

AN ANALYSIS OF LEXICAL COHESION IN PRABOWO'S SPEECH TEXT "*LUNCURKAN SISTEM TUNJANGAN GURU ASN DAERAH*"

*Analisis Kohesi Leksikal dalam Teks Pidato Prabowo "Luncurkan Sistem
Tunjangan Guru ASN Daerah"*

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Abstract

This study analysis lexical cohesion in Prabowo's speech entitled *Luncurkan Sistem Tunjangan Guru ASN Daerah*. Political speeches are considered an important form of discourse because they use language strategically to influence public opinion and strengthen political messages. Lexical cohesion functions to maintain continuity of meaning and coherence in communication. The problem of this study is identifying the types of lexical cohesion used in Prabowo's speech. This study aims to describe the types of lexical cohesion based on the theory of Halliday and Hasan, namely repetition, synonymy, superordinate, general words, and collocation. This study uses a descriptive qualitative method. The data were taken from the Kompas.com YouTube channel and analysed through documentation and transcription techniques by identifying the forms of lexical cohesion. The results show that repetition is the most dominant type of lexical cohesion used in the speech.

Keywords: Lexical Cohesion, Discourse Analysis, Political Speech, Linguistics.

Introduction

Discourse is an important aspect of communication because it functions as a complete unit of meaning used to convey ideas, opinions, and messages in both spoken and written language. Discourse is not only a collection of sentences but also a meaningful and coherent unity formed through linguistic relations. In political contexts, speeches become one of the most important forms of discourse because they are used strategically to influence public opinion, strengthen political messages, and shape leadership image. Political speeches also function as persuasive communication tools that help political leaders deliver policies and gain public trust. Therefore, language use in political speeches deserves deeper linguistic analysis, especially in terms of cohesion that maintains continuity of meaning within discourse.

One important element in discourse is cohesion. Cohesion refers to semantic relations that connect sentences and ideas in a text so that the discourse becomes coherent and understandable. Halliday and Hasan divide cohesion into

grammatical cohesion and lexical cohesion. This study focuses on lexical cohesion, which is achieved through vocabulary selection and semantic relations between words. Lexical cohesion includes reiteration, such as repetition, synonymy, superordinate, and general words, as well as collocation. Through lexical cohesion, speakers are able to maintain continuity of ideas, reinforce messages, and create coherent communication. In political speeches, lexical cohesion plays an important role because repeated and related lexical items can strengthen persuasion and emphasize political intentions delivered to the audience.

Lexical cohesion is a type of cohesion that is formed through the selection of related vocabulary within a text. According to Halliday and Hasan (1976), lexical cohesion helps maintain unity of meaning and coherence through semantic relationships between words. Therefore, lexical cohesion functions as a connector of ideas, making discourse clear and easy to understand. In general, lexical cohesion is divided into two types, namely reiteration and collocation.

First, reiteration is a form of lexical cohesion that maintains continuity of meaning through repetition, synonymy, superordinate, and general words. Repetition refers to the use of the same word repeatedly to emphasize ideas and maintain topic consistency. In addition, synonymy is the use of words that have the same or similar meanings in order to avoid excessive repetition while still maintaining the same idea. Furthermore, superordinate refers to a general term that includes more specific terms, thereby helping connect ideas within a broader concept.

Meanwhile, collocation is a type of lexical cohesion formed by words that frequently occur together in the same context. Unlike repetition or synonymy, collocation is based on the natural semantic relationship between words. Therefore, its function is to strengthen meaning relations, emphasize messages, and make discourse more cohesive and communicative.

Several previous studies have discussed cohesion in political speeches. Joko Widodo's speeches have been analysed in terms of grammatical and lexical cohesion in national and international forums. Other studies also examined cohesion in speeches delivered by Indonesian students and political figures such as Soekarno. Most of these studies used Halliday and Hasan's theory and descriptive qualitative methods to analyse cohesion devices in discourse. However, previous studies mainly focused on diplomatic speeches, ceremonial speeches, or motivational speeches. Research specifically discussing lexical cohesion in programmatic political speeches related directly to public policy is still limited.

This study attempts to fill that gap by analysing lexical cohesion in Prabowo Subianto's speech entitled *Luncurkan Sistem Tunjangan Guru ASN Daerah*. This speech is significant because it discusses educational policy and teacher welfare, which are highly relevant to contemporary Indonesian socio-political issues. Unlike previous studies, this research specifically focuses on lexical cohesion in a political speech that directly addresses public policy implementation. Therefore, this study contributes to discourse analysis and political communication studies by expanding the application of Halliday and Hasan's lexical cohesion theory in contemporary Indonesian political discourse.

Method

This study aims to identify and describe the types of lexical cohesion used in Prabowo's speech based on Halliday and Hasan's theory, namely repetition, synonymy, superordinate, general words, and collocation. This research uses a descriptive qualitative method. The data were taken from the Kompas.com YouTube channel and analysed through documentation and transcription techniques by identifying and classifying lexical cohesion forms found in the speech. Through this analysis, the study is expected to show how lexical cohesion functions to maintain coherence, strengthen political messages, and support effective communication in political discourse.

Discussion and Result

Based on the research from Prabowo's speech entitled *Luncurkan Sistem Tunjangan Guru ASN Daerah*, several types of lexical cohesion were found, namely repetition, collocation, synonymy, and general words. Each piece of data found is identified and classified according to its type of lexical cohesion. The data is then explained based on its function relationship in building discourse cohesion. This discussion aims to show how elements of lexical cohesion strengthen the continuity of ideas and clarify the message of the speech. Through this analysis, the role of lexical cohesion in creating cohesive, effective, and communicative texts is evident. The following is the data analysis:

1. Repetition

Repetition is a type of lexical cohesion that occurs when a lexical item is repeated in a text to maintain topic continuity and strengthen the main idea. Repetition belongs to the category of reiteration which functions to create unity of meaning through the reinforcement of the same element (Halliday & Hasan, 1976). In this research, repetition is analysed to examine how the repetition of words or phrases plays a role in building the focus of discussion and strengthening the message delivered in the speech. Repetition also helps the audience remember important ideas more easily because the same lexical items appear several times throughout the discourse. Furthermore, the use of repetition can emphasize the speaker's intention and create a stronger persuasive effect in delivering political messages.

Data:

"Karena itu setiap negara dan setiap bangsa yang sungguh-sungguh mengerti strategi dan jalan menuju kemakmuran pasti menempatkan pendidikan di tempat yang teratas. Dan itulah menjadi keputusan bangsa Indonesia, kita dalam APBN kita, dalam anggaran pembiayaan

dan belanja nasional kita, pendidikan menempatkan tempat yang teratas. Di banyak negara, pendidikan tidak menempatkan tempat yang teratas”

In KBBI the word *pendidikan* means the process of changing attitudes and behavior of a person or group in the effort to mature humans through teaching and training. The word refers to systematic activities that aim to shape abilities, knowledge, and character of individuals so that they can function optimally in social life. In the speech, the word *pendidikan* is repeated several times with the same lexical form. The repetition is a lexical cohesion element of reiteration in the form of repetition, because there is no variation of form or substitution of terms. The function of repetition here is to maintain the focus of discussion on one main concept, namely education as the key to the success and prosperity of the nation.

Descriptively, the repetition of the word *pendidikan* strengthens the theme that has been built previously, namely the importance of education in national development. By emphasizing that education is placed as the highest priority in the state budget *Anggaran Pendapatan dan Belanja Negara (APBN)*, the speaker shows the commitment of the country to a development strategy rooted in education. The cohesion keeps the flow of the speech consistent and directed, so that the audience understands that all arguments about the state budget and comparisons with other countries are centered on the priority of education as the fundamental foundation toward the prosperity of the nation.

2. Collocation

Collocation refers to a lexical cohesion relationship that forms because two or more words tend to appear together in certain contexts and have a strong association of meaning. Collocation is not based on similarity of meaning, but on the habitual co-occurrence of words within a particular field of discourse (Halliday & Hasan, 1976). In this research, the analysis of collocation aims to reveal how these lexical associations build semantic cohesion and strengthen the emphasis of issues in the speech text being analyses. In political speeches, collocation helps create a formal and persuasive style of communication. The use of collocation also strengthens the relationship between ideas so that the discourse becomes more coherent and meaningful. Furthermore, collocation supports the continuity of discourse by connecting important concepts that frequently appear together in the context of politics and public policy.

Data:

“Selamat siang, salam sejahtera bagi kita sekalian”

Salam Sejahtera contains an element of lexical cohesion of the collocation type according to the theory of Halliday and Hasan (1976). Collocation occurs when two lexical elements tend to appear side by side in a particular context because they have a conventional association of meaning. The expression *salam*

sejahtera is a pair of words that is socially and culturally often used in formal situations, especially in state speeches or official events. The word *salam* in the context of a speech opening commonly associates with the hope for *Sejahtera*, so both form a unified meaning and are not understood separately. This relationship does not belong to repetition or synonymy, but rather to the habitual co-occurrence within a formal discourse context.

In the structure of the speech, this expression appears after a series of interfaith greetings and before the section of respect to officials and invited guests. Its presence strengthens the continuity of meaning in the opening section and emphasizes a formal and inclusive atmosphere. Cohesively, this collocation helps maintain the continuity of meaning in the opening part before moving to the acknowledgment of guests and the main content of the speech about education and teacher allowances. Thus, the use of this collocation functions not only as a formal greeting, but also as a rhetorical strategy to build an atmosphere of respect, togetherness, and social legitimacy before the speaker presents the main ideas regarding education policy and the government's commitment.

3. Synonym

Synonym in lexical cohesion is understood as the use of another word that has the same or similar meaning as the previous word. A synonym is another noun for the same thing, or an expression whose meaning is more or less the same as another expression (Halliday & Hasan, 1976). The use of synonyms functions to avoid excessive repetition of words, but still maintains the continuity of meaning. With the presence of synonyms, discourse becomes more varied lexically without losing the unity of ideas. In political speeches, synonymy also helps create a more formal and persuasive style of communication. Furthermore, the use of synonyms enables the speaker to emphasize important ideas without making the discourse sound repetitive or monotonous.

Data:

"Tentunya sebagai insan yang bertakwa, marilah kita tidak henti-hentinya memanjatkan puji syukur kehadiran Allah subhanahu wa ta'ala, Tuhan Maha Besar, Maha Kuasa..."

Maha Besar and *Maha Kuasa* contain a lexical cohesion element of reiteration in the form of synonymy. The phrases *Maha Besar* and *Maha Kuasa* both refer to the attributes of God's greatness and omnipotence, so they exist within an equivalent semantic field. Both phrases do not have the same lexical form, but they contain concepts that reinforce each other and refer to the same referent. This equivalence of meaning places them in the category of synonymy because the idea is repeated with different vocabulary while still maintaining continuity of meaning.

In the structure of the speech, this sentence appears after a series of interfaith greetings and expressions of respect to the invited guests. This section

forms a formal and religious opening pattern, so the use of the synonyms *Maha Besar* and *Maha Kuasa* strengthens the solemn atmosphere that is already established. Cohesively, the repetition of the concept of divinity through variations of divine attributes maintains the continuity of spiritual ideas in the opening section before the speaker moves to the discussion of education and teacher allowance policies. Thus, reiteration through synonyms functions to maintain cohesion of meaning while also emphasizing the moral legitimacy and sincerity of the speaker throughout the speech.

4. Genaral word

General word is a form of lexical cohesion that uses generic words to refer to a broader meaning. Mention the category of general nouns such as *thing*, *person*, and *people* which function to maintain the connection of ideas in the text (Halliday & Hasan, 1976). The use of general words connects various ideas without having to specify particular objects in detail. Thus, general word acts as a semantic binder that unites parts of the text so it stays consistent and cohesive. Its presence also helps to maintain the continuity of discourse, strengthen the main message, and make it easier for the audience to understand the meaning delivered completely. In political discourse, general words are often used to create an inclusive impression and address a wider audience. They also help the speaker deliver messages in a simpler and more flexible way. Furthermore, the use of general words supports coherence by linking ideas smoothly throughout the discourse.

Data:

“Juga terutama para guru di berbagai daerah di Indonesia yang hadir langsung dan yang menyaksikan melalui tayangan video conference”

Guru is an element of lexical cohesion in the type of reiteration in the form of a general word. The word *guru* functions as a general term that represents a whole professional group without specifying particular fields, levels, or specializations. As a general word, this term functions to maintain the main topic of the speech through a broad reference, which is then clarified by additional information such as *di berbagai daerah di Indonesia* and *yang hadir langsung dan yang menyaksikan melalui tayangan video conference* to emphasize its scope and context. Thus, the use of the word *guru* helps maintain the continuity of ideas and clarify the main target of the discussion.

When it relates to the previous sentence that mentions ministers and state officials, the mention of *para guru* shows a shift of focus toward the main subject of the policy discussed in the speech. Cohesively, this general word strengthens the central theme concerning education and teachers' welfare, so the whole discourse remains directed toward the main purpose of the event. The use of this general term also creates an inclusive impression because it covers all teachers in Indonesia without distinguishing background or location, while also building coherence of

meaning between the opening section and the content of the speech that emphasizes the important role of teachers in national development.

Conclusion

Based on the results of the analysis, this study identifies the types of lexical cohesion used in Prabowo's speech entitled *Luncurkan Sistem Tunjangan Guru ASN Daerah*. The study aims to describe lexical cohesion through qualitative analysis of the speech text. The findings show that all types of lexical cohesion proposed by Halliday and Hasan are found in the speech. These include repetition, synonymy, superordinate, general word, and collocation. Repetition is identified as the most dominant type because many important words and phrases are repeated consistently throughout the speech to emphasize the main ideas. The repeated use of words such as *Pendidikan* strengthens the political message and maintains the continuity of ideas in the discourse.

In addition, synonymy, superordinate, and general words help maintain unity of meaning and avoid monotonous expressions while still referring to the same concepts. These elements make the discourse more communicative and easier for the audience to understand. Collocation also strengthens the relationship between ideas in the speech because several lexical items naturally occur together in the context of political and educational discourse. The use of collocation creates a formal and cohesive atmosphere that supports the delivery of the message.

Furthermore, the findings indicate that lexical cohesion contributes significantly to the effectiveness of political communication. The cohesive structure of the speech helps the audience follow the flow of ideas clearly and understand the government's commitment to education, teacher welfare, and clean governance. Through lexical cohesion, the speech becomes more persuasive, coherent, and rhetorically effective. Therefore, this study confirms that lexical cohesion is not only important in maintaining textual unity but also functions as a linguistic strategy to strengthen political messages and build public trust in governmental policies.

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