

## **An Analysis of Ideological Messages in President Debate: An Applied Linguistics Study**

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### **ABSTRACT**

The purpose of this study is to investigate the utilization of applied linguistics in the 2024 presidential debate in Indonesia. The data collection for this research doesn't involve individual participation. This study differs from previous ones that addressed related subjects because of the unique analytical approach that was used. The process of analysis includes going over and contrasting earlier research. In applied linguistics, the term "language and ideology" refers to the study of the relationships between language use and social norms, values, and power dynamics. The analysis process encompasses reviewing and comparing prior studies. Language and ideology in applied linguistics refer to the study of how language use is intertwined with societal beliefs, values, and power structures. It is found out that language reflects, shapes, and is shaped by prevailing ideologies in diverse contexts. All these aspects are depicted through description, interpretation, and analysis. Moreover, the relationship between language and ideology in applied linguistics involves examining how linguistic choices and practices contribute to the construction, reinforcement, or challenge of societal norms and beliefs.

**Keywords:** applied linguistics, ideology, language

### **I. Introduction**

At the intersection of theory and practice, applied linguistics is a multidisciplinary field that explores the practical applications of language study. By actively addressing the practical aspects of language use and communication in diverse contexts, this field extends beyond the traditional boundaries of linguistics, actively engaging with the practical aspects of language use and communication in various contexts. As a bridge between theory and application, applied linguistics navigates the complexities of language acquisition, language teaching, language policy, and the intricate interplay of languages in multicultural societies. This article seeks to unravel the rich tapestry of applied linguistics, exploring its evolving landscape, addressing contemporary

challenges, and shedding light on innovative methodologies that contribute to our understanding of language in action. Through a diverse array of contributions, this journal endeavors to capture the essence of applied linguistics as a dynamic and ever-relevant discipline, fostering a deeper appreciation for the real-world impact of linguistic research.

David A. Wilkins, in 1999, defined applied linguistics as the theoretical and empirical investigation of real-world issues in which language plays a central role. This field focuses on practical applications of linguistic research to address challenges in areas such as language education, language policy, translation, and communication. Essentially, applied linguistics, according to Wilkins, is concerned with utilizing linguistic knowledge to solve tangible problems and enhance effective communication in various practical contexts.

There are many previous studies that have analyzed applied linguistics in politics, especially in terms of language and ideology. Here are some previous studies that related to this study. (1) Norman Fairclough (2010) in his study “Critical discourse analysis: papers in the critical study of language” Norman Fairclough's focus in language and ideology analysis lies in understanding how language use contributes to the construction, dissemination, and reinforcement of ideologies within society. His approach, often associated with critical discourse analysis, involves examining the ways in which language reflects and shapes power relations, social inequalities, and hidden agendas. Fairclough is particularly interested in uncovering how language serves as a tool for legitimizing or challenging dominant ideologies, influencing perceptions, and contributing to the maintenance or transformation of social structures.

Through a critical lens, he analyzes discourse structures, linguistic features, and communicative strategies to reveal the underlying ideological dimensions, making language and ideology analysis a powerful tool for understanding the dynamics of power and representation in various social contexts. The results of his analyses typically uncover hidden meanings, implicit power relations, and how language is implicated in shaping, reinforcing, or challenging dominant ideologies within discourse. Specific outcomes include identifying discursive strategies employed to legitimize certain ideologies, exposing the reproduction of power through language use, and understanding how discourse contributes to the construction of social reality. Fairclough's work emphasizes the critical examination of language to reveal the ideological dimensions that influence social structures, political dynamics, and cultural practices. (2) Nancy H. Hornberger and Sandra Lee McKay (2010) in their book “Sociolinguistics and Education”.

In language and ideology analysis, Hornberger's work delve into how language practices and policies shape and are shaped by broader ideological frameworks. She is likely to examine how language choices, particularly in educational contexts, reflect societal ideologies, power structures, and cultural values. This could include investigating language policies in educational institutions, language planning, and the impact of language ideologies on language revitalization efforts within communities. Results from language and ideology analyses in Hornberger's work include insights into how language policies influence educational outcomes, how linguistic choices impact cultural identity, or how language practices reflect and challenge existing power structures.

It's advisable to refer to her recent publications and academic work for the most up-to-date information on the outcomes of her language and ideology analyses. (3) Deborah Cameron (2007) in her book "Ideology and Language" she explores the intersection of language and ideology in her work. In "Ideology and Language," she investigates how language is intertwined with power structures and societal beliefs. Cameron's focus often includes the analysis of discourse, language policies, and linguistic practices to uncover how ideologies are both reflected in and reinforced through language. Her work contributes to a critical understanding of how language shapes and is shaped by broader social and ideological contexts. According to the explanation above, the focus of this study would be guided by research questions "what is the relationship between language and ideology in the context of applied linguistics?"

## **II. Method**

To address these issues, a descriptive qualitative method is employed for data analysis. The data source chosen for this research is from the 2024 presidential debate. This research applies a library research approach. The analysis process involves exploring and analyzing existing knowledge within the realms of applied linguistics and ideology. The library research undertaken here entails the search for relevant and dependable information to attain a comprehensive grasp of the subject, establish a theoretical framework, and identify gaps in current knowledge. The methodological steps encompass identifying research objectives, formulating a research question, conducting a literature review, utilizing library resources, systematically taking notes, and finally, analyzing and synthesizing gathered information.

## **III. Findings and Discussion**

The relationship between language and ideology in applied linguistics is a multifaceted exploration of how language both mirrors and actively shapes ideological constructs within society. At its core, this connection acknowledges that language is not a neutral tool for communication; instead, it carries inherent ideological implications. Applied linguists delve into the ways language use reflects and reinforces prevailing beliefs, values, power dynamics, and social structures. This involves analyzing linguistic choices, discourse patterns, and communication strategies in various contexts, such as education, politics, media, and everyday interactions.

Language policies, educational practices, and media representations are scrutinized to uncover how linguistic elements contribute to the formation and dissemination of ideologies. Additionally, applied linguistics investigates how language may serve as a site for contestation, resistance, and negotiation of ideological perspectives. The intricate interplay between language and ideology is crucial in understanding how linguistic practices both shape and are shaped by the broader socio-cultural and political landscapes in which they occur.

Language is intertwined with power relations (Craith:2007): language can be a key factor in power relations at the international, national, and individual levels; language plays a crucial role in power dynamics, influencing how individuals and groups perceive, express, and negotiate power. Those who control language often wield influence over societal narratives, shaping ideologies and reinforcing power structures. The choice of words, framing, and discourse can marginalize or empower certain groups, reflecting and perpetuating existing power imbalances. Language is a tool for constructing reality, and its use in institutions, media, and everyday interactions contributes to the complex web of power relations within a society.

The concept of patriotism and how language is employed to shape perceptions. A government or authoritative figure might use terms that have "patriotic duty" and "national pride" words to encourage support for certain policies or actions. The framing of dissenting voices as "unpatriotic" can marginalize opposition, reinforcing the prevailing power structure. In this way, the language surrounding patriotism becomes a tool for constructing a specific reality, where allegiance to a particular narrative is portrayed as synonymous with loyalty to the nation, influencing power dynamics and societal ideologies.

Language policies reflect societal ideologies (Farr & Song:2011) : Language policies can be shaped by historical, cultural, political, and social factors, reflecting the values and ideologies of the societies in which they are implemented; Language policies serve as a mirror reflecting the underlying ideologies within a society. The choices made regarding official languages, language education, and linguistic diversity often embody and reinforce societal values, beliefs, and power structures. Policies can promote inclusivity or marginalize certain linguistic communities, reflecting societal attitudes towards cultural diversity and equity. Additionally, language choices in official documents, media, and educational curricula influence public discourse, shaping perceptions and reinforcing dominant ideologies. Therefore, language policies are not only about linguistic preferences but also a manifestation of broader societal ideologies and power dynamics.

A country that designates only one language as official, marginalizing linguistic diversity. This policy reflects an underlying ideology favoring cultural homogeneity and may reinforce power structures associated with the dominant linguistic group. Conversely, a nation embracing multiple official languages might demonstrate a commitment to inclusivity, reflecting a societal value placed on cultural diversity and equitable representation. The language policies, whether restrictive or inclusive, serve as a visible reflection of the broader societal ideologies and power dynamics at play within that community.

Language is a key factor in identity formation (Mendoza-Denton:2004): Language can shape the way people see themselves and how they are seen by others, influencing cultural, regional, ethnic, and other forms of identity. Being bilingual or multilingual can shape a person's perspective, communication style, and sense of self; Language plays a pivotal role in identity formation by expressing cultural affiliations, shaping personal narratives, and influencing social interactions. The languages individuals speak contribute to a sense of belonging, connecting them with specific communities and reflecting unique aspects of their cultural and social identity.

Language is not just a tool for communication but a fundamental element in the dynamic process of shaping and expressing one's identity.

When interacting with family members, people effortlessly switch between languages, each representing a distinct cultural facet. The choice of language during family gatherings reflects shared traditions and values, contributing to a strong cultural identity within the family unit. In social settings with friends who speak predominantly English, this individual might adopt a different linguistic style, shaping their personal narrative within that context. The ability to navigate these linguistic shifts allows them to express diverse aspects of their identity, showcasing both cultural affiliations and the adaptability of their identity in various social spheres. In this example, language serves as more than a communication tool—it becomes a dynamic expression of cultural connections, personal narratives, and social interactions, illustrating how language is integral to the multifaceted process of identity formation.

The ideologies surrounding multilingualism intersect with globalization (Farr & Song: 2011): The intersection of multilingualism and globalization is evident in various real-life situations, reflecting the ideologies and complexities of our interconnected world; The ideologies surrounding multilingualism intersect with globalization as increased global connectivity emphasizes the value of linguistic diversity. Multilingualism is seen as an asset, fostering cross-cultural communication and understanding. In a globalized world, individuals who speak multiple languages are better equipped to engage with diverse perspectives, navigate international business, and contribute to a more interconnected and inclusive global society.

The promotion of multilingualism aligns with the ideals of a globalized world that values cultural exchange and cooperation across linguistic boundaries. A multilingual executive, proficient in languages relevant to various regions, has a distinct advantage. Their ability to communicate directly with business partners, understand cultural nuances, and navigate linguistic diversity enhances collaboration. In this context, multilingualism is not only seen as a practical skill but as a strategic asset that promotes effective cross-cultural communication, fosters understanding, and contributes to the success of global business endeavors. This aligns with the ideologies of a globalized world that values linguistic diversity as a key element in building interconnected and inclusive international relationships.

Media language is a powerful force in shaping and disseminating ideologies (Fowler:2013)  
: Media language is a powerful force in shaping and disseminating ideologies. Media framing has a significant impact on public opinion. The way an issue or candidate is framed can influence how the public perceives it; Media language serves as a potent force in shaping and disseminating ideologies by influencing public perception through carefully chosen words, framing, and narrative construction. The language used in media outlets shapes societal beliefs, reinforces cultural norms, and can contribute to the formation of shared ideologies. The power of media language lies not only in its ability to inform but also in its capacity to influence public opinion, contributing significantly to the dynamics of cultural and social ideologies within a society.

Media coverage of a controversial social issue, such as immigration. A news report that consistently uses terms like "illegal aliens" and "border crisis" can frame the narrative in a way that portrays immigrants negatively, reinforcing certain cultural norms and beliefs. On the contrary, another outlet using terms like "undocumented immigrants" and "humanitarian challenges" may present a narrative that emphasizes empathy and understanding. The language choices in these media reports contribute to the formation of shared ideologies among their respective audiences. The framing and narrative construction influence how the public perceives the issue, shaping societal beliefs and contributing to the dynamics of cultural and social ideologies surrounding immigration within that particular society. This exemplifies how media language has the power to shape public opinion and influence the broader ideological landscape.

Language can either perpetuate or challenge social injustices (Corson:1993): The role of language in either perpetuating or challenging social injustices is a critical area of study. Language can be a tool for challenging social injustices. Some organizations promote inclusive language in job advertisements, emphasizing that they welcome candidates from all linguistic backgrounds; Language holds the dual power to either perpetuate or challenge social injustices. The words we choose, how we frame discussions, and the narratives we construct can either reinforce existing inequalities or serve as a tool for raising awareness, advocating for change, and challenging oppressive norms. Language, in its use and interpretation, plays a crucial role in shaping societal perceptions and actions, making it a key factor in either upholding or confronting social injustices.

Language choices like using inclusive terms such as "people" instead of gendered language like "mankind" can challenge ingrained biases and promote inclusivity. On the other hand, the use of gender-specific language may inadvertently reinforce traditional gender roles. For instance, framing a workplace policy as maternity leave perpetuates a gender stereotype, emphasizing women's caregiving role. Conversely, using the term "parental leave" challenges this norm, recognizing that caregiving responsibilities extend beyond gender. In this example, language becomes a powerful tool. It can either perpetuate existing social injustices by reinforcing gender stereotypes or challenge them by promoting inclusivity and advocating for changes in societal norms.

The 2024 presidential debate from Kompas.tv is used as a data source. A total of 2 data were collected and analyzed in this study. The transcript of the debate quotes consists of 369 words and the session is under the third round and the last session with the topic of globalization. It has a duration of 1 minute in total of 2 hours, 46 minutes and 13 seconds. The following table shows the transcript of the session for two candidates Anies Baswedan and Prabowo Subiyanto with each timestamp.

Anis Baswedan:	Prabowo:
<ul style="list-style-type: none"> <li>1.32.39 yes the state must allocate</li> </ul>	<ul style="list-style-type: none"> <li>1.34.52 ee I think what Mr Anies said</li> </ul>

<p>sufficient resources in the field of culture</p> <ul style="list-style-type: none"> <li>• 1.32.46 is not seen as a cost but seen as an investment so that our work can start</li> <li>• 1.32.54 culinary, artistic works such as films grew and then developed</li> <li>• 1.33.01 can be taken to the global level and we plan in this diplomacy 1.33.08 to involve all the diaspora, students, and those who are</li> <li>• 1.33.13 Outside of being invited to be part of diplomacy then what is no less important is that we want to build a house</li> <li>• 1.33.20 Indonesian culture in each region throughout the world so that in each</li> <li>• 1.33.26 our region will have one place where Indonesia shows its work</li> <li>• 1.33.32 the culture in which we sell them is not just commodities</li> <li>• 1.33.38 economy but also we offer them the value of Cultural Work</li> <li>• 1.33.44 Indonesia then our culinary plans to help encourage</li> <li>• 1.33.50 the growth of Indonesian cafe restaurants in various big cities throughout the world</li> <li>• 1.33.56 as now in Jakarta we see so many foreign restaurants here we have to have a house</li> <li>• 1.34.03 Indonesian culinary delights in various places and who is the country behind it, the country that facilitates it like that</li> <li>• 1.34.10 then the private sector involved will be able to manage this but initially investment</li> <li>• 1.34.10 then the private sector involved will be able to manage this but initially investment</li> <li>• 1.34.16 from the state and then provided possible credit for small and</li> </ul>	<ul style="list-style-type: none"> <li>• 1.34.58 ee makes sense Yes, even though eh it is normative eh yes indeed ee</li> <li>• 1.35.07 Again, if it is said that the state must play a key role, the key is that we</li> <li>• 1.35.15 must have sufficient funds, we must have sufficient savings, we must</li> <li>• 1.35.22 have sufficient Sovereign wealth funds for that we must have sufficient profits</li> <li>• 1.35.28 enough we have to have a positive trade balance we have to 1.35.35 have a lot of savings and for that it can only be done by</li> <li>• 1.35.41 downstream with savings with efficiency with tax revenues</li> <li>• 1.35.49 good and efficient I think that would be all</li> </ul>
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<p>micro businesses</p> <ul style="list-style-type: none"> <li>• 1.34.21 to be part of Indonesia's cultural diplomacy, ease within</li> <li>• 1.34.26 capital for ease of accessing international markets is all done so that all levels can be involved</li> <li>• 1.34.34 in the Indonesian cultural diplomacy campaign, thank you, thank you</li> </ul>	
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The language used in the presidential debate quotes by Anies Baswedan and Prabowo reflects their respective visions for cultural and economic development, showcasing how language is intertwined with power relations and influences citizens.

In Anies Baswedan's quote, he emphasizes the importance of allocating resources for culture as an investment rather than a cost. The language he uses positions cultural development as a strategic endeavor, tying it to global diplomacy and engaging the diaspora. By framing culture as an investment, he portrays himself as a leader focused on fostering Indonesia's global presence. This choice of language seeks to influence citizens by presenting a vision of cultural and economic growth under his leadership.

On the other hand, Prabowo's response appears more concise and emphasizes the need for economic stability, savings, and a positive trade balance. His language revolves around economic norms and efficiency, suggesting a focus on financial aspects of governance. The use of terms like "savings" and "positive trade balance" positions Prabowo as someone who prioritizes economic stability and fiscal responsibility. This language aims to influence citizens by appealing to economic sensibilities and projecting an image of financial prudence.

In both cases, the language used serves political purposes by framing the candidates' perspectives on cultural and economic development. Anies Baswedan's choice of words seeks to position himself as a cultural ambassador and global leader, while Prabowo's language emphasizes economic stability and efficiency. The influence on citizens lies in how these linguistic choices shape perceptions of each candidate's priorities and capabilities, highlighting the intricate connection between language, power relations, and the citizens' perception of political leadership..

## CONCLUSION

It is concluded that various examples and explanations highlight the intricate relationship between language and power dynamics. Language is not merely a tool for communication but a fundamental element in the construction of societal narratives, ideologies, and power structures. Whether in media, politics, or everyday interactions, the choice of words, framing, and discourse plays a pivotal role in shaping perceptions and reinforcing existing power imbalances. Moreover, language serves as a key factor in identity formation, reflecting cultural affiliations, personal



narratives, and social interactions. The ideologies surrounding multilingualism intersect with globalization, emphasizing the value of linguistic diversity in fostering cross-cultural understanding. Additionally, the influence of language on citizens is evident in political quotes from the 2024 presidential debate as provided above showcase how language is strategically employed to resonate with citizens, shaping their perceptions and influencing their values. How the power of language extends beyond mere communication; it actively contributes to the complex web of power relations within a society. Recognizing this influence is crucial for understanding how language shapes our understanding of the world, influences social dynamics, and contributes to the ongoing evolution of societal ideologies.

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