on. All those cultural artifacts can be seen as text.

CDA is one of the famous sciences in social science. Nowadays, not only linguists become the analysis of language but also some researcher outside linguistics such as communications researchers, sociologists, and some political sciences. One thing Fairclough emphasize is that those researcher tend to analyse based on context rather than texture of text. In fact the origin of CDA is analysis of text. So in this paper the researcher need to be more focus on both side, i.e. text can be seen through analysis of language and context can be seen through analysis of ideology and power. It because context can not be brought without analysis of text itself. As Fairclough stated in his book: social and cultural analysis can only be enriched by this textual evidence which is partly linguistics and partly intertextual (how links between text and other text).

Textual analysis can often give excellent insight about what is "in" a text and what is absent in a text". Luckily what is absent and present in a text is not something really sharp one. The thing that we need to pay attention is what is something "explicit and implicit" in a text.

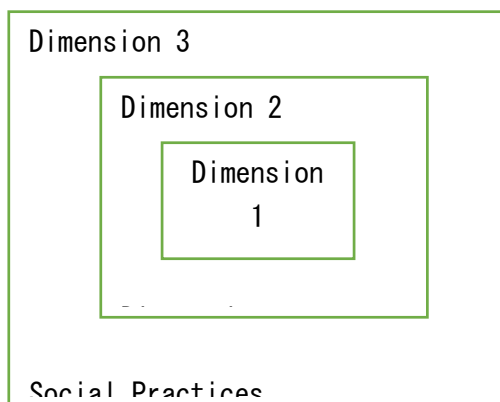
Then he gives explanation about text, its a social spaces in which fundamental process simultaneously occurs, cognition and representation of the world, and social interaction. We can see some text of human interaction in England and Indonesia have the parallel saying, one of which "home sweet home" vs "rumahku surgaku", "dimana kaki berpijak disitu bumi dijunjung" vs "when in Rome do as Romans". "No man is an island" vs "manusia makhluk sosial". Those saying from two different languages in term of language family and culture still have the same perception on how they perceive the world. Those saying provide how human cognition and perception in social interaction.

Fairclough proposed a definition of discourse "is use of language seen as a form of social practice, and discourse analysis is analysis of how text works within socio cultural practices. Such analysis requires attention to textual form, structure and organization at all levels, phonological, grammatical, lexical (vocabulary), and higher level of textual organization in term of exchange system (the distribution of speaking turns), structure of argumentation, and generic (activity type) structure" (Fairclough, 7)

In this research the writer only uses Fairclough theory that emphasize about language, social context and power. Yet, several scientists such as Foucault and Teeuw A. Van Dijk will be delivered in this

paper. Let's see how Norman Fairclough define CDA. CDA is an interdisciplinary approach to the study of discourse that views language as a form of social practices.

From that definition we can grab two points, those are: CDA is concerned with how power is exercised through language. Norman assumes that any case of language is communicative event.



Fairclough created three dimensions in CDA. Text is the stage which concerned with formal properties of the text. This dimension involves the analysis of the language of text and includes features such as:

- a. Lexis (choice of the words, patterns in vocabulary, metaphor)
- b. Grammar (e.g. use of passive voice as opposed to active, use of modal verbs, nominalization)
- c. Cohesion (e.g. ellipsis, substitution, conjunction)
- d. Text structure (problem solving, solution, cause-effect, turn taking mechanism in speech and conversation)

He adds when we express a language to someone, collage, neighbour, sibling, it is not merely an expression of word or lexeme or lexis yet it is actually an expression of our attitudes toward those persons. How we see them through point of view or our mindset. How we value them as a partner or collage. Discourse is about language as a community, the word we choose show us in that community, are we a stranger? Are we a foreigner? Are we refugee? Are you a boss? Are you a leader? Are you a secretary? Are you a worker? Are you a labour? CDA is about text analysis and any text consist of a bunch of interpretation

Fairclough believes that text is Discursive practices or interpretative meaning. It refers to text production, distribution and consumption in society. We need to paying attention to:

- a. forces of utterance: it is not looking for direct action response from reader in the form of physical activity, but it is clearly rhetorical.
- b. Coherence of text, it should be considered as property of interpretation instead of property of text.
- c. Intertextuality, which links a text to other text, and to its context
- d. Interdiscursivity, when text is made up from heterogenous elements such as mix of formal and informal languages in newspaper. (1992:83)

Last but not least dimension is social practices or explanation: explanation is concerned with the relationship between interaction and social context with the social determination of the process if production and interpretation, and their social effects. P 26.

Three principle that are considered as a social practice: discourse contributes to the formation and reflection of social structures. Social practices build social relationships. Social practices contribute to the system of knowledge and trust.

In mass media we can see that, about text production: then we have several questions: such as who produce a text and what is his/her aims? And what interest does she/he has in the text.

Research Methodology

CDA is one of the useful interdisciplinary sciences that use micro and macro linguistics simultaneously. Micro linguistics including phonology, morphology, syntax and semantic: context independent while macro linguistics including sociolinguistics, pragmatic: context dependent, psycholinguistics, forensic linguistics, and so on. CDA can find out the hegemony in text, it can encounter what is the aim of the writer or the speaker, what is the interest of the writer or the speaker when he speak or write the text? To what extent the speaker or the writer can affect reader's or hearer's perception?

When a researcher analyses discourse analysis, s/he only analyses surface structure of the text, i.e., cohesive and coherence of the text such as reference: anaphora, cataphora, ellipsis, substitution, and so on. While on the other hand, CDA analyse not merely the text based on context independent yet its analyse the text related to social interaction between speaker's ideology, speaker's power and speaker's language based on context dependent.

CDA emphasize on language, social context, and power. Language is micro linguistics that see text as what text is provided, its context independent, for example when the speaker "Our GDP is one of the largest GDP in south east Asia.", "I had been in military for 28 years", "I went to my people for three times, and this time they accept me", as a hearer especially Indonesian will see this text and this speech as reality that happened in status quo. These texts have to be analysed based on the reality happen in the status quo not other interpretative meaning. We can see these texts based on maxim quality and maxim of quantity in pragmatics domain. While Mr. Prabowo as an interviewee answer this question follow maxim quantity then he follows the rule of conversation.

We can analyse the social context of the speech based on the question and answer that provided by the interviewer and interviewee. For example, when the interviewer asked Prabowo, about his style of Presidency, then Prabowo answer as follow:

Interviewer: you had been in Military for twenty years

Interviewee: e.. um.. twenty eight years yes

Interviewer: what is your presidency style?

Interviewee: I will be myself. I will be genuine and as patriot I will make my people not hungry, I have been raised up in different country and nation then when I back to my country, I cannot accept that my people living under poverty.

If we use three diagram which is a further elaboration of three main points, i.e., language, social context and power then it's simplify become text, discursive practices, social practices and power. We are going to analyse the text above becoming as follows: "based on the text, we can see that both interviewer and interviewee able speak English very well, S/he uses past tense and present and present future tense greatly. The interviewer is one of the respected anchor in Bloomberg TV and the interviewee not merely as military figure in Indonesia but also he is a businessmen alongside with his brother Hasyim. He joined military internship in one of the best military School in America and became the best graduate alongside with the prince crown Abdullah" furthermore, the interviewee had been raised up in several nation like Europe and USA. He has an open mind perspective of every aspect of his life except his national interest in military domain as his rebuttle when presidential debate. The context was his rival was asked by the host "Do you think that national defence need to be open or hide? His rival answer, its ok to be open. On another occasion he rebuttle that motion and stated: there is no nation in the world open their deffense mechanism especially in ministry of deffence." Its also alongside with his predecessor, Jokowi, its funny if national defence is open like supermarket, it has to be hid for the nation' sake.

Every nation has their own political wisdom as it says Indonesian view is "be free and active" we are free to participate with both side or not and active to create world peace. In the next question the interviewer hesitated concerning his capacity to maintain democracy so she asked about his presidential style. She is questioning his experience in military and his leadership style in his reign. Then he answered, I will be genuine. This answer is well known by Indonesian because he already lost twice and he accompanied his rival as ministry of deffence under Jokowi reign and lately jokowi's eldest son Gibran is his vice president. This status quo would be difficult if the leader is not genuine, he believes on his mission that to bring success and prosperity for his people and eradicate hungry and poverty. Instead of using presidential aircraft that provided by Indonesian government that maybe bought by using citizen's tax, he chooses his own aircraft that he bought by his self.

These are example of analysing text using three main points of Fairclough and three dimensions as explained in theoretical background.

3. FINDING AND DISCUSSION

Finding

Interviewer: she is Haslinda Amin, one of the senior Anchor in Bloomberg TV, one of her program is Asian eye which she interviewed Asian figure such as susi pujiastuti and sandiaga uno before they even popular in Indonesia yet, they already popular in the world as a businessmen and businesswomen.

Interviewee is a political figure, at the time he was a president elect, four stars general, businessmen and former ministry of defences.

Interviewer: "Indonesia is on the cusp of a new president. Prabowo Subianto is a 4-star General turned politician. He says he's more than ready to lead. This is a country of 280 million people with an ambition of being the fifth largest economy in 2045. President-elect, Prabowo Subianto, thank you for joining us today."

Interviewee: "Thank you for inviting me."

Interviewer: "You campaigned on the promise of continuity. Give us a sense of what policies will be a priority in your first 2 years of government."

Interviewee: "Yes, uh, as you know nation building is a long-term process and President Jokowi Dodo has built a strong foundation, and I'm determined to build on that foundation. And my, uh, core focus will be first on, uh, food security. Indonesia must be self-sufficient in food, and then energy security, energy self-sufficiency. And then we are determined to bring down poverty, uh, in a massive campaign, massive effort. I'm determined to get rid of hunger amongst our people, uh, especially the young. And in the end, we have to, uh, concentrate on processing our natural resources. We have to, uh, make a great effort in down streaming, uh, and to industrialize. And all of this needs good governance. I'm determined to cut down corruption, uh, wastes, and with that we are very confident, we are very bullish, we are very determined to bring this all about."

According to Prabowo he continues Jokowi achievement by maintaining the substantial issues of poverty, i.e., providing health meal and the next sustainable energy as Jokowi had plant legal acclamation on sustainable energy. To him, providing free lunch will elevate the student's capability to grasp the essence of education and essence of skill while they are receiving lesson from the school. The program of free lunch is a crucial program of his campaign before he run as the president. To him it is one way to tackle and eradicate poverty as SDGs GOALs No Hunger and No Poverty. According to his scientist free lunch will boost students' academic achievement. His next agenda is maximalize natural resource by cutting down the corruption, some corruption and nepotism cases happens in Indonesia due to non-good governance. Some politicians are bribed by businessman to allow businessman operate dangerous company for environment. This effect of non-good governance not merely endangered society but also nation credibility.

Interviewer: "All very ambitious. If you want to do it within your first term, which is 5 years, can you achieve a growth target of beyond 5% in order for you to fulfill what you have set out to do? In my conversation with Bapak Jokowi Dodo, he said that he has laid the foundation, he has implemented all the policies, put in place infrastructure needed for Indonesia to grow at 7%. Can you achieve 7% or more in the 5 years of government?"

Haslinda give an example Jokowi did in his last reign, yet Jokowi cannot achieve more than 7% as he has set all the policies needed. Haslinda challenge Prabowo, can he do beyond Jokowi did?

Interviewee: "I'm very confident. I've talked to my experts; I've studied the figures. I'm very confident that we can easily achieve 8% and I am determined to go beyond."

Prabowo said, he very confident he can achieve 8% because he had surveyed by asking his expert and all figures. To him he wants to go beyond than 8%

Interviewer: "8% within the 5 years, the first year, second year, and really go beyond. Are you looking at double digits?"

Interviewee: "I would say within 2 or 3 years, yes."

From this line we can see how ambitious Prabowo bring Indonesia in better place.

Interviewer: "You talked about down streaming part. What are the other growth drives for you or what down streaming be key to you achieving 7, 8, 9% growth?"

Interviewee: "Down streaming will take several years. What will, uh, be, uh, growth driver in the first years will be our, uh, concentration on, uh, agriculture, food, food production, food distribution and, uh, energy, uh, we want to go green in a very quick way. We want to produce our diesel from, uh, palm oil and this, uh, will be a very strong growth drive, uh, driver. You know, we import 20 billion dollars every year for diesel oil. So, can you imagine, uh, the savings we will have when we will switch to biofuel?"

The interviewer asks about down streaming. What is down streaming part that Prabowo aim? Then Prabowo reply to its on-food agriculture, food production and food distribution or three cycles called proses hulu ke hilir in Bahasa Indonesia. He wants to produce biodiesel from palm oil to cut down money and enhance saving.

Interviewer: "Indonesia is often said it is open for business. Yet, I think a lot of investors say it's adopted protectionist policies, limits on the export of nickel, coal, palm oil. Is it important for you to move away from nationalistic protectionist policies?"

Interviewee: "No, no. I think this misperception, we are not protectionist. What we are doing is very logical. Every country in the world will, uh, fight or will protect the national core interests of their people. And, uh, we think that we want to industrialize and those are our natural resources we have to, uh, protect our interest in the sense that we must the full value, right? We cannot, uh, keep importing, uh, industrial goods all the time. It's not fair to our people. We will, we will not be, uh, and advanced industrial society if we are just producing of raw materials."

Haslinda ask about is it important for Prabowo to maintain protectionist policy? Then Prabowo replies to its not protectionist policy, but it's called nationalistic interest, and he believes that every nation in the world have their nationalist interest as it is unfair for Indonesian people if nation keep importing industrial material and keep exporting raw material. Nation must give chance to Indonesian people to move from exporting raw material become exporting industrial material as this will support national development and

boost GDP of the people of Indonesia. So, he want to transform indonesia becoming advanced industrial society.

Interviewer: "I want to talk on your spanning plans. When you campaigned, you talked about how you want to provide free lunches, free milk for student and some are questioning how you will pay for such program. Can you fund that program if you're unable to perhaps raise the limit of your budget deficit beyond 3%? You've said you can."

Interviewee: "We have, uh, studied this. We have, uh, what called it, we, we studied all the figures and we are very confident we can do that. We are very confident we can do that and, uh ..."

Haslinda asks Prabowo about how Prabowo can fund free lunch and free milk if he cannot cut the budget under 3%. Prabowo relies he said ha can because he had studied all the figures and all the potential thing to support this program.

Interviewer: While keeping your budget at 3%?

Interviewee: "Yes, 3%. And you know the 3% is, is something arbitrary, not many countries hold to that, but, uh, we have a tradition of prudent fiscal management. I think we have the lowest, uh, debt to GDP, uh, figure in, in the world, one of the lowest. And, uh, so, now, I think it's time to be a bit more, uh, daring within a good governance. So, ..."

Haslinda ensure Prabowo while keeping your budget 3%? Yes! Said Prabowo convince haslinda, to him it is something arbitrary because Indonesia has tradition of prudent fiscal management which not many country have. To him, it is time be little daring indonesia is one of nation that has lowest debt to GDP. Actually, free lunch and free milk are not new program. It is already implemented in Era of Soeharto, the writer is one of the alumni of free lunch in Soeharto Era and grasp the benefit of education and nutrition at the same time. After the reformation era or at 1998 till nowadays the program is eliminated due to several factors. One of which is as politician assumes "budget deficit". As the conversation happen haslinda ensure Prabowo, will he be stick on his plan as when he was in campaign.

More than 26 years the program already vanish and Prabowo bring back the program as his father in-law did i.e., Soeharto. Probowo sees something beyond commoner that based on his experience the substantial problem is students and pupil go to school in hungry and cannot concentrate well in learning process. As proposes in several times that education is one of way in boost one capacity of life. Governance had provided free education for nine years from elementary to junior school level and as in university some scholarship has been provided by former president such as SBY and Jokowi. Mention Bidikmisi for clever but poor, LPDP for higher education with several item such as LPDP Afirmasi for targeted area and BPI for non-targeted area. To him free education is on the good path and already achieved by his predecessor yet for free meal is not yet reborn. So, he offer the program and on the process of trial and error especially on targeted area. Although the program has pros and contras on the social media yet some nitizen believes that program fit on the targeted area.

Interviewer: "What does that mean? Raising the limit beyond 3 with 4, 5% ..."

Interviewee: “No, no, no, no. We calculate. That is a matter of refocusing and cutting down the waste, cutting down, uh, the allocation to non-essential, uh, activities. So, it’s a matter of a vision, good governance, good administration. And we are going to introduce and we are in the midst of introducing e-governance. All Indonesian government institution procurement will go through an e-catalog. Uh, we will go, uh, digitalization, uh, computerization and this will increase our tax ratio, uh, our, uh, revenue services. We will, uh, revamp and, uh, we are very determined to cut down waste. Uh, we calculate that we can save a lot of money by cutting down waste and this will be the growth factor. This will be the growth driver, so, uh, we are very confident.”

The program will run if he maximize what so called “cutting down the waste” by mean all the administrative thing into digitalization, computerization and he says we are in midst of this program. About the tax ratio he says that it means on luxury things like house more than 3 M then it will have PPN 12%. Cutting down waste or administrative things will be the growth factor and he confident enough for this program.

Interviewer: What’s also ambitious in moving your capital from Jakarta to Nusantara project that will cost you 35 billion dollars. Why is it a worthy cause? Why is it important for you to move the capital?

Interviewee: “The idea of moving the capital has been around since the first years of our independence. Our first president, uh, President Soekarno broached this idea. First, uh, the idea was to put our capital in a more central location. Uh, number two, uh, Jakarta is surroundings and Java is very, very highly populated. So, the ecological burden of Jakarta is, uh, tremendous. Uh, we are facing, uh, rise in the ocean is around between 5 to 10 cm a year and so, uh, we have to build a giant sea wall. That’s one of my programs also. But, uh, moving the capital is one way to, uh, to bring growth outside Jakarta, outside Java and also in the next few years before the giant sea wall can be, uh, completed which will take maybe 10, 15 years, our capital is safe from inundation.”

Prabowo emphasize that moving the capital is not a new agenda yet it has been broached by Indonesian founding father Soekarno, Prabowo sees Jakarta has ecological problem as sea level always higher 7 cm per year. As java itself highly populated island other than Sumatera and Kalimantan so it is urged to move the capital. In the first term of Jokowi, he did not build the capital but as he raise up at his second term then he started to build IKN in Kalimantan as the capital of Nusantara. Jokowi known as the father of infrastructure as he built several waters saving or DAM air in several province. Then Prabowo is determined to continue this plan as Soekarno proposed way before Jokowi term.

Building giant sea wall also ambitious program of Prabowo, then as we can see on social media giant sea wall now in Januari 2025. Its handled by several companies and it is emerged pros and contras amongst Indonesian.

Interviewer: “Is funding an issue because it has been problems in getting foreign funds into Nusantara project? Will you be reliant on domestic players, the government to fund this 35-billiondollar project?”

Interviewee: “Yes, uh, you know 35 billion dollars, but the calculation is we will need 25 years to 30 years to complete this capital. So, if you say 30 billion dollars over 30 years, that’s 1 billion dollars a year. Indonesia’s economy, Indonesia’s budget can carry that. So, we are, we are very confident. I mean, I, I

believe, you know, capital city is a political project, and the main drivers must be the domestic resources and then the foreign, the foreign investment will come in later.”

Prabowo agrees with Haslinda that key factors of moving capital to Ibu Kota Nusantara or IKN is funding, the governance struggling for foreign investor and because of that Indonesia will put local funding first. He proposes that the main drivers must be domestic resource, and the foreign will come in later. As Türkiye moved capital from Istanbul to Ankara, USA to Washington DC and Australia from Sidney to Canberra that this new program already did by several nations due to several reasons and because moving capital From Jakarta to IKN is political agenda it should be supported by domestic funding then completed by foreign funding. On another occasion Jokowi answered a question from Papuan pupil asked about moving capital. Jokowi replied that Indonesia is the largest archipelago country in the world from Sabang Aceh in Sumatera till Merauke Papua it is needed 9 hours to travel by plane, by plane he reiterates, if capital located in the middle of the nation, it would ease east and west side to travel and will be practical for both side.

Interviewer: “Bapak Prabowo, you are a general ...”

Interviewee: “I was a general ...”

Interviewer: “Yeah, you, you are general and you are with the army for 20 years. You are also ...”

Interviewee: “28 years, yes.”

Interviewer: “28 eight years is a long time. Some people perhaps feel like your policies will be viewed through military eyes. How do you respond to that?”

Interviewee: “Uh, yeah, you know, I’m, I, I, I’ve been out of the military for what? Maybe more than 25 years. So, I think it’s just, it’s, what you called it’s a non-secure, it doesn’t relate to any ...”

Many fillers and interjection in this turn taking mechanism between both participants, the interviewer voice tone slowly by asking slowly and Prabowo confirm her question by adding missing point.

Haslinda asks concerning his experience in military field as many foreign broadcastings asking a lot about this experience while they were interviewing Prabowo in late election in 2014 and 2019 yet Prabowo always provide confidence answer that his presidency will not relate to any. It is a long journey to be in the military domain for 28 years, but he has been out from the military for 25 years and its long time process to be in this position.

He was a general and have a brilliant career as a military alongside with his friend Mr Luhut bin Sar Panjaitan, they joined military training in USA and met his friend crowned Prince of Jordan Abdullah. Due to political turmoil in Indonesia, he was out and decided to be a businessman alongside with his brother Hasyim. Panjaitan also was doing business while running as a minister in the Era of Gusdur and Megawati as well as Habibie. Prabowo gained testimonies from Gusdur one of political, religious, pluralism figures and former president of Indonesia that Prabowo is the honest man and has patriotic mentality for Indonesia. Furthermore, Gusdur predicted that in his old age, Prabowo will be wise person and become the president of Indonesia. Gusdur suggested to Prabowo to become a businessman and while he was in exiled Prabowo was offered by crowned Prince Abdullah of Jordan to be the honorary citizen of Jordan, yet he refused that offer due his fond of Indonesia.

Prabowo back home and his love for Indonesia never ending.

Interviewer: “What kind of leadership style do you think you’ll adopt as the president?”

Interviewee: "I will be myself; I will be genuine."

Interviewee: "That means that, uh, you are true to your principles, your values, your ideas, and as a patriot, uh, my main value is the well-being of my people, the well-being of my people. My people must be safe, my people must not be hungry, my people must have a good life. That is the dream of every patriot of every country in the world."

Haslinda asks about Prabowo style of presidency, because many critics in social media though he will lead like his father in law, Soeharto. He also has military background that make some sceptical think that he will lead in military way. Yet, he convince that he will be his self, he will be genuine as patriot his first priority is the wellbeing of his people and he always consistence as he says, four time he went through the Indonesian election, yet he never surrenders. If other candidate, they might be surrender yet he is patriot and never hesitate with his decision. He has prosperity and will not do corruption as netzine always follow his journey while national visit in some countries around the world. He never uses Indonesia aircraft yet he use his belonging that he design by using his own cash. His own aircraft is designed to fit the style of Indonesian Presidency. The writer can say that he is a man of his word. Some of his campaign promises already on the track. He is confidence and true patriot. He decides fast and as dino pati jalal says he has leadership material.

Interviewer: "Some people are concerned; your critics are concerned you may clamp down on democracy. What do you say to them?"

Interviewee: "Who is concerned?"

Interviewer: "There's some critics who say you may climb down democracy ..."

Interviewee: "Who is concerned? Who is concerned?"

Interviewer: "So, you are saying there is no concerned about that?"

Interviewee: "Why don't you ask the Indonesian people? I go to elections already four times. I go to my people. I ask their concern, three times, they do not give, my, their concern. This time they give their concern. Where is the concern about democracy? The concern about democracy is, I think, uh, made up by some, some people in the depress."

Haslinda asks about some critics concerned that he may clamp down democracy and will be in dictatorship. Then Prabowo replies who concerned? Why don't you ask my people? Prabowo explained Indonesian reject him three times and this is the fourth Indonesian receive him. For many candidates maybe they will not be on the presidential candidate if they had been rejected for three times but Prabowo still in his consistency that he wants to serve his country and not turn down democracy. As he believes that democracy is a long process that had been achieved by Indonesia. Especially his father. His father was an economist, Soemitro Djojohadikusumo. Then through his career Soemitro sometimes made critiques for his father in Law Soeharto while at the time Soeharto became a President. So, people don't need to be concerned because he was raised up from different countries that has elite background while his father pursuit education and became Professor in nation such as UK, and some European countries. Prabowo has unique upbringing that made him other than former presidents before. He was educated form international education, back to Indonesia he was dedicated his life to military due to his family demand and hope, at the time he was born his uncle was passed way later to be patriot because he died of war then the baby was named after his uncle name. by hope that Prabowo would join his uncle step to serve in Military.

When he graduated from senior high school, he was offered to be international student in one of prestigious university. Yet, he refused due to his dream and family dream to put him in military school. In military school he made friend with Luhut Binsar Panjaitan then they become bestie until now. He too focuses with his career and his achievement for the peace of Indonesian people. Then one day, he met Titik Soeharto, the daughter of President Soeharto, which was the student of his father in Faculty of Economic University of Indonesia. So, Titik was the student of Mr Soemitro, Prabowo's father. Mr Soemitro said to Prabowo, you have to be careful this time and don't play around, because your wife to be is the daughter of President. Then they got married and have boy. He was popular as the prince of Cendana. Cendana is name of street that Soeharto and his family resided. Which considered as the name of elite family in Indonesia at the time.

Time flies, reformation in 1998 completely change map of the politics in Indonesia. He quit in military and became a businessman. Then in 2004 he accompanied Megawati as the candidate of vice president in public election yet failed.

Then he claimed that some critiques came from some people depress, they feel unhappy because Prabowo succeed. People fear about him because they don't know Prabowo well. Prabowo deserve to be President of Indonesia, because he was not only patriot yet he dares to serve, as some citizens can see how he uses his own plane instead of using state plane.

Interviewer: "So, that would be us then ..."

Interviewee: "Each country has their own culture history. Every leader of every country must serve their own people in their own way. So, I said, I go to my people. They rejected me three times. They accepted me this time. So, I will work very hard so that I don't disappoint my people. Like what we live for, we live for the legacy we want to live behind is a good reputation, a good name in the history of our country."

Haslinda ensure that, in his presidency it would be us not your political party of other political parties. Means in building nation and developing Indonesian need to be work together regardless of parties differences.

Prabowo explain that Indonesia has unique culture other than any countries in the world, because he had seen that every country has their own culture and history. As Indonesia, colonialism has completely changes the way we think and behave as some Asian nation faced colonialism. Take an example how we perceive western culture, Indonesian always glorify fairness as the heritage of beauty standard and see western people as the benchmark of their beauty and so on.

Then when Indonesia got independence until now adays we see some western standard is better than our standard. As the academician we need to normalize tan and our standard is better for us rather than their standar.

Prabowo enlisted to be candidate for three times, and he never give up. He showed his perseverance and his achievement. This time for the sake of his nation, he wants to serve for the better life of people of Indonesia. As he showed through his program. He wants to ensure his supporters that they are not mistakenly chose him. He wants to prove that their choice is the best choice.

Interviewer: “Just to wrap up because we’re running out of time, as you said, you attempted to be president several times and this time you succeeded, why is it important for you to lead Indonesia? Why is it important for you to be the president of this country?”

Interviewee: “Uh, basically, it is, uh, the desire to serve, the desire to serve the people. I, uh, grew up in many countries and I saw my people, many of them are very poor. In my heart, I cannot accept that. In this day and age, Indonesia member of the G20, Indonesia the fourth largest population in the world, uh, many of my people are still, uh, living very, very difficult life and that is what drives me, I want to do my bit, I want to make my contribution with my experience, with my leadership. I believe I can contribute a lot to bettering the life of my people.”

Interviewer: “President-Elect, Prabowo Subianto, we thank you so much for your time today.”

Interviewee: “Thank you very much.”

Haslinda asked Prabowo, what make you so special to be the president of Indonesia? Which she paraphrasing her question by asking indirectly “why is it important to be the president of Indonesia?” then he replied “it’s a need to serve. In another chance one of his colleague yusril Izha Mahendra which the writer think that they have the same aspiration due to Prabowo asked him to be involved in his cabinet. Yusril was asked by an anchor a question then he replied: when you see Indonesia, don’t see Jakarta at all. You have to see people in villages that whom live their life in decent life and so simple life. What really they need are better life, better wage, better price for their harvest and better future for education, health and dream of their children and generation to follows” so, when you see Jakarta, its not a map of Indonesia as a whole, yes a lot urbanization happen due to poverty. If they have better life and decent salary from the province that they come from. The urbanization is not going to happen. All the problem emerge in city like Jakarta mention, flood, criminal, and slum. Its going to happen. So, bettering life of people means bettering life of the fourth biggest population in the world.

What trigger him to serve is a need to leave for the better legacy after he passed away. As Indonesian proverb says “Gajah mati meninggalkan gading, manusia mati meninggalkan nama baik”.

When Prabowo imply that he was raised up from different places which is considered as rich countries and he has elite background in term of education, heritage, family and broadening relation to Indonesian elite and global elite. What make him sad that at old age, he still sees his Indonesian people do struggling for better life. He wants to offer his bit for bettering their life and widening their chance for Indonesian whom live under poverty.

Discussion

Language

According to Fairclough language is a form of social practices, when language is uttered by a speaker. It tends to have several implications, whether it personal or social implications. For a polite Bos who want to ask that the window need to be opened the utterance is going to be “the room is hot”. It implies the hearer can open the window or turn on AC. This indirect communication could be seen between a collage or a leader to his member. Language is not merely to convey message, yet it is also a behaviour of the speaker towards the hearer, or someone is being spoken. For example, if a neighbour used to receive some noise from his/her next-door neighbour, it’s not something strange that s/he will call his/her neighbour by name “the old witch uses to speak up like a tiger roaring in the night or a dog barking”. The phrase “old

witch” shows how s/he behaves to his/her next door. Not merely an utterance of disappointment yet it’s a behaviour of exasperated with next-door attitude.

All linguists know that language is a means of communication, so its more complex than grammar, vocabulary or lexical. There are two participants in the process of communication. The smoothness of communication depends on two participants, speaker-hearer, writer-reader. Let say, in this occasion speaker interviewer and hearer interviewee speaks English well so the audience can convey the message well. This happens due to between interviewer and interviewee capable speaks English greatly in term of grammar, lexical, meaning and context and even the interviewee tend to comprehend how Prabowo achieved his career. We can say that they have *mutual understanding* or *mutual eligibility* which mean both understand grammar and lexical meaning of content on conversation.

Prabowo as a leader of political party is not a newbie player as mentioned earlier, he was a general for years than continue his career in business and as politician. Haslinda as an interviewer know how Indonesian political turmoil in the past then asked a lot of point on ow will be Prabowo lead Indonesia, will be military style or what? Haslinda as a Bloomberg senior anchor who had met and interviewed many numbers of Indonesian successful businessman and women such as Sandiaga Uno and Susi Pujiastuti and the rest realized she had picked her questions well. She is not only asking how the elected president is going to budgeting for free lunch but also questioning can he tackle all the problem ahead in the first two or three years?

Language as a basic data in critical discourse analysis could not been separated to power and social practice, so to better understanding of language we need to look at power and social practice of language.

We can see how language is practiced in the discourse on the last part of interview, wen Haslinda asked about people’s concerned if Prabowo will clamp down democracy, then Prabowo replied, who is concern? Instead of reply er question, Prabowo questioning Haslinda? Who is concerned? Then explained his experience, if he has not strong will to serve, he will quit at the second election, yet he went three times for Indonesian to serve as president. Then now, Indonesian choose him.

Power

Power is a relation between a speaker and hearer, CDA is merely focus on how speaker’s utterance in social practice. In term of speaker’s position, speaker’s interest, we are not going to lie that every utterance in media whether its visual or printed media its has own motive. Generally, there are three motives of utterance, first what is the speaker’s intention? Second what is speaker’s interest in that occasion? To what extent speaker’s impact on that occasion when s/he utters his/her speech?

Power not merely people in political power, some scientist people in power could be under cover or covert by some ideology. The point that they need to amplify is their hegemony. When we talk about hegemony, we could not separate hegemony of the speaker from his or her ideology.

According to Foucault power is something non tangible it’s something dynamic like gravity, take an example you are going to ready for dinner party In Sumbawa, you will think about how to dress well in front of other to represent you as yourself, you as a wife, you as an independent women and you as a daughter. All other point of views will affect the way you behave. That’s what we call nontangible relation and it is a power relation.

As a new nation under 100 years, Indonesia categorized as a new nation with people full of hope and dream. Many Indonesians are patriot and nationalist and some believe that our president must be coming from military background such as Suharto or SBY a.k.a Susilo Bambang Yudhoyono so we can make Indonesia become Macan Asia like Suharto Era. But many sceptical if it happens, we will be in Orde Baru era again. Some analysts worry about Prabowo's style of leadership. Some people say, he will be in military style leadership because of his military background. Yet, Prabowo convince Haslinda, that he will be genuine, he will be himself, as a patriot he wants to serve bettering life of Indonesia, make them not hungry by creating program free lunch so young Indonesian students can grasp the gist of education.

There are three of his main down streaming projects, food agriculture, food production and food distribution. To him, these three cycles need to be watch out carefully, what we call in Bahasa Ketahanan Pangan. As an agriculture nation, Indonesian need to re- arrange on fertilizer distribution to meet farmers' demand. Fertilizer distribution also becomes an issue. Then after harvesting, people in charge or people in power need to secure price of local product so the farmers capable enjoy their harvest.

Some of program launched by Prabowo is Danantara, Sovereign Fund, Daya Anagata Nusantara, Daya meaning power, Anagata meaning the future, Nusantara meaning Republic of Indonesia, it has a commitment to economic transformation, asset efficiency, draw global investment, strengthening Indonesian competition on strategical sectors in creating shared prosperities for all Indonesian. It launched on March 2025 this year with a lot of pro and contra after it has been launched. Yet, Mr President continue to launch it, because he believes it will be bettering life of Indonesian. Practically, all BUMN such as BRI, BNI, Mandiri, and so on, all unit usaha or nations' assets collected in one place called Danantara. The corruption in BUMN is something already widespread, such as Pertamina case and Garuda Aircraft case. So, to minimize this corruption case, Danantara also benefitting life of many people.

He also reform of UU TNI POLRI, for the sake of his program such as three cycles of down streaming mentioned, TNI persons or ex-military can handle mafia or gangster in food distribution and food production, such as bulog. The UU stated that member active of TNI can handle two positions while he serves as a military and he serve as a civil servant. This is not in accordance to UU TNI whom says that an active member of TNI could not handle two positions at the same time unless he gives up on his military serve or vice versa. Many critics say, why don't let military serve as at once and don't let them be dualism statute. If a person in military service handle position at the same time, some hesitate the perpetrator or some people will practice abuse of power.

Social relation

Studies discourse and its functions in society and the ways society and, especially, forms of inequality are expressed, represented, legitimated, or reproduced in text and talk. Van Dijk continued to argue that language use, discourse, verbal interaction, and communication belong to the micro level of the social order, (Roma Ulinuha, 2013). Fairclough stated that CDA is a social analysis of discourse.

When verbal text is expressed, we cannot be separated it from social relation, especially when it comes to people in power who tend to be interpretate by many people. Some says that president expression is the trickiest one, even their personal interpreter in formal or national event, need to pay attention on other aspects of president's utterance, such as president's ethnicity, president's education, president's upbringing, and president verbal repertoire, president sense of humour, and so on.

Some says that Suharto, never want to meet Habibie after he quit his presidency, some politician says that because the way Mr Habibie answer that he ready to be a president if in case the president step back. The way Habibie reply, Suharto questions is too frontal and its considered not polite in java culture.

Jokowi's ever replied a question addressed by Singapore reporter by replieying "maaf" loosely translated in English as "sorry" then his personal interpreter translate it become "sorry" which by means Mr President Jokowi is not saying sorry, as a Javanese, he is saying, maaf to ask people "perhatian" so Mr President Jokowi saying "maaf" means he asking people's attention, so the correct translation for maaf is "attention".

Text is social practice in CDA, so what happen in the text is something contextual, what we call in pragmatic is text, co-text, and context.

Prabowo, as someone who already served in military service for long time and quit his military service for 25 years still has a sense of military style that quite unique, after his quit, he run a business. Then shared a lot of his time with a former president such as Gusdur and some elder politicians.

4. CONCLUSION

Critical discourse analysis is an analysis of text and its impact on social practice of the text. Power and language are two tools that needed to analyse how speaker will influence reader and hearer perception. The relation amongst language, power, and social practice interchangeable, we cannot analyse text or speech or interview in CDA using only one aspect, it must be three of it. Prabowo and Haslinda met at Qatar economic forum, Haslinda interviewed Prabowo by asking several questions, one of Haslinda beginning question is free lunch, will Prabowo able to fund free lunch? And the next discussion is about down streaming such as agriculture, food production, and food distribution. The next issue

5. REFERENCES

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