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## **Investigating Rhetorical Strategies Based on the Andersen Model in a Single Corpus of Concession (Defeat) Speeches**

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### **ABSTRACT**

This study investigates the rhetorical strategies employed by Agus Harimurti Yudhoyono (AHY) in his concession speech following the 2017 Jakarta gubernatorial election. The research focuses specifically on AHY's political rhetoric as a form of strategic communication used to construct political legitimacy, maintain public credibility, and shape post-electoral public perception after defeat. Using a qualitative approach within a constructivist paradigm, this study applies Andersen's Model of Political Rhetoric as the primary analytical framework, complemented by Aristotelian rhetorical concepts to interpret persuasive dimensions within the speech. The unit of analysis consists of rhetorical segments, sentence structures, and symbolic expressions contained in AHY's concession speech broadcast by CNN Indonesia on 15 February 2017. Data were collected through document analysis and analyzed using open, axial, and selective coding to identify recurring rhetorical patterns and thematic categories. The findings demonstrate that AHY's concession rhetoric emphasizes epideictic and deliberative dimensions through the strategic use of gratitude, moral appeals, democratic values, and religious expressions. The speech also reflects dominant elements of ethos and logos, particularly in constructing an image of political maturity, emotional stability, and ethical leadership. This study contributes to the development of political rhetoric studies in Indonesia by providing a contextual analysis of concession speeches as a form of post-electoral political communication within democratic processes.



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## INTRODUCTION

For aspiring leaders, political rhetoric is not merely an art of speaking *and sich* but rather an essential form of appeal. Rhetoric is not solely about persuasion; it serves as a legitimate object of investigation and carries a philosophical mandate as a practical discipline, including the rhetorical situation in the production of political discourse (Cummings, 2007). In the pursuit of victory, rhetorical strategies are often employed by modifying language, political slogans, and other forms of oral attribution. Furthermore, political rhetoric has increasingly become a vehicle for manipulation by politicians.

As a political strategy, political rhetoric is generally employed across three stages: prior to the commencement of the contest, following the declaration of victory in the political process, and during the period of governance as a means of maintaining power. Political rhetoric refers to the strategic use of language, symbols, and specific signs to construct persuasive arguments aimed at influencing public discourse and shaping power relations among different social groups (Shayegh & Choma, 2025).

Political leaders do not merely deliver messages; they also perform actions that accompany their

communication. In this process, the way they voice their messages through rhythm and intonation often becomes a factor that generates support or prompts disagreement, even more than the content itself (Artero Abellan, 2025). Therefore, political rhetoric should be understood as the strategic use of language, symbols, and specific signs to construct persuasive arguments that not only influence public debate but also shape power relations among social groups.

Rhetoric is an integral part of communication activities which, when applied in candidate debates, evolves into political rhetoric. Political rhetoric serves a strategic purpose, encompassing the distribution of power, the allocation of values by authoritative entities, and the dynamics of influence within governance systems. Moreover, political rhetoric functions as an instrument for acquiring, maintaining, or expanding power through deliberate and systematic actions (Nimmu, 1989).

Comprehensively, rhetoric is an individual's skill in delivering information directly to an audience. This ability encompasses the precise selection of words, systematic sentence construction, effective use of intonation and vocal emphasis, facial expressions, body language, and is further supported



by knowledge, memory, sincerity, and total engagement in communication (Marta, 2010).

A well-structured discourse must exhibit coherence and continuity in conveying ideas. Cohesion refers to the interconnection of linguistic elements at the structural level, whereas coherence pertains to the continuity of meaning within the text. Therefore, the harmony of form and the integration of meaning are crucial factors in constructing an effective discourse (Ariyanto, 2018).

Communication, as an integral part of human activity, can be conducted individually or on behalf of an institution. This process possesses specific characteristics, such as occurring in stages, being carried out consciously with a particular purpose, and requiring active involvement and collaboration from the parties involved. Furthermore, communication is symbolic, transactional, and capable of transcending spatial and temporal boundaries. (Harmonis, 2015).

One of the most compelling cases of losing politicians' rhetoric worth examining is that of Agus Harimurti Yudhoyono (AHY). Agus is widely recognized for his eloquence in delivering speeches aimed at garnering voter sympathy. His distinctive speaking style, reminiscent of Susilo Bambang Yudhoyono (SBY), has captivated many, particularly those nostalgic for SBY's speeches after his tenure as Indonesia's president ended. However, the reality of the Jakarta gubernatorial

election told a different story, as Agus had to accept defeat.

The Agus Harimurti Yudhoyono–Sylviana Murni ticket secured 937,955 votes (17.07%), while Basuki Tjahaja Purnama (Ahok)–Djarot Syaiful Hidayat received 2,364,577 votes (42.99%), and the third pair, Anies Rasyid Baswedan–Sandiaga Salahudin Uno, garnered 2,197,333 votes (39.95%). (Ramdhani, 2017): detik/04/03/2017). As a newcomer with an ambitious approach to delivering political speeches during the campaign, Agus Harimurti Yudhoyono's rhetoric in the aftermath of his defeat becomes an intriguing subject for analysis.

Agus was a gubernatorial candidate for the capital city, and although his political contest was Jakarta-based, it must be acknowledged that Jakarta serves as a media showcase, making him and his campaign a focal point for the media. As a result, despite the Jakarta gubernatorial election being a regional democratic event, its messages resonated widely, capturing public sympathy across different segments. The election itself evolved into a highly sensational political issue with a "national feel."

The political rhetoric of defeat from Agus Harimurti Yudhoyono and Basuki Tjahaja Purnama (Ahok) is crucial to study, given their ability to accelerate message dissemination on a national scale. Agus, as a gubernatorial candidate for the capital city, operated within a Jakarta-based contest. However,



Jakarta's status as a media hub positioned both candidates as media darlings. As a result, while the Jakarta gubernatorial election was a regional democratic event, its narratives resonated broadly, garnering widespread public attention and transforming the election into a sensational political issue with a national appeal.

Thus, the rhetoric of losing politicians should not be understood as a mere ordinary fact that evokes sympathy, pity, or even disregard. Instead, it is crucial to examine the language they use to uncover the strategic narratives embedded within their messages. Their political rhetoric might, in fact, serve as the starting point—an alternative strategy—for formulating future political maneuvers. As reflected in Iwan Fals' lyrics from *Orang Politisi Kalah*:

*"Those who have lost  
Are not necessarily giving up  
Indeed, they should not surrender  
There is still much more to be  
done."*

Argumentation in political messages serves to articulate the collective imagination shaped socially while simultaneously framing events within spatial and temporal contexts. Argumentative opportunities emerge through the articulation of a semiotic universe that reflects a community's social imagination, which is then linked to the framing of specific facts or issues that influence the dynamics of societal life (Suarjaya & Suatama, 2024).

Research that specifically addresses political rhetoric in the context of electoral defeat is nearly absent, leaving studies on concession speeches relatively underdeveloped within Indonesian political communication scholarship. One earlier study examined Prabowo Subianto's application of Aristotelian rhetoric during the first 2024 presidential debate and its connection to the rise in his electability (Isa, 2024). The findings indicate that Prabowo's effectiveness in establishing credibility, eliciting emotional responses, and presenting logical arguments contributed to the increase in his electoral support. This study underscores the important role of Aristotelian rhetoric in shaping voter preferences and opens avenues for further inquiry into rhetorical practices in Indonesian political dynamics.

(Hasanah et al., 2025) also examined Anies Baswedan's political rhetoric during the 2024 election campaign and its influence on public perception on TikTok. The study indicates that TikTok's algorithm tends to prioritize emotional content, causing programmatic messages to receive less visibility. These findings highlight the importance of integrating substantive political messages with emotional narratives in digital campaigning. As Indonesia's digital political landscape evolves, political rhetoric has become a crucial tool for shaping public image and influencing opinion, particularly as campaign communication increasingly



shifts toward emotional and interactive visual formats on short-video platforms like TikTok.

This research aims to examine several key aspects of the political rhetoric of defeated politicians: First, because the rhetoric of defeated politicians in electoral events is part of political rhetoric, this rhetorical code has political derivations that also have the potential to persuade audiences, shape political images, and create new political judgments by emphasizing the identity of their defeat. The political rhetoric that has the potential to generate such a political image serves as a tool for politicians to reposition themselves in the public's mind.

This means that the political motive can be detected from the outset, beginning with their concession speech in the electoral political arena. If the public's perception is already shaped well in advance through the political rhetoric of the defeated politicians, the path to the next political contest will be smoother, more appealing, and quite challenging. Based on the various reasons that have been elaborated, it can be concluded that speeches fall into the category of communication interactions within the public sphere (Haryono, 2019).

Second, by analyzing the rhetoric of defeated politicians both directly and indirectly, this study will open up a discourse on new political rhetorical tactics that can be used by individuals (especially political actors) to persuade

the public. The political communication strategy of defeated politicians, effectively conveyed through the 'negotiation' of their defeat identity, has the potential to break through the public's perception box. This perception box has long been entangled within the spectrum that political campaigns only occur during election campaigns or after winning elections. *Third*, due to its limited nature, the rhetoric of defeated politicians will enrich the public discourse on the tensions and political entities themselves, while simultaneously allowing the rhetoric of defeated politicians to reflect how the current political democracy's portrait and practice truly appear.

The implementation of regional head elections (Pilkada) becomes a platform for politicians to compete in presenting ideas in an effort to win the position of regional head. Therefore, each gubernatorial and vice-gubernatorial candidate is required to be an effective communicator in conveying their political messages to the voting public. In the dynamics of political competition, every communication process demands that political communicators present their ideas, views, hopes, and work programs, while even critiquing the evolving socio-political conditions (Umaimah, 2016).

This analysis focuses on the political rhetoric of politicians who have experienced electoral defeat. As a form of political communication, such rhetoric not only reflects the identity of



loss but also possesses the potential to shape public opinion and introduce new political discourses. Although political rhetoric can be employed by various social actors such as political parties, news media, and social media influencers, this study concentrates on politicians due to their dominant role in public debates and their status as influential national leaders. As noted by (K. Steffens et al., 2014) leadership and political influence are rooted in a shared sense of social identity between leaders and the communities they represent.

## **METHODOLOGY**

This study focuses on the analysis of political rhetoric in the concession speeches of Agus Harimurti Yudhoyono (AHY) and Basuki Tjahaja Purnama (Ahok) during the 2017 Jakarta gubernatorial election, using Andersen's Model as the primary analytical framework. The research employs a qualitative method with a constructivist approach (Creswell, 2010). The subjects of this study are the two political actors, while the object of analysis is the political rhetoric contained in their concession speeches. A qualitative approach is selected because this research emphasizes the processes of meaning production, social interpretation, and the subjective contexts shaping the delivery of political rhetoric, rather than focusing on frequency or quantitative measurement. Furthermore, the political rhetoric investigated is a past event analyzed

through the construction of meaning and the social context that accompanied it.

The data sources consist of primary and secondary data. The primary data comprise transcripts of AHY's speech (15 February 2017) and Ahok's speech (19 April 2017) taken from CNN Indonesia broadcasts. Meanwhile, the secondary data are drawn from news documents, literature on political rhetoric, and other relevant scholarly works to strengthen the contextual analysis and rhetorical categories in the concession speeches of the two political figures.

Technically, the data collection procedure follows the stages outlined by (Creswell, 2010), namely identifying data sources, establishing access to research materials, collecting and selecting data according to the criteria, analyzing the content of the transcribed speeches, and conducting re-examination of data and findings when necessary. The validity of the findings is maintained through consistency checks of coding by two coders to ensure the credibility, dependability, and confirmability of the research process.

## **RESULT AND DISCUSSION**

In terms of political rhetoric typology, Ahok appeared to possess a relatively limited repertoire of political topics, particularly in relation to the broader dimensions of political rhetoric itself. When analyzing the entirety of AHY's speech, two key rhetorical contexts can be identified: first, the



presence of an epideictic orientation throughout the speech. The epideictic dimension is evident through intimate expressions of praise directed toward all supporters and political constituents who backed him during the Jakarta gubernatorial contest. Such praise is reflected in several rhetorical statements, including the following

*"First, I would like to express my gratitude to the police, the military (TNI), the electoral commission (KPU), the election supervisory body (Bawaslu), party leaders, volunteers, and the media who have supported the process so well."*

Although Ahok's rhetorical discourse was not as detailed as AHY's, the use of expressions such as "gratitude" reflects an epideictic attitude, which, in rhetorical theory, aligns with the concept of demonstrative rhetoric. Essentially, Ahok's assertions served to reinforce the positive attributes of the political support system, encompassing both field operatives and others who contributed directly or indirectly to his campaign efforts.

### **Type of AHY's Political Rhetoric**

In the context of political rhetoric types, AHY appears to lack a sufficient political topic repertoire, especially related to the dimensions of political rhetoric types. There are two aspects that can be explained: First, there is an epidemic attitude throughout his speech. The epidemic type, which is evident in

the content of the speech, is the high praise for all the contestants who supported him. This is reflected in the following excerpt from his speech:

*"I, along with Mrs. Silvi, would like to express my deepest gratitude and appreciation to all members of the Agus-Silvi winning team, volunteers, sympathizers, and other parties who have worked tirelessly to ensure the success of our shared struggle."*

In another part of his speech, AHY also conveyed the following message:

*"Until tonight, you have shown your solidarity and enthusiasm. I am very proud. Stay strong, patient, and don't be discouraged. Insya Allah, everything has its wisdom."*

The rhetorical discourse in the form of praise, highlighted by the simplification of three key words "penghargaan" (appreciation), "apresiasi" (recognition), and "saya sangat bangga" (I am very proud)—reflects an epideictic attitude that can universally be translated into the concept of a demonstrative rhetorical type. This means that what AHY emphasized was, in fact, aimed at reinforcing the positive aspects of the entire political machinery of his supporters, both those on the ground and those who directly contributed through political funding and other means.

According to Aristoteles, political rhetoric can be categorized into three main models (Arsani et al., 2020),



namely: First, Deliberative Rhetoric. Deliberative rhetoric aims to influence the audience in the context of government policymaking by considering the benefits and risks of various policy alternatives. The primary focus of this rhetoric is the future impact of policies. Therefore, a politician is expected to build and adjust public expectations regarding possible future outcomes. Deliberative rhetoric is present at every stage of the political process.

Second, Forensic Rhetoric. Forensic rhetoric emphasizes the analysis of past events to determine aspects of fault, responsibility, or appropriate sanctions. This type of rhetoric is commonly used in judicial proceedings, although it can also be applied in various other contexts. *Third*, Demonstrative Rhetoric. Demonstrative rhetoric, also known as epideictic rhetoric, serves to provide praise or criticism toward individuals, institutions, or specific ideas. The primary goal of this rhetoric is to reinforce either a positive or negative image of a subject.

In political campaigns, demonstrative rhetoric is often used to challenge the credibility of political opponents. Mass media, such as newspapers, magazines, television, and radio, frequently employ this approach to support particular candidates by highlighting their strengths while criticizing their competitors.

In line with this, Lake in *Information Management and Business Review*, as cited in (Sanityastuti et al., 2024), explains that social media is a platform that integrates technology with social interaction through the use of language and relies on the Internet and mobile devices to disseminate conversational messages. In political practice, social media serves as an accessible space for deploying demonstrative rhetoric, as users can share information, news, or images that highlight the strengths of a particular candidate or reinforce criticism of their opponents. Thus, social media functions to broaden and accelerate the circulation of demonstrative rhetoric to the public.

Furthermore, in another part of his rhetoric, AHY stresses a word as a continuation of the aforementioned words, which is:

*I am very proud of everyone, who until tonight, has shown their solidarity and enthusiasm. I am very proud. Stay strong, patient, and don't be discouraged. Insya Allah, everything has its wisdom."*

The second prominent aspect of AHY's speech is the presence of a rhetorical sequence that points to the conception of the political rhetoric type, specifically the deliberative or political rhetoric type. The political rhetoric aspect is not only about political contestation but also relates to AHY's perspective on the meaning of the electoral political process itself.



*First of all, let us express our gratitude that today we have carried out the voting process for the Governor election of the Special Capital Region of Jakarta in a good, safe, and smooth manner. However, like any other competition, there are winners and losers, joy and sorrow—such is the reality of life."*

His argumentation goes beyond just electoral competition and touches upon broader political issues and public matters. In general, AHY's political view on winning and losing can be categorized as an advisory speech, which creates a deliberative discourse to persuade the audience to take action, thus accepting what AHY affirms about the essence of politics itself.

In the second debate, AHY not only employed an advisory-based rhetorical style but also integrated other rhetorical approaches. Nevertheless, the advisory style remained the primary element of his delivery, as he outlined emerging issues before proposing solutions. In presenting these solutions, AHY referred to his work programs, vision, and mission as responses to the challenges at hand (Aritonang, 2018).

Universally, this type of deliberative rhetoric is related to the entire decision-making process in the electoral political arena. In his deliberative rhetoric, AHY stands as an orator directing what the audience should understand regarding the political contestation process. This is especially

true regarding the future of good democracy, where they have long believed that the common interest should be prioritized over electoral interests.

### **Approach of AHY's Rhetoric**

In Aristotle's view, an orator persuades the audience through three essential approaches. The first approach is rational (logos), the second is emotional (pathos), and the third is ethical (ethos). The use of these approaches as a whole depends on the condition of the audience and the context of the speech. In other words, the patterns employed by a speaker depend on the situation of the audience. In the context of AHY's concession speech, the rational dimension he presented is clearly distinct from the rational dimensions seen in the rhetoric of victorious politicians when delivering a message. The concept of logos in AHY's concession speech is evident as follows:

*"During the previous campaign period, I outlined my vision, mission, and action programs should I be elected as governor and leader of Jakarta. These represent the ideals, commitments, and values that I uphold as a leader. I firmly believe that what the people of Jakarta desire is not only material wealth, but also, of course, happiness and well-being, both physically and spiritually.*



Figure 1



Source: detik.com, 2017

The speech was notably compelling, with a clear emphasis on *logos*. The long and carefully constructed sentences reflect a logical structure that had been deliberately developed. Throughout the campaign, he presented his vision and mission, which constitute essential components of political reasoning. His vision, mission, and action programs, which he framed as ideals, values, and commitments, demonstrate the application of *logos* in AHY's rhetorical context. The speech also conveys moral messages that highlight the exemplary role of a political figure for the community (Riau Imam dkk., 2022).

In general, every candidate possesses rhetorical aspects such as *ethos*, *pathos*, and *logos*. Therefore, when analyzed based on Aristotle's principles of rhetoric, the three pairs of gubernatorial and vice-gubernatorial candidates demonstrate an almost perfect application. This is evident in their use of the five key elements of rhetoric: *inventio* (idea discovery), *dispositio* (argument arrangement),

*elocutio* (linguistic style), *memoria* (mastery of material), and *pronuntiatio* (delivery method) (Fathurrijal, 2019).

In other words, the speech acts point to clear aspects in the form of words, arguments, or rhetorical logic that have been constructed. He successfully employs reasoning that is practically connected to the dimensions of political logic. He is even more concerned with the ways in which people generally seek reasons when making important decisions, particularly in relation to enthymeme. In his concession speech, he still managed to build a political narrative about the well-being and happiness of the citizens, even though, in reality, this was not enough to secure his place as the Governor of DKI Jakarta in a fiercely contested and tumultuous political race.

### Rhetorical Argumentation of AHY

Argumentation in rhetorical conception identifies three essential aspects: data, claim, and warrant. Data, in material terms, can take the form of evidence, facts, or information that serve as the basis for a claim. A claim, on the other hand, can be defined as a position on specific issues that purports to bring benefits through argumentation. The warrant represents a logical component of an argument that establishes a connection between data and claim.

The argument he presented does not rely on the potential existence of crucial data related to the technicalities of regional elections, ballots, and other

related matters. Instead, it is an argument associated with his level of acceptance of electoral defeat itself. The statement is as follows:

*"I personally called Mr. Basuki earlier. I also attempted to contact Mr. Anies and Mr. Sandi, but both were still engaged in other activities. However, once again, our intention in reaching out to them was to directly congratulate them on their achievement."*

Argumentatively, the statement fulfills the requirements concerning data, claim, and warrant. The focal point of his speech, which from the outset was non-confrontational (i.e., not rejecting the election results), was directed toward constructive statements. He explicitly conveyed that he had contacted the more successful contestants. This technique is an integral part of rhetorical argumentation, in which, through his claim, he positions himself as someone who has fully accepted the results of the Jakarta gubernatorial election.

At another point, the conception of the warrant within the broader rhetorical framework is then reinforced in the following statement:

*"Of course, I pray that whoever is elected as the Governor and Deputy Governor of Jakarta will successfully carry out their duties. I also hope that they will lead the people of Jakarta with fairness, wisdom, and a deep sense of love and compassion for their citizens."*

This statement has the potential to generate sympathy not only from political opponents but also from AHY's supporters and sympathizers—even those who did not support him. The warrant in AHY's rhetorical argumentation implicitly conveys a great hope for the future of Jakarta. His emphasis on the words *justly*, *wisely*, and *compassionately* is laden with metaphorical meaning. In Charteris' view, political rhetoric is always rich with metaphorical elements (Charteris, 2004). Within the context of AHY's linguistic claims, he attempts to portray his own wisdom while subtly suggesting that previous Jakarta leaders may not have governed with sufficient justice, wisdom, and compassion.

### **AHY's Rhetorical Style**

One of the key benchmarks in the conception of rhetorical style lies in the aspects of word choice, composition, and arrangement. Beyond that, the essential context of style emerges when a public figure speaks. Quintilian interprets the notion of a *speaking figure* as a distinct style of speech that fundamentally differs from ordinary patterns of speaking (Andersen, 2008).

As the son of the sixth President of the Republic of Indonesia, AHY is expected to demonstrate stronger and more effective political articulation as part of his moral responsibility in building credibility and enhancing the quality of his public rhetoric (Yamin, 2024).



In terms of word composition, several words expressed by AHY are coherent and sequential, with no contradictions between them. In other words, the rhythm of the words emphasizing defeat, as articulated by AHY, is very well balanced. Furthermore, in the aspect of repetition, some elements of his rhetoric emphasize specific points. These emphases are not confrontational but instead focus on the aspect of defeat itself, underlining it as a key theme without antagonizing his opponents.

*"I also specifically invite the younger generation to continue doing their best. Never be afraid of failure, never be afraid of defeat. Do your best because there is so much that the young generation of Indonesia can do and fight for."*

The emphasis on the phrase "*secara khusus*" shows a strong point of focus. The cohesiveness of each word used is quite stable and coherent. This cohesiveness also contains a constructive context, where AHY fully encourages the younger generation to not be afraid of defeat. This view serves as an oasis, particularly when, in certain contexts and events, some political figures perceive defeat as an abnormal or unjust occurrence. However, in the rhetoric presented, while some words are parallel, there are certain words that are specifically repeated multiple times. These repeated words are meant to emphasize that AHY has truly accepted the results of the gubernatorial election.

The cohesiveness embedded in the words used by AHY is non-oppositional to the winning candidates. In a political contest situation, such words can indeed be seen as a precise choice of diction, particularly to provide a clear path for the resistance within the electoral political competition in Jakarta. If the choice were merely to play it safe, the approach would not be appropriate. However, if the orientation of all these words is towards applause, then that becomes the most feasible path to take.

### **AHY's Rhetorical Topics**

If we refer to the rhetorical context emphasized by AHY in his concession speech, we find an argument that encompasses both general and specific topics. In the context of general topics, mastery of these topics appears in rhetoric related to the warrant. The focus of the topic in the rhetoric illustrates an argument whose meaning is stable and unwavering. The ongoing political event, with the fact of his defeat, is presented as an already-established fact. He associates his defeat with a religious topic by stating that the loss he is experiencing is purely a significant event that has not been granted by Allah. This can be further observed in several statements as follows:

*"However, Allah SWT, the Almighty God, has not allowed me and Mrs. Silvi to become the leaders of Jakarta. I believe that Allah SWT's plans and decisions*



*are always right and always better than human plans."*

Based on this statement, AHY's interpretation of the political event transforms into the topic of *spirituality*. All political events are indeed orchestrated by the hands of human creators through their success teams, but once again, the outcome entirely depends on His will.

Such fatalistic views are also evident in several points of his rhetoric, especially in the latter parts, where AHY associates his rhetoric with theological concepts.

**Figure 2**



Source: detik.com, 2017

These narratives appear in some of his statements as follows:

*"But, insyaAllah, once again, all of this holds the best wisdom from Allah SWT for our small family, for the people of Jakarta, and for all of us, the Indonesian nation."*

Even towards the end of his political speech, he firmly gives a sort of testimony by stating that all the processes that have occurred today and

those that will come are guaranteed protection by Allah. This can be clearly elaborated as follows:

*"May we all always be under the protection of Allah SWT, and may whoever is elected as the leader be trustworthy and the best for all the people of Jakarta."*

At another point, regarding specific topics, AHY's speech explicitly elaborates on data not concerning the aspects and causes of his defeat, but rather on more universal aspects. These specific topics are evident in: First, expressing gratitude to all supporting teams, constituents, and coalition parties that have supported him. Second, AHY's rhetoric always implies his openness and acceptance of the defeat he experienced. The explicit sentence marking this is as follows:

*"With chivalry and an open heart, I accept my defeat in the DKI Jakarta gubernatorial election. Once again, with chivalry and an open heart, I accept my defeat in the DKI Jakarta gubernatorial election."*

The specific topic of the data in which he acknowledges his defeat indicates that AHY is quite clever in formulating a topic that can garner sympathy from various groups. The sympathy regarding his open-heartedness is a stance that, from the outset, has been a shared aspiration among the people of DKI Jakarta. A political event that does not display tension, but instead shows an attitude

that seems to soothe in the midst of political contestation. Third, his attitude of giving appreciation to his political opponents, who, based on vote calculations, were superior to him. He demonstrated this attitude in the following manner:

*"Myself and Mrs. Silvi would once again like to extend our congratulations to candidate pair number 2, Mr. Basuki and Mr. Jarot, as well as to candidate pair number 3, Mr. Anis and Mr. Sandi."*

This attitude is part of the specific topic presented by AHY. What is more important than the political contest is not merely the dichotomy of winning and losing, but rather that the loser maintains a magnanimous spirit and offers congratulations as a political symbol of 'brotherhood' among them. Even though they are technically competing, they share the same fundamental vision for creating governance structures and shaping the future of leadership in Jakarta.

In the context of Agus Harimurti Yudhoyono's (AHY) political rhetoric, the rhetorical emphasis lies on two main aspects: logos and ethos. In terms of logos, AHY's rhetoric centers on articulating his vision and mission as integral components of political reasoning. He seeks alignment with the audience's perspective by asserting that the needs of Jakarta's citizens extend beyond material concerns to encompass happiness and overall well-being.

Through this reasoning, he effectively connects his arguments to the logic of political discourse (Nyarwi, 2012).

Furthermore, in terms of rhetorical argumentation, AHY's rhetoric is built upon the relationship between data, claims, and guarantees. The focus of his speech is non-confrontational (i.e., accepting the results of the gubernatorial election) and directed towards constructive statements. This technique in rhetoric places him as someone who accepts the entirety of the DKI Jakarta gubernatorial election results. When he presents data, it marks his position as someone who accepts the defeat. This forms a logical relationship between data and claims with a simple statement, encouraging anyone who is elected to lead Jakarta in the best possible way, based on justice, wisdom, and compassion for the people. Furthermore, the guarantee in AHY's rhetorical argument implicitly offers a great hope for the future of Jakarta.

From a rhetorical style perspective, AHY's rhetoric revolves around issues of choice, composition, and word arrangement. AHY employs a calm and polite speaking style, presenting himself as a derivation of SBY. Although his style is captivating, it lacks originality and genuineness. AHY's rhetoric is well-balanced. In terms of repetition, his rhetoric emphasizes specific points, such as a message to the younger generation not to fear defeat. He also uses parallel phrasing, although some words are



repeated, particularly in relation to his acceptance of the gubernatorial election results.

In terms of reality construction, AHY successfully captures public tendencies and constructs a rhetorical reality that aligns with them. This includes acknowledging defeat amidst unofficial (quick count) election results. Furthermore, AHY conveys an impression of political stability, which he describes clearly with terms like "safe," "smooth," and "good." This situation reflects the hopes of his constituents and supporters. The acknowledgment of the final electoral results represents a political reality that cannot be rejected by anyone. As a political reality, it becomes a focal point in the establishment of his rhetorical narrative.

Lastly, regarding the rhetorical topics, two key aspects emerge: general and specific topics. In the general topic, mastery of the general theme is evident in rhetoric related to the warrant. The emphasis within the rhetoric demonstrates an argument with consistent meaning. He attributes his defeat to religious themes, stating that his loss is a significant event not yet permitted by Allah. While political events are indeed shaped by human creators and their success teams, the ultimate outcome depends entirely on God's will.

Regarding specific topics, AHY's speech explicitly outlines data not focusing on the reasons for his defeat but

on more universal aspects. These specific topics include: First, expressing gratitude to his supporters, constituents, and coalition parties. Second, AHY's rhetoric consistently demonstrates his acceptance of his loss. His sympathy for the heartening disposition clearly reflects a shared aspiration among the people of DKI Jakarta. A political event that doesn't display tension but rather shows a calming demeanor in the midst of political contestation.

To systematically investigate political rhetoric as a means of understanding and explaining political actions and events, the first step is to determine the corpus of arguments; one of these is the analysis of a single speech (Finlayson, 2007). AHY's political speech is essentially a text that must be situated within a 'rhetorical situation' that is alive and dynamic. His political rhetoric aims to educate his audience about the current state of affairs, but more importantly, it seeks to guide them into a particular emotional state that aligns them with his perspective.

## CONCLUSION

This study demonstrates that Agus Harimurti Yudhoyono's (AHY) political rhetoric in his concession speech is not merely an expression of electoral defeat, but functions as a strategic communication tool to construct political image, influence public perception, and create opportunities for future political repositioning.



Using Andersen's Model of Political Rhetoric, the analysis shows that AHY combines epideictic and deliberative elements, along with logos and ethos, to frame his loss as an accepted political reality delivered with dignity. His calm, structured, and morally infused rhetorical style reinforces his integrity as a political actor. This rhetoric also constructs a sense of stability and harmony, while simultaneously conveying strategic messages that reveal implicit political motives. Thus, the rhetoric of a defeated politician still carries persuasive value and plays a significant role in democratic dynamics and in shaping public opinion.

#### **CREDIT AUTHORSHIP**

#### **CONTRIBUTION STATEMENT**

**Fathor Rahman:** Writing-Conceptual Draft, Methodology, Data Curation, Draft Compilation, Investigation, Supervision, Reviewing, and Editing.

#### **DECLARATION OF COMPETING INTEREST**

We certify that there is no conflict of interest with any financial, personal, or other relationships with other people or organizations related to the material discussed in the manuscript.

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