

IMPLEMENTATION OF PERSUASIVE COMMUNICATION ETHICS IN ANIES BASWEDAN'S SPEECH IN THE PRAMONO-RANO CAMPAIGN

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Abstract

This study analyzes the application of Persuasive Communication Ethics in Anies Baswedan's speech during the Pramono-Rano campaign in South Jakarta. Using Perloff's (2021) framework, the research evaluates five key components: symbolic advice, influence-oriented goals, non-confrontation, message clarity, and absence of coercion. Employing a qualitative approach with data triangulation, the study examines how Anies's speech aligns with ethical persuasive communication principles. Findings reveal that Anies effectively utilized symbolic themes, emphasized unity and progress, avoided confrontation, delivered clear and motivating messages, and encouraged voluntary participation without coercion. These strategies demonstrate a commitment to ethical persuasion in a political context, fostering public trust and engagement

Keyword: Persuasive Communication Ethics, Communication, Speech.

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INTRODUCTION

Communication is the process of sending and receiving messages or news between two or more parties so that the message can be understood properly. Communication of course also reflects relationships between individuals or groups. According to Kusdaryanta and Suranto (2022), the main functions of communication are conveying information (to inform), influencing (to influence), educating (to educate), and entertaining (to entertain). Communication goals also include changes in behavior, opinions, attitudes and social order.

In practice in public communication, one important aspect is communication ethics. Sari (2020) explains that communication ethics are norms, values, or rules of behavior that regulate human interactions, including manners, manners, and respect for other parties. Communication Ethics aims to create harmonious and dignified relationships between individuals and groups.

One type of communication is persuasive communication. Persuasive communication is a form of communication that has an important influence in the public context. Messina in Nainggolan (2024) defines that persuasive communication is an effort to influence the knowledge, attitudes or behavior of the audience by providing relevant information, so that the audience or listeners can make voluntary, informed and appropriate decisions. Zaka et al. (2024) describe

persuasive communication as a communication behavior that has the aim of changing the attitudes, opinions or actions of individuals or groups through sending certain messages.

Furthermore, Perloff (2021) describes persuasive communication as a systematic effort made by individuals or groups to influence the behavior, beliefs or actions of the audience through the messages conveyed. Perloff also underlined the importance of ethical aspects in persuasive communication, which includes several main components, namely:

1. Delivery of symbolic advice.
2. Aim to influence without using a confrontational approach.
3. Developing a clear and targeted message.
4. The communication process is carried out without any element of coercion.

Thus, Persuasive Communication Ethics can be understood as moral guidelines or norms in communication practice that aim to influence audiences in a way that respects their rights and freedoms, while being oriented towards positive and informed change.

This research focuses on analyzing Anies Baswedan's speech in the Pramono-Rano campaign which took place in South Jakarta. The research aims to find out whether the speech meets the principles of Persuasive Communication Ethics. As formulated by Perloff (2021).

LITERATURE REVIEW

• Ethics of Persuasive Communication

Perloff (2021) explains that the components of the Ethics of Persuasive Communication include symbolic advice, influence-oriented goals, non-confrontation, message, and absence of coercion.

A. Symbolic Advice

Obedience requires time and steps. It does not occur suddenly or quickly. Communication is a specific and planned activity involving the speaker. Communication can be verbal or nonverbal, involving body gestures.

B. Influence-Oriented Goals

Like the art of persuasion, persuasive communication requires the speaker to have a sincere intention to change the behavior or attitude of their target and make an earnest effort to influence them. The main idea is that persuasion is a subtle effort to influence others by suggesting changes in their thoughts. The intent refers to the message initiated by the speaker to affect the recipient.

C. Non-Confrontation

Speakers should not employ confrontation; instead, persuasion should involve appropriate manipulation and strong arguments, allowing the persuaded party to comply without feeling coerced. Speakers should stimulate the listener's desires and demonstrate their thoughts without force, encouraging voluntary belief through reasoning.

D. Message

In persuasive communication, messages can be verbal or nonverbal, explicit or implicit. Messages may contain tangible or emotional content and can use simple symbols such as text or music. Persuasion involves communication activity; therefore, it must include persuasive words to achieve its purpose. Messages can alter attitudes and beliefs, conveyed through broadcasts, artistic works, books, films, or even music. However, while words in stories and images may influence attitudes, they do not constitute true persuasion if the

creator does not intend to change the audience's thoughts or opinions but merely aims to inform.

E. Absence of Coercion

To better understand freedom, coercion is defined as forcing individuals to act against their will, often involving threats of serious consequences if the demands are not met. Coercion contradicts the principles of ethical persuasion.

- Pramono-Rano Campaign

The grand campaign of Pramono Anung and Rano Karno served as the pinnacle event of the gubernatorial election campaign in Jakarta, held in South Jakarta by the Pramono-Rano Winning Team. According to Kompas, Anies Baswedan attended this event and delivered a speech that received widespread acclaim. This attracted the researcher's interest in examining the Ethics of Persuasive Communication used in the speech.

- Previous Research

Kotawarmi et al. (2022), in their study *Strategi Komunikasi Persuasif Penyidik Tindak Pidana Umum Kepolisian Resor Aceh Tengah Dalam Menginterogasi Para Saksi*, found that the communication strategies employed during witness interrogation adhered to established SOPs, utilizing persuasive and interpersonal communication techniques. Persuasive communication was carried out with clear, firm, and straightforward language. Yudi and Mukhroji (2023), in "Prinsip Dan Etika Komunikasi Dakwah", emphasized that ethical communication involves respect, politeness, and appreciation toward the audience. Sabil (2024), in *Pengaruh Etika Komunikasi Terhadap Citra Satuan Polisi Pamong Praja Di Kabupaten Lombok Timur Provinsi Nusa Tenggara Barat*, concluded that ethical communication significantly influences public perception. Sari (2020), in *Etika Komunikasi (Menanamkan Pemahaman Etika Komunikasi Kepada Mahasiswa)*, demonstrated that understanding proper communication ethics helps guide students to behave appropriately, upholding politeness and avoiding harm to others. Based on these previous studies, the researcher seeks to explore the novelty of how the ethics of persuasive communication are implemented in Anies Baswedan's speech.

METHOD

Research methodology is an effort to investigate and explore a problem by using scientific methods to collect, process, analyze data, and draw conclusions systematically and objectively to solve a problem or test a hypothesis (Abubakar 2021). This research used a qualitative method, which examines the condition of natural objects with the researcher as the key instrument. Data collection was carried out using triangulation to strengthen descriptive data acquisition, and data analysis was carried out inductively. Research results emphasize meaning, not generalizations. According to Abdulssamad (2021), qualitative research methods involve examining natural objects with the researcher as the key instrument, triangulating data collection, inductive data analysis, and emphasizing meaning over generalization. In this research, researchers will analyze the research object using 5 components of persuasive ethical communication. Data collection will use observation techniques determined by Abdulssamad (2021) systematically and deliberately observing and recording the symptom being investigated. Research data is based on Anies Baswedan's speech at the Pramono-Rano Campaign Event as uploaded by Kompas on its YouTube channel.

RESULT & DISCUSS

A. Symbolic Advice

Anies Baswedan used symbolic advice by evoking themes of nationalism and collective goals and emphasizing the importance of unity and progress. In his speech at minute 7:19, Anies Baswedan said "di saat Jakarta menghadapi persimpangan jalan," the word "persimpangan jalan" in this context can be interpreted as "choice." So, this sentence can be interpreted as the DKI Jakarta province being faced with a choice as a determinant of becoming an even better province.

B. Influence-Oriented Goals

Anies Baswedan highlighted the joint commitment of the two Pramono-Rano candidate pairs with the aim of aligning the interests of the audience with the platforms of the two candidates. In his speech at 5:11 minutes, Anies Baswedan conveyed the candidate pair's commitment to completing the programs that were already running. This can give the audience a positive view of the future of the candidate pair when they serve as Governor and Deputy Governor of DKI Jakarta.

C. Non-Confrontation

Throughout his speech, Anies Baswedan avoided direct criticism of opposing candidate pair Pramono-Rano. Anies Baswedan focuses on the quality and potential of the Pramono-Rano candidate pair. He also emphasized the common goal of the candidates, namely to participate in advancing the DKI Jakarta Province as in his speech at minute 7:11. This creates a conducive and constructive atmosphere.

D. Message

The main message from Anies Baswedan's speech was the importance of active public participation and integrity in the election process. In his speech at the minute 2:07, Anies Baswedan told his audience and the people around him to come to the polling station during the voting. Also, in his speech at 3:17 minutes, Anies Baswedan appealed to the audience to jointly monitor and supervise any irregularities, and protect the vote count. In this way, he promoted fair and transparent elections. Apart from that, in his speech at minute 5:12 he expressed optimism regarding the progress of the Pramono-Rano campaign and entrusted them to continue this crucial initiative in DKI Jakarta.

E. Absence of Coercion

In his speech, Anies Baswedan did not demand the audience's attention by force, but rather by encouraging and empowering the audience and the community around him. In his speech at 1:59 minutes, Anies Baswedan conveyed three points that he hoped the audience and the people around him could take to maintain safe and honest elections and the importance of their contribution to the democratic process. Anies Baswedan also in his speech asked for the audience's support for the Pramono-Rano candidate pair not through coercion or threats, but by mentioning the performance of the two candidate pairs.

Anies Baswedan implements ethical persuasive communication in his speech by employing symbolic advice, influence-oriented goals, non-confrontational rhetoric, clear messaging, and the absence of coercion. He uses symbolic language, such as "persimpangan jalan," to frame critical decisions as opportunities for progress, aligning audience aspirations with the vision of the Pramono-Rano candidate pair. By avoiding direct criticism and focusing on unity, he fosters a constructive atmosphere while promoting public participation and integrity in

the election process. His approach empowers the audience through respectful appeals, emphasizing their role in democracy without force or threats, demonstrating a commitment to fairness, transparency, and shared progress.

CONCLUSION

The ethics of persuasive communication, as outlined by Perloff (2021), emphasize the importance of symbolic advice, influence-oriented goals, non-confrontational approaches, clear messaging, and the absence of coercion. Effective persuasive communication involves intentional, planned efforts to influence attitudes or behaviors through subtle and sincere means, without confrontation or force. Messages, whether verbal or nonverbal, must be designed to resonate with the audience and encourage voluntary belief through reasoning and emotional appeal. Coercion, which undermines freedom and relies on threats, is antithetical to ethical persuasion. These principles are evident in Anies Baswedan's speech, where he employs symbolic advice, fosters unity, and empowers his audience without coercion, demonstrating a commitment to fairness, transparency, and ethical communication.

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