



Expressive Speech Acts and Strategic Communication in Prabowo Subianto's 2024 Presidential Campaign Speeches

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ABSTRACT

This study explores the use of expressive speech acts and their associated strategies in Prabowo Subianto's speeches during the 2024 presidential election campaign. By analyzing video content from YouTube channels such as KOMPASTV, Bisnis.com, Warta Kota Production, and Liputan6, the research identifies the forms and strategies of expressive speech acts employed. Utilizing a qualitative descriptive methodology, the study follows a four-stage process: transcription, classification, analysis, and conclusion. Findings reveal seven forms of expressive speech acts: thanking, complaining, congratulating, flattering, praising, blaming, and criticizing. These forms reflect nuanced aspects of interpersonal and political communication. The strategies identified include straightforward approaches without pleasantries, those incorporating positive politeness, strategies with negative politeness, and shared speech approaches. The research highlights the role of expressive speech acts in shaping political narratives and fostering connections with the electorate during campaign discourse. This study contributes to the understanding of pragmatic strategies in political communication and their influence on public engagement

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1. Introduction

The communication process is inseparable from human life as a social creature. Through communication we can work together with members of society to achieve common goals. One form of communication is speech. Speech is the delivery of ideas, thoughts, or information to others orally with certain methods. In addition to the function of speech as a delivery of messages and as a communication tool, there are many other purposes of speech. In general, there are three purposes of speech, namely *formative* (informing), *persuasive* (influencing), and *reactive* (entertaining). In communicating the interaction between speakers and speech partners will certainly lead to a conversation that has a certain purpose. The meaning or purpose of an utterance can be said to be an action. The intent and purpose that states the action attached to the speech can be said as speech acts. Speech acts are activities of someone using language to speech partners in order to communicate something. Austin, (1962) distinguishes speech acts into three types, namely locution, illocution, and perlocution. One type of illocutionary speech act is expressive speech act.

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Searle (in Marni et al., 2021) suggests that expressive speech acts are also called evaluative speech acts. Expressive speech acts are speech acts that are intended by the speaker so that the utterance is interpreted as an evaluation of the thing mentioned in the utterance, including thanking, complaining, congratulating, flattering, praising, blaming and criticizing. Yule (2018:93) states that expressive speech acts are types of speech acts that express something that is felt by the speaker. The speech act reflects psychological questions and can be a statement of joy, difficulty, fondness, hatred, pleasure, or misery. Expressive speech acts are speech acts that function to express, reveal or inform the speaker's psychological attitude towards the situation by illocution. (Tarigan, 2009). Expressive is a speech act that serves to express feelings and attitudes about the state of the relationship. The point of non-speech expression in expressing the psychological state set by the condition of honesty about the situation as set forth in the content of the proposition (Syahrul, 2008:35). (Syahrul, 2008:35). From some expert opinions above, it can be concluded that expressive speech acts are speech acts that are used to express feelings or psychological attitudes of speakers towards a certain situation.

Research on expressive speech acts has been conducted by other researchers, namely by Fenda Dina Puspita Sari. This research found the types of speech acts and functions of expressive speech in the Galau Nite program on Metro TV contained in five different episodes, namely the episodes of Long Distance Relationship, Teman Tapi Mesra, Kisah Kasih di Sekolah, Generasi Matre, and Teman Makan Teman. The types of speech acts found in the Galau Nite show on Metro TV are locutionary speech acts, illocutionary speech acts, and perlocutionary speech acts. In addition, expressive speech acts which are part of illocutionary speech acts are also found in this study. The expressive speech consists of expressive speech that functions to congratulate, thank, criticize, complain, blame, praise, apologize, and insinuate. (Sari, n.d.)

Judging from its form, expressive speech acts can also be examined from a speech, one of which is a presidential candidate's campaign speech. In 2024, Indonesia held another general election as part of the democratic process. This election was held to elect the president and vice president for the 2024-2029 period, in accordance with the basic principles of democracy which emphasize that power is in the hands of the people. In the 2024 presidential election, there are three pairs of candidates competing: (1) Anies Baswedan and Muhaimin Iskandar, (2) Prabowo Subianto and Gibran Rakabuming Raka, and (3) Ganjar Pranowo and Mahfud MD. With the opportunity to make speeches during the campaign period, speech acts in the 2024 election campaign are important to study. Campaigns serve as a platform for presidential candidates to promote themselves and convey their vision and mission to all parts of Indonesia. The speech acts delivered in the campaign have an important role in shaping public opinion. The study of speech acts will be used to explain how speech acts in presidential candidates' campaigns function as conveyors of ideas, opinions, or visions and missions, which in turn can influence the judgment of the Indonesian people in making their choices. This study only covers expressive speech acts in Prabowo's speech during the 2024 presidential election campaign. Prabowo Subianto's campaign speech was chosen as the object of study because it has many types of speech acts, especially expressive speech acts, which in their delivery have intentions, goals, and promises to influence and gain the sympathy of potential voters. The campaign also aims to create a certain effect or impact. In addition, it is important to identify the types of expressive speech acts in Prabowo's campaign speech in the 2024 Election. This is to understand how Prabowo is trying to attract the attention and captivate the hearts of the Indonesian people through his promises and program solutions if elected as president.

This research is motivated by (1) the use of colloquial language conveyed by Prabowo in his speech, this can be seen from his passionate speech and occasionally does not hesitate to use harsh words. (2) the existence of expressive speech acts in Prabowo's speech during the 2024 presidential election campaign, such as in the words *"LDII has its own characteristics. LDII is smart people, I saw the expo earlier, I was amazed. So actually LDII does not need to be given a lecture, it is already smart"*. In the speech, Prabowo Subianto praised LDII members by saying that he no longer needs to give lectures to LDII members because all of its members are already smart and also Prabowo gave praise to LDII who had carried out a very extraordinary expo so that he was amazed to see it. The formulation of the problem in this study is twofold, namely (1) What are the forms of expressive speech acts in Prabowo's speech during the 2024 presidential election campaign? (2) What are the speech strategies based on expressive speech acts in Prabowo's speech during the 2024 presidential election campaign? Based on the formulation of the problem, this study aims to analyze the form of expressive speech acts in Prabowo's speech during the 2024 presidential election campaign and analyze how speech strategies based on expressive speech acts in Prabowo's speech during the 2024 presidential election campaign.

2. Method

This research is qualitative research. This research describes systematically the facts and characteristics of the object or subject under study precisely. This research does not use numbers but words as the medium. (Sudaryanto, 2015) (Sudaryanto, 2015) said that qualitative method is a research method that is solely based on existing facts or phenomena that are empirically alive in the speakers so that the resulting or recorded data is as it is. The data in this study are fragments of Prabowo Subianto's speech in his speech during the 2024 presidential election campaign in the

form of expressive speech acts. While the data sources in this study came from 9 videos of Prabowo's speeches during the 2024 presidential election campaign on the Youtube channel "KOMPASTV, METROTV Liputan6 and Warta Kota Production". Each video is 4 minutes-1 hour long.

In this research, the data collection process is divided into two, namely: *First*, the technique of simak bebas libat cakap. Sudaryanto (2015:204) says that the free listening technique is a technique used to obtain data by listening to language use. The steps that researchers take in this technique are (1) starting to look for Prabowo's speech videos related to the 2024 presidential election campaign, the videos obtained are 9 videos sourced from the KOMPASTV YouTube channel, Bisnis.com Warta Kota Production and Liputan6. (2) Downloading 9 videos of Prabowo's speeches during the 2024 presidential election campaign which were then copied on google drive. *Second*, note-taking technique. The note-taking technique is one of the advanced techniques of the listening technique, the note-taking can be done by using certain stationery such as: pens, books, etc. But with the advancement of technology, note-taking can be done by using a particular writing instrument. But with the advancement of technology, recording can be done using a computer or other more sophisticated tools. The steps that researchers take in the recording technique are (1) listening to the 9 videos that have been downloaded (2) transcribing the speech in the video delivered by Prabowo during the 2024 presidential election campaign in the form of expressive acts and speech strategies. This aims to make it easier for researchers to understand the reading and quickly code the data. The data analysis technique in this research is analyzed by steps: 1) transcribing expressive speech acts in Prabowo's speech during the 2024 presidential election campaign period which were transcribed into written language with the help of a laptop/computer and other stationery. 2) classifying the data based on expressive speech acts such as thanking, complaining, congratulating, flattering, praising, blaming, criticizing and speech strategies in Prabowo's speech during the 2024 presidential election campaign. 3) describe and analyze the data based on the theory proposed by Searle (1969) about expressive speech acts and the theory proposed by Brown and Levinson about speech strategies in Prabowo's speech during the 2024 presidential election campaign. 4) after the data is analyzed, a conclusion is made.

3. Result

The results of this study are (1) Forms of expressive speech acts in Prabowo's speech during the 2024 presidential election campaign (2) speech strategies based on expressive speech acts in Prabowo's speech during the 2024 presidential election campaign. The following is a discussion of expressive speech acts in Prabowo's speech during the 2024 presidential election campaign.

Forms of Expressive Speech (MTK)

Expressive speech acts are speech acts in which the speaker intends his/her utterance to be interpreted as an evaluation of the thing mentioned in the utterance, including thanking, complaining, congratulating, flattering, praising, blaming and criticizing.

1. Saying Thank You

This form is used to express feelings of gratitude or reciprocation after receiving help or kindness. In his speech, Prabowo Subianto thanked many citizens throughout Indonesia and supporting figures who had the opportunity to attend his campaign. This can be seen in the following quote:

DATA MTK 3

"I am very **grateful for** the support of warriors like this and also the support of the next generation of the younger generation because the younger generation is our future."

The speech contains an expression of gratitude for the support of the warrior figures and the younger generation. The main point conveyed is that the speaker really appreciates the support of the two groups: the warriors who have fought and the younger generation who are considered the future. This reflects the recognition of the crucial role that both the warriors and the younger generation play in building a better future. The quote is in line with Searle's theory (in Sari 2012) that expressive speech such as gratitude often appears as a form of appreciation for the actions or contributions of others, and is the result of the speaker's kindness. In this context, gratitude is not just a formality, but also a form of recognition and motivation to continue the joint effort. Speakers show that they highly value cross-generational collaboration and commitment in facing challenges and achieving common goals.

DATA MTK 4

"**Thank you** for your support brothers and sisters we are on the right path We understand and we understand and we we will move forward by always being polite and courteous"

The speech is included in the expressive speech act of saying thank you in which the speaker expresses appreciation for the support received, confirms that the speaker feels on the right track, and expresses understanding and appreciation for the help. The quote is in line with Searle's theory (in Sari, 2012) regarding expressive speech. The speaker expresses gratitude for the support received, which shows appreciation for the help and contributions of the supporters. It reflects the speaker's kindness and recognition of the interlocutor's important role in supporting the joint effort. Thus, the thank you here functions as an expressive response to the support and contribution given. This quote was uttered in a political or campaign context, where a candidate or leader was expressing appreciation to his supporters. The speaker expresses gratitude for the support that has been given, which is considered important in the process of achieving common goals.

DATA MTK 6

"I would like to express my deepest **gratitude** for the honor given to me to be invited in the presence of the LDII Rakernas in 2023. I feel there is a unique mystical atmosphere in the midst of LDII"

The utterance was an expression of great gratitude for the honor given to Prabowo Subianto to be invited to speak and convey his vision and mission in front of the members of the LDII Rakernas 2023. Prabowo Subianto also revealed that he felt there was a special or unique mystical atmosphere in the middle of the event. The quote is in line with the theory according to Searle (in Sari, 2012) that thank you is an expressive speech act that arises in response to the support or appreciation given. In this excerpt, the speaker expresses gratitude for the honor of being invited to the 2023 LDII Rakernas, which reflects the speaker's appreciation for the opportunity and appreciation received. This quote was spoken in an official context, where the speaker expressed gratitude for the invitation to attend the LDII 2023 Rakernas. It shows the speaker's appreciation for the opportunity to speak at such an important event and emphasizes the emotional or spiritual experience she felt during the event.

2. Expressive Acts of Complaining (MG)

Complaining speech is an expression of a person's dissatisfaction or disappointment with something or a certain situation. This form is used by Prabowo Subianto to express his disappointment with the wealth that is not felt or enjoyed equally by all Indonesians. This can be seen in the following speech:

DATA MG 1

"We understand, we understand, we already know how the Almighty gives such abundant gifts to the Indonesian people, but we also see that **much of** that wealth **is not felt** by the entire Indonesian Nation."

The utterance belongs to the expressive speech act of complaining. In the speech, Prabowo Subianto expressed his disappointment because the Indonesian people have been blessed with abundant natural resources by God, but in reality this wealth is not enjoyed equally by all Indonesian people. The quote can be adjusted to Searle's theory (in Sari, 2012) regarding expressive speech. In Searle's theory, expressive speech is used to convey one's feelings or emotions, often related to suffering, disappointment, or dissatisfaction.

In this context, there is a realization that despite the immense potential, many people still do not benefit from this wealth, indicating significant social and economic disparities. This creates a major challenge for the government and society to find effective solutions so that the abundant natural resources can be managed in a sustainable and inclusive manner.

3. Congratulate (MS)

Expressive speech acts of congratulations are speech acts that occur due to several factors, namely the speaker gets something special, the speaker gives a special welcome to the interlocutor, or as a welcome or greeting to mark the time so that the interlocutor congratulates the speaker as an expression of happiness. This form was used by Prabowo Subianto to congratulate the people who had attended his campaign. This can be seen in some of the following utterances:

DATA MS 1

"**Good evening** ladies and gentlemen, how many times have I been asked whether I will attend or not and I said that if PSI invites me, I will definitely attend"

The utterance was included in the expressive speech act of congratulating. The utterance "*Good evening, ladies and gentlemen*" intended to give a good evening greeting to the community which functioned as an opening greeting because at that time Prabowo Subianto was giving a speech to convey his vision and mission in the 2024 presidential election campaign. The word "*selamat*" is actually a greeting to hope that the person concerned is in good condition, healthy, and prosperous. This quote is in line with Searle's theory (in Sari, 2012) which states that expressive speech can be used to give special greetings and show respect or support. The context of the quote is in a situation where the speaker is giving a welcome or opening speech at a political campaign speech, held by PSI. At this moment, the speaker is trying to create a familiar and positive atmosphere among the audience, which consists of supporters, sympathizers, and the general public. In addition to functioning as an opener, this speech also reflects the speaker's efforts to show his seriousness in actively participating in political activities and his support for the values promoted by PSI.

DATA MS 2

"Good **morning** greetings to all of us"

The utterance belongs to the expressive speech act of congratulating. It is a greeting expression used by Prabowo Subianto to start his speech or interaction with the public in the morning. "*Good morning*" is a greeting that shows the desire to give goodness and pleasure to the people who listen to it. "*Salam sejahtera kita semua*" shows the hope for safety and *prosperity* for everyone involved in the campaign. So, overall, the utterance is a polite and friendly greeting to start communication in the morning. In line with Searle's theory (in Sari, 2012) which states that expressive speech can be used to give a special welcome and show respect or support. The context of the quote is in a situation where the speaker gives a welcome or opening speech at a political campaign speech, saying good morning to the participants present at his campaign, while creating a positive and familiar atmosphere. This greeting serves to build a good relationship between the speaker and the audience, creating a sense of togetherness and mutual respect. In the political context, this greeting can also be seen as an effort to embrace support and show concern for the welfare of the community, strengthening the positive image of the speaker as a caring leader.

4. Expressive speech act of flattery (MYG)

The expressive speech act of flattering is a type of speech act used to praise or give praise to someone or something. In the linguistic context, this speech act expresses appreciation or respect for the object that is the subject of the speech. This form is used by Prabowo to flatter the performance of the previous president, Jokowi. This can be seen in the following speech act:

DATA MYG 1

"After I joined Mr. Joko Widodo after I worked under his leadership after I saw closely **his decisions, his thoughts, his policies**, I felt my choice to join was not wrong and was the right decision I really saw his commitment to the development of the Indonesian nation **his commitment to defend the poor in Indonesia**"

The utterance is included in the expressive speech act of flattery. In this speech, Prabowo Subianto described his confidence and satisfaction after joining Mr. Joko Widodo and working under his leadership. Prabowo Subianto felt that his decision to join was the right one because after seeing firsthand the decisions, thoughts, and policies made by Jokowi, he was convinced of Jokowi's commitment to the development of the Indonesian nation and the protection of the poor. This shows that Prabowo Subianto felt inspired and believed in Jokowi's vision and dedication in carrying out his duties as a leader. In line with Searle's theory (in Sari, 2012), flattering expressive speech is the act of giving general and sometimes excessive praise or appreciation, without detailing specific aspects of the achievement or characteristics being praised. The context of the quote was in a political campaign situation, where Prabowo Subianto expressed flattery and praise to Mr. Joko Widodo as a leader. In this moment, Prabowo highlighted his work experience under Jokowi's leadership to show his confidence in Jokowi's commitment and policies in nation building and protection of the poor.

DATA MYG 2

"I see that **Mr. Jokowi's policy direction is correct**, I cannot play politics that is not in accordance with my conscience, I would rather not be anything than I have to lie to myself, I believe that the foundation he has built so far **is the right foundation, a solid foundation.**"

The utterance is a form of flattery towards Mr. Jokowi. Although it does not use direct words such as "praise" or "glorify," it expresses a strong belief in the policy direction taken by Mr. Jokowi. The phrase that "*Mr. Jokowi's policy direction is correct*" shows that the speaker believes that the policies implemented by Mr. Jokowi are appropriate and correct. In accordance with Searle's theory (in Sari, 2012), expressive flattering speech includes giving praise or appreciation which is generally broad and sometimes excessive. In this excerpt, the speaker compliments Mr. Jokowi by praising the direction of the policy and the foundation that has been built by him. This quote was uttered in the context of a political campaign or official statement as a form of support for Mr. Jokowi's leadership. The speaker shows general admiration and appreciation for the policies and foundations of his leadership, emphasizing that this belief is so deep that the speaker is willing to refuse position or power in order to remain consistent with his conscience.

5. Expressive speech act of praise (MJ)

The expressive speech act of praising is a type of speech act used to express appreciation, praise, or recognition of someone or something. This speech act aims to give appreciation and increase good feeling towards the person being praised. This form is used by Prabowo Subianto to praise several political figures who attended his campaign. This can be seen in some of the following quotes:

DATA MJ 1

"**And the most handsome is the** chairman of the Indonesian Solidarity Party, Mas Kaesang Pangarep"

This speech act is considered as a form of praise by Prabowo Subianto to the Chairman of the Indonesian Solidarity Party, Mas Kaesang Pangarep, for calling him "*the most handsome*". Praise can be seen from the way the words appreciate the appearance or positive characteristics of Mas Kaesang Pangarep. This quote is in line with Searle's theory (in Sari, 2012), expressive speech of praise involves the act of giving praise based on several factors, such as conditions that are in accordance with reality, to relieve the heart, to seduce, to please, or because of commendable actions. The context of the quote is in the situation of a social event, public speech, or meeting where Prabowo Subianto wants to give praise to the Chairman of the Indonesian Solidarity Party, Mas Kaesang Pangarep. This remark aims to create an intimate and positive atmosphere among the audience, while strengthening the relationship between Prabowo and Kaesang, as well as adding appeal for the party in front of supporters.

DATA MJ 3

"I gave books, have they arrived yet? I gave if I'm not mistaken 4 books. from here we see how much LDII needs, I will give it because LDII is smart, the **books are read, not just displayed.**"

The utterance is included in the expressive speech act of praising. This speech act is categorized as a form of praise or recognition of LDII and the way they manage their books. Here, Prabowo Subianto said that LDII was considered smart (pinter-pinter) and also read their books (not just displayed). Therefore, this sentence can be considered as an expression of appreciation or praise for the intelligence and active reading of LDII in the context of book management. The quote is in line with Searle's (in Sari, 2012) theory of expressive speech of praise. In the quote, the praise is done to acknowledge the quality and skills of the LDII members and to emphasize that the gift of the book is considered a useful investment. This quote was delivered in the context of giving donations or book donations to LDII (Lembaga Dakwah Islam Indonesia). The speaker expressed praise to LDII because they are considered a smart and serious group in utilizing the books given.

6. Expressive speech act of blaming (MY)

The expressive speech act of blaming refers to the type of utterance or expression that a person uses to blame or show dissatisfaction with another person for an event or action. This form is used by Prabowo Subianto to blame the Indonesian people who lack respect for their own leaders. This can be seen from the following utterances:

DATA MY 1

"Sometimes it is difficult for Indonesians to appreciate their own nation, right, **we are sometimes not proud of our own nation, we don't appreciate our leaders**"

The utterance belongs to the category of expressive speech acts of blame. This can be seen from the use of the phrase *"sometimes it is difficult for Indonesians to appreciate their own nation"*, which shows that Prabowo Subianto blamed the Indonesian people in general for not appreciating their own nation. This quote is in accordance with Searle's theory (in Sari, 2012) that expressive speech acts of blame occur because of mistakes made by the interlocutor, unwillingness to take responsibility, or attempts to escape from blame. This quote was probably delivered in the context of a political speech about nationalism and attitudes towards leadership. The speaker expresses dissatisfaction with the attitude of the people who are considered unable to appreciate or be proud of the country and its leaders.

DATA MY 2

"We are proud of our nation but we have to correct ourselves, right, that our nation has traits that are **less commendable**. One is sometimes **lack of enthusiasm**, yes. Second, **lack of respect** for one's own colleagues, **lack of** respect for one's own leaders, lack of respect for one's own nation, which is admired by foreigners, right?"

The utterance belongs to the expressive speech act of blaming in a certain context. Although there is an expression that we are proud of our nation, it is immediately followed by mentioning some of the less commendable traits of the nation. Points such as lack of spirit, lack of respect for one's colleagues, one's leaders, and even one's own nation being admired by foreigners, all highlight weaknesses or internal problems within the society or nation. This can be perceived as an attempt to blame as it shows a critical view of the nation's character or behavior without giving equal praise or offering concrete solutions. This quote was delivered in the context of a self-evaluation or discussion about nationalism. The speaker reveals that although there is a sense of pride in the nation, it is important to correct the shortcomings that exist in people's attitudes.

7. Expressive speech act of criticizing (MK)

Expressive speech acts of criticizing are speech acts that occur because the speaker dislikes or disagrees with what the interlocutor does or says. Criticizing speech is usually in the form of a response, sometimes accompanied by a description and consideration of the good and bad of a work, opinion and so on. This form was used by Prabowo Subianto to criticize or satirize the opposing camps of other presidential candidates and several politicians in Indonesia. This can be seen in the following speeches:

DATA MK 4

"Politicians in Indonesia are **sometimes a bit strange too** so that's why until now I am still learning politics in Indonesia"

The utterance can be categorized as an expressive speech act that contains elements of criticism towards politicians in Indonesia. Although the expression does not directly blame or mock a particular individual, the use of the word *"strange"* implies a negative evaluation of the politician's behavior. The phrase *"sometimes a bit strange too"* indicates that there are things in the behavior of politicians that are unusual or difficult to understand according to the speaker. The statement that the speaker is *"still learning politics in Indonesia"* shows a critical attitude towards the complex political dynamics in Indonesia. In accordance with Searle's theory (in Sari, 2012), expressive speech criticizing is a speech act that arises because of disapproval or dislike of what is done or said by the interlocutor. This quote was delivered in the context of a discussion or personal reflection on Indonesian politics. The speaker expresses dissatisfaction or difficulty understanding the behavior of politicians in Indonesia, which is considered inconsistent or confusing. The statement reflects a critical attitude towards complex political dynamics, showing the challenges faced in interacting with the existing political system.

"Now if there is a son who wants to serve, wants to serve, he is **looking for problems**. you say this, **you say too young**. you know I am also said **to be too old**, one is too young, one is too old. so which one is right. it's just nice that you are right, it means that if you can do it, we can't **do it**."

This speech act reflects a feeling of frustration towards the experience of a son who wants to serve, but is criticized for being too young or too old. This can be considered an expressive speech act that contains elements of criticism towards inconsistent or unfair attitudes or views towards age in the context of service. This speech act highlights the dilemma that individuals face when trying to contribute positively, but are hindered by different views or expectations. In accordance with Searle's theory (in Sari, 2012), expressive speech criticizing is a speech act that arises because of disagreement with the actions or statements of the interlocutor. In this excerpt, the speaker criticizes the unfairness or inconsistency in the assessment of the age of someone who wants to be filial. The context of the quote is in a political campaign setting or when discussing policies related to the assessment of individuals who want to contribute or serve. The speaker expresses frustration at the criticism she receives about her age, where she is faced with conflicting views called "too young" and "too old" that hinder her desire to serve. This utterance serves to highlight the unfairness and inconsistency in judgment based on age.

4. Conclusion

Based on the analysis, there were expressive speech acts used by Prabowo Subianto in delivering his speech to the public during the 2024 presidential election campaign. The speech acts were classified into seven forms including thanking, complaining, congratulating, flattering, praising, blaming, and criticizing. The most dominant expressive speech act found in this study is the expressive speech act of saying thank you. Expressions of gratitude are most dominant because with these expressions of gratitude, Prabowo not only shows a positive and appreciative attitude, but also strengthens relationships with groups that are very important in the campaign process. The least expressive speech act of complaining found in this study is only 1 data of complaining speech which aims to express his disappointment with the wealth that is not felt or enjoyed equally by all Indonesian people. Speaking strategies based on expressive speech acts are also found in this study, including frank speaking strategies without pleasantries, frank speaking strategies with unity and positive pleasantries, frank speaking strategies with negative politeness pleasantries, and shared speaking strategies. In this study, only four of the five strategies were found. "Speaking from the heart" was not identified because Prabowo Subianto's speeches analyzed did not show any internal elements or personal reflections typical of the strategy. The most dominant speech strategy in this study was the straightforward speech strategy with positive politeness.

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