



ANALYSIS OF LANGUAGE STYLES USED BY ANIES BASWEDAN IN POLITICAL CAMPAIGN OF 2024 PRESIDENTIAL ELECTION

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Abstract

Language style is one of the most dynamic and context-dependent aspects of human communication. This research explores the stylistic variation of Anies Baswedan's speech in two different contexts: his motivational talk to university students and his formal address in the Political Campaign of presidential election.. Using Martin Joos's (1967) theory of language style, this study identifies how Anies adapts his speech to fit audience, purpose, and setting. The research employs a qualitative descriptive method under a sociolinguistic framework, analyzing the linguistic forms, tone, and communicative intent within both speeches. Findings reveal that Anies Baswedan employs consultative and casual styles when interacting with students, emphasizing warmth, humor, and critical engagement; whereas formal and frozen styles dominate his presidential debate performance, reflecting professionalism, authority, and ideological appeal. This variation highlights Anies's rhetorical awareness and flexibility in adjusting linguistic strategies to social contexts.

Keywords: *Language style, speech analysis, Political Campaign.*

Abstrak

Gaya Bahasa merupakan salah satu aspek komunikasi yang paling dinamis dan bergantung pada konteks. Penelitian ini mengkaji variasi gaya Bahasa dalam pidato Anis Baswedan pada dua konteks yang berbeda ceramah motivasi bagi mahasiswa dan pidato formal pada kampanye pemilihan presiden 2024. Dengan menggunakan teori Gaya Bahasa Martin Joos (1967), study ini mengidentifikasi bagaimana Anies menyesuaikan gaya bicaranya agar selaras dengan audiens, tujuan dan situasi komunikasi. Penelitian ini menerapkan metode deskriptif kualitatif dalam kerangka sosiolinguistik untuk menganalisis bentuk kebahasaan, nada dan maksud komunikatif dalam kedua pidato tersebut. Hasil penelitian menunjukkan bahwa Anies Baswedan menggunakan gaya konsultatif dan santai saat berinteraksi dengan mahasiswa dengan mengedepankan kehangatan, humor dan keterlibatan kritis; sebaliknya gaya formal dan beku (frozen style) mendominasi penampilannya dalam pidato kampanye pemilihan presiden yang mencerminkan profesionalisme, wibawa dan daya tarik ideologis. Variasi ini menyoroti kesadaran retorik serta fleksibilitas Anies dalam menyesuaikan strategi kebahasaan dengan konteks sosial.

Kata kunci: Gaya Bahasa, Analisis pidato, Kampanye Politik

I.INTRODUCTION.

Language, as a social tool, serves not only as a means of expressing ideas but also as an indicator of social relationships, identity, and cultural values. Within sociolinguistics, the concept of language style captures how speakers vary their linguistic choices depending on the level of formality, audience, and purpose (Holmes, 2013; Wardhaugh & Fuller, 2021). The study of language style is significant because it reveals the interplay between communication and social hierarchy, as well as the speaker's ability to negotiate meaning across situations. In the world of politics, winning a battle in an election is a gold mine for the party holding the candidacy.

Therefore, each candidate and his supporting party uses each various methods to win votes during the election. One way is to give various speeches in front of the wider community. This also includes influencing the public during candidate debates. Munawaroh et al. (2022), define debate as an exchange of different points of view between individuals or groups with the aim of bringing together parties who support and oppose a particular proposal in order to determine its feasibility. Debate has a very good role in improving speaking skills and makes participants dare to express their every thought. The implementation of general elections for both regional and state leaders has become a democratic celebration for Indonesian society. Each pair of candidates competes to attract attention so that they can become the people's choice.

A prospective leader's achievement of victory is not merely to lead a region or country but rather to achieve power. The existence of politics in Indonesia currently has more of a tendency to be an arena for fighting for power. Language and power have a close relationship. Through language, someone can influence other people, in this case, society, to carry out their goals. Language also reflects attitudes and how someone leads. Marbun et al., (2021) state that problems related to power and society are about who uses what language (or who uses what type of language) and what people's attitudes are towards language (or towards types of language). Everyone has a way of using language, depending on who the speaker is, how the language speaker views themselves, and what identity they want to convey Puspita et al., (2021).

Related to this, many state and regional leaders use language to show their identity. The language used great influences in the success of the debate. Therefore, it requires intelligence in the use of language by each pair of candidates. The use of language in debate is closely related to the use of language style. Language style is also called style. Style of language can

be defined as a way of expressing thoughts through language in a unique way that shows the soul and personality of the language user. This research is grounded in Martin Joos's (1967) theory of language style, which classifies language into five distinct levels: 1. Frozen style – fixed expressions used in ceremonial or official events (e.g., oaths, prayers). 2. Formal style – structured and carefully constructed speech used in official settings. 3. Consultative style – a semi-formal interaction, often between expert and learner. 4. Casual style – relaxed language used among friends or peers. 5. Intimate style – private, emotional, and context-dependent speech used among close relationships. Joos's framework provides a foundation for identifying linguistic variation according to situational formality.

In addition, Holmes (2013) and Meyerhoff (2019) emphasize that style-shifting is shaped by social distance, setting, and topic. Modern discourse studies (e.g., Nguyen, 2018; Herring, 2019) have expanded this perspective, showing that public figures deliberately adjust speech styles to influence audience perception and construct identity. Speech can influence people's lives. For example, when the answer is found, there must be something that is kind of power behind words or speech. It can be simply called as the power of language. It is abstract, but it can be felt from within (Balkin & Levinson, 1995). Wareing (1996) supports this assertion by explaining that power is a very abstract concept but plays a very important role in our lives, and point out that power has become very important in our lives because it can change someone's mind. Power is not only discovered by some people in certain situations. It appears in most human conversations and words are a part of it (Bojic, 2022; Dimpleby & Burton, 2020; Gildin, 2022). Speech with specific purposes is arranged in specific ways to demonstrate their power (Dresser, 2013). Anies Rasyid Baswedan, a prominent Indonesian academic, educator, and political leader, is known for his articulate and persuasive speech. His linguistic adaptability allows him to adjust tone, vocabulary, and delivery according to context — whether he is addressing young intellectuals or a national political audience. These rhetorical shifts demonstrate his linguistic intelligence and awareness of audience expectations. When Anies speaks to university students, his language reflects mentorship, critical thinking, and inclusivity. He frequently employs rhetorical questions, humor, and interactive language to build a dialogic atmosphere. In contrast, during the Presidential Campaign, he adopts a tone of authority, formality, and political precision.

The language becomes structured, solemn, and rich in ideological and nationalistic diction. It is interesting and important to conduct a research on language styles to find out what types of language styles exist and what language styles are most widely used by Anies in his

political Campaign. Apart from that, this research aims to provide extensive knowledge regarding satirical language styles, both in terms of types and meanings used in everyday life. This study also describe the variation of language styles used by Anies Baswedan across these two settings and to analyze how context influences stylistic choices. It is interesting and important to conduct a research on language styles to find out what types of language styles exist and what language styles are most widely used by presidential candidates in their Campaign. Apart from that, this research aims to provide extensive knowledge regarding satirical language styles, both in terms of types and meanings used in everyday life. This study aims to describe the variation of language styles used by Anies Baswedan across these two settings and to analyze how context influences stylistic choices.

II. REVIEW OF LITERATURE

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III. METHOD

This study employs a qualitative descriptive method, aiming to describe linguistic phenomena naturally as they occur. The approach is sociolinguistic, focusing on the relationship between language and its social context rather than grammatical accuracy. The data consist of two authentic transcripts: 1. A speech to university students recorded during a campus event where Anies discussed the importance of critical thinking. 2. A speech during the 2024 Presidential Debate, in which Anies presented his political vision, mission, and policy arguments. Data

were collected through documentation from digital recordings available on YouTube and verified news media. Each speech was transcribed verbatim, and excerpts demonstrating distinct linguistic features were selected. The analysis follows the five-style classification of Joos (1967). Each utterance was categorized according to tone, vocabulary, sentence structure, and communicative intent. Comparative analysis was then conducted to identify how stylistic elements shift according to the audience and situational context.

IV. DISCUSSION

4.1 Language Style in Anies Baswedan's Speech to University Students

In his speech to university students, Anies Baswedan employs a combination of consultative and casual language styles. The overall tone is pedagogical but friendly, resembling the interaction between a mentor and his students. His sentences are moderately formal yet sprinkled with humor, colloquial phrases, and rhetorical questions that encourage engagement. For instance, in his analogy about human fingers — “*Yang bener aja, jari ya lima Pak, namanya manusia gitu kan?*” — the humor is not merely decorative; it functions as a rhetorical strategy to spark curiosity and invite students to think beyond conventional reasoning. Anies's consultative style becomes apparent when he guides the audience through reflective thinking. Expressions such as “*Saya memimpin bukan dengan instruksi, tapi dengan pertanyaan: why, why, why*” position him as a teacher who encourages inquiry rather than authority. His repetition of the word *why* highlights a cognitive pattern that invites participation and reflection. Moreover, his use of code-switching between Bahasa Indonesia and English — *critical thinking, breakthrough thinking* — enhances intellectual tone while making the discourse sound modern and globally relevant. Through this strategy, Anies not only aligns himself with academic values but also constructs a linguistic identity that is simultaneously local and cosmopolitan. The interactional aspect of the speech is equally significant. His repeated use of direct address, such as “*teman-teman sekalian*”, reduces social distance and creates a sense of inclusion. Rather than maintaining rigid formality, Anies moves fluidly between instructive and conversational tones, reflecting Joos's concept of a consultative register. The linguistic texture of this speech reveals warmth, empathy, and intellectual engagement — qualities essential in educational communication. Thematically, the content of the speech — promoting critical thinking, curiosity, and the courage to ask questions — resonates with the informal tone he adopts. The language style reinforces the message, because the form of communication itself embodies the very idea of open inquiry that he advocates. Thus, the style is not arbitrary; it performs the message rhetorically

4.2 Language Style in the Presidential Campaign.

In contrast, Anies's speech in the 2024 debate exhibits formal and frozen styles. The speech structure is meticulously organized, employing political diction and ceremonial expressions. The tone shifts from interpersonal warmth to institutional authority.

From the opening line, "*Assalamualaikum warahmatullahi wabarakatuh*," the register is clearly frozen — a formulaic greeting signaling respect and solemnity. The formality continues throughout his speech as he states, "*Kami Insyaallah akan mengembalikan posisi Indonesia menjadi pelaku utama di dalam konstelasi global*." The use of collective pronouns (*kami, kita*) combined with grand abstract nouns (*konstelasi global, diplomasi, kewibawaan nasional*) establishes both solidarity and authority.

The speech relies on abstract nouns (*konstelasi global, diplomasi, kewibawaan nasional*) and complex syntax, reflecting leadership and vision. Anies's tone here is performative: it constructs ethos and authority before a national audience. The formality of this context requires linguistic restraint, clarity, and gravitas — reflecting a statesman's persona rather than a mentor's. Another notable difference lies in emotional control. While his student speech reveals spontaneity and humor, his debate performance is measured and authoritative. The speech functions to project ethos an image of competence, morality, and leadership. Every linguistic choice appears intentional: to create a perception of rationality and trustworthiness before a national audience.

4.3 Comparative Analysis

When comparing both speeches, the stylistic contrast becomes a reflection of sociolinguistic adaptability. The university speech is dialogic and participatory, while the debate speech is monologic and declarative. In the first, Anies constructs an image of an intellectual mentor who invites questioning and reflection; in the second, he performs the role of a national leader articulating vision and policy. The consultative and casual styles used in the academic setting enable him to build rapport and encourage critical thought — both linguistically and ideologically. His relaxed tone, humor, and questioning stance symbolize intellectual humility.

By contrast, the formal and frozen styles in the political context signal authority and decisiveness. These choices are not simply linguistic but strategic acts of identity construction. From a sociolinguistic perspective, this shift embodies what Holmes (2013) describes as *contextual appropriateness*: the speaker's sensitivity to setting, participants, and purpose. Anies's ability to shift register demonstrates communicative competence — knowing not just *what* to say but *how* to say it appropriately. Furthermore, this stylistic duality illustrates

a deeper rhetorical pattern: language as social performance. In educational contexts, language becomes a means of empowerment; in political contexts, it becomes a means of legitimacy. Both performances rely on precise linguistic calibration — between warmth and authority, between solidarity and distance. Therefore, Anies Baswedan's style-shifting is not merely accidental but represents a conscious rhetorical design. It enables him to move between two public personas -*the teacher of the nation* and *the leader of the nation*. This duality makes his communication uniquely powerful, bridging the emotional and intellectual dimensions of discourse.

4.4. Broader Implications

This analysis also underlines the sociolinguistic importance of register awareness among public figures. The effectiveness of communication depends not solely on message content but on the linguistic form through which it is delivered. In Anies Baswedan's case, stylistic sensitivity functions as a persuasive tool that strengthens credibility across diverse audiences. In educational settings, his language humanizes knowledge, turning abstract concepts into relatable ideas. In political contexts, his formal diction dignifies the message, transforming personal conviction into collective aspiration. This balance between intellect and authority demonstrates the power of language as both pedagogy and politics. Ultimately, the comparison highlights how style serves as a mirror of identity and purpose. The language of leadership, as seen in Anies Baswedan's speeches, lies not only in what is said but in how linguistic choices resonate with the listener's social and emotional expectations.

V. CONCLUSION

This study concludes that Anies Baswedan demonstrates clear stylistic flexibility influenced by audience and situational context. When engaging students, he applies consultative and casual styles that emphasize warmth, curiosity, and collaboration. During the 2024 Presidential Debate, he adopts formal and frozen styles that project authority, credibility, and leadership. Such variation exemplifies the sociolinguistic principle that language is a social act shaped by purpose and relationship. Anies's rhetorical adaptability reflects both his intellectual background and his awareness of the sociopolitical landscape. Future research could extend this study by examining how stylistic shifts manifest in online communication, interviews, or intercultural contexts, offering broader insight into Indonesian political discourse.

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