



## Strategic Communication in Politics : Griffin's Rhetoric Theory on Bobby Nasution's Campaign

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**Abstract.** *This research aims to analyze Bobby Nasution's campaign speech using Aristotle's rhetorical proofs and Griffin's Theory of Strategic Communication. The study investigates rhetorical proofs of logos, ethos, and pathos and explores their application in political communication. This qualitative research utilized content analysis with data derived from the transcript and video of Bobby Nasution's speech, titled "Bobby Nasution Janji Prioritaskan Kesehatan dan Penanganan Hukum jika Menang Pilgub Sumut," uploaded on the YouTube channel Official iNews. The findings reveal that Bobby Nasution employed rhetorical proofs with a distribution of logos (37%), ethos (42%), and pathos (21%). Ethos was further demonstrated through practical wisdom (phronesis), moral virtue (arete), and goodwill (eunoia). Additionally, the speech balanced emotional appeals such as anger versus calmness and fear versus confidence to connect with the audience. This research contributes to the study of rhetoric by highlighting the importance of strategic communication in political campaigns and its relevance to audience engagement.*

**Keywords:** *Campaign speech, public speaking, rhetorical*

### 1. INTRODUCTION

Political literacy is understanding and engaging with political processes, enabling individuals to participate effectively in democratic societies. It includes the ability to critically analyze political language and activity, as well as an understanding of political institutions, rights, and obligations. Due to its significance in creating informed and engaged citizens, this idea has become more well-known in school curricula, especially in civic education. Political literacy cannot be measured directly, but if people are politically literate, they understand party differences and know basic political concepts and facts. Other names for this concept include political expertise, political awareness, and civic competence (Cassel & Lo, 1997). The political landscape refers to a certain region or society's entire structure and political power dynamics (Fiveable Inc., 2024). It involves the interactions of many political entities, including governments, political parties, interest groups, and the public. This idea represents how power is allocated, the interactions between different entities, and the prevailing political philosophies at the moment (Pinnock, 2023). The political landscape includes governments, political parties, interest groups, and the media, each playing a unique role in influencing public opinion and shaping policies. Speech acts are a form of pragmatics that encompasses more than just the words spoken. Speech acts relate to the actions done by created utterances (Hidayat, 2016).

Political speech refers to largely independent discourse spoken orally in front of an audience, with the primary goal of persuasion rather than information or amusement (Dedaić, 2006).

The art of persuading is known as rhetoric (Dictionary.com, 2018). The phrase "political rhetoric" describes both the (academic) study of such oratory and the methods politicians use to try to convince different audiences (Tileaga, 2018). Rhetoric is commonly employed in sociopolitical fields like education, public affairs, law, and civil disputes to convey compelling messages (Ilie, 2008). Politicians use rhetoric as a weapon to influence and persuade a range of audiences, therefore influencing political realities and public opinion (Szczeny, 2017). It makes discussion and debate easier, which is crucial for democratic participation and the expression of political beliefs. By appealing to the audience's emotions and ideals, rhetoric also aids in identity construction, issue framing, and support mobilization (Telaga, 2013).

Muhammad Bobby A. Nasution is running for North Sumatra governor in 2024 with H. Surya as Deputy Governor (sumutprov, 2023). Currently serving as Medan's mayor, he has focused on streamlining public services, promoting digital transformation, and enhancing infrastructure. His governance approach emphasizes accessibility and transparency, resonating with citizens (Sitorus, 2024).

### **Preliminary Data**

a. Logos (Logical Proof)

1) Enthymeme

1st Premise: "Kami hadir di sini memohon kiranya doa dan restu agar dimudahkan langkah kami." "We are here to ask for prayers and blessings to facilitate our steps."

2nd Premise: "Mudah-mudahan bisa membawa kebaikan buat seluruh masyarakat Sumatera Utara." "Hopefully it can bring goodness to all the people of North Sumatra."

Conclusion: "Kami berharap kepemimpinan kami akan membawa kebaikan bagi seluruh masyarakat." "We hope that our leadership will bring goodness to the entire community."

This signifies that Bobby's leadership will positively impact North Sumatra by praying for blessings and demonstrating a sincere desire to assist the community. This is connected with the audience's values and encourages faith in the speaker's intentions

b. Ethos (Ethical proof)

1) Phronesis

Data 1: "tentunya yang ke depan yang Perlu diperbaiki adalah sarana kesehatannya biasanya puskesmas-puskesmasnya, rumah sakit- rumah sakitnya,

layanan-layanan puskesmasnya ya." 'Of course, in the future, what needs to be improved is the health facilities, usually the health centres, the hospitals, and the services of the health centres.'

The speaker admits weaknesses in healthcare services, such as staff attitudes, and emphasizes the need for change. This demonstrates practical wisdom by addressing real-world concerns and giving meaningful decisions or responses that resonate with the community.

In this study, rhetorical analysis is conducted on Bobby Nasution's campaign speeches as Mayor of Medan. This is done to examine how these techniques and strategies are used to communicate his vision, values, and commitments to the people of Medan. This study attempts to fill a significant gap by examining the study of rhetoric in campaign speeches. While previous studies have discussed various aspects of rhetoric, this study will specifically explore two critical questions: (1) How did Bobby Nasution utilize rhetorical strategies (ethos, pathos, logos) to craft persuasive messages in his political campaign? (2) How effectively did Bobby Nasution's communication campaign employ rhetorical literacy to engage voters and convey political messages?

This study focuses on Bobby Nasution's speeches because campaign speeches are important moments when newly elected officials articulate their agendas and attempt to build trust with the public. Given that political rhetoric significantly influence public opinion and engagement, an analysis of Bobby Nasution's campaign speeches provides insight into his leadership approach, priorities, and the image he seeks to project as a city leader. This analysis is particularly relevant in understanding how his speeches are received by various social groups and support his administrative strategies.

## **2. LITERATURE REVIEW**

A campaign refers to a planned series of activities, particularly political, business, or military, that are meant to achieve a specific goal (Cambridge Dictionary, 2024). Political campaigns are coordinated attempts by candidates or political parties to influence voters, with the primary goal of gaining public support and winning elections (Electoral Commission, 2024). Campaigns strive to educate the public about the candidate's values and objectives, persuade voters of the candidate's credibility, and engage them in the election process (Johnson-Cartee & Copeland, 2004). Political speech structure can be investigated comprehensively using rhetorical approaches to get context, argument, and effect (Martin, 2013). Rhetoric is defined as the art of persuasion. According to Herrick, rhetoric is a technique for gaining collaboration (Herrick, 2020). Rhetoric is associated with the art of spoken or

written language, whereas persuasion is the act of influencing others (Miller, 2024). In the fourth century BC, Aristotle put forward the philosophy of rhetoric. In Ancient Greece, it started as a civic art to cultivate persuasive speech techniques. "An ability, in each particular case, to see the available means of persuasion" is how Aristotle defined rhetoric (Halper, 2003).

Speakers use rhetorical proofs, also known as artistic proofs, to persuade (Griffin et al., 2023). Three types of rhetorical evidence were identified by Aristotle: pathos (feeling and emotion), ethos (trust and ethics), and logos (logic and reason).

a. Logos (Logical Proof)

"Reasonable conversation" is how the Greek philosopher Aristotle described logos (Miller, 2024). Instead of using infallible logic, logos appeals to the audience's rationality and what makes sense to them (Griffin et al., 2023). Giving arguments or utilizing logic to reason in speech are examples of logos. When a speaker uses logos, they make a logical case that the audience can accept. There are two forms of logos: Enthymeme and Example.

1) Enthymeme

According to Griffin et al. (2023), an enthymeme is an incomplete form of a formal deductive syllogism that lacks a previously accepted premise or fails to arrive at the obvious conclusion; it is also an argument in which one of the premises is not stated explicitly (Oxford Reference, 2024); and it is a credible argument. An enthymeme is a rhetorical device used in persuasive writing or speaking to support implied or unstated claims, leaving one premises open for the audience to fill in, unlike a formal syllogism with two premises and conclusion.

2) Example

An example is the foundation of reasoning. An example can be utilized as supplemental evidence when the speaker employs enthymeme. Giving an example is a good way for the speaker to explain concepts. The audience will readily accept the speaker's ideas if examples are provided.

b. Ethos (Ethical Proof)

Ethos is one of Aristotle's three modes of persuasion, along with pathos and logos. It discusses the writer's or speaker's ethics, credibility, and dependability, all of which have an impact on how the audience understands and responds to their message. When the argument is presented with a strong ethos, the audience is more likely to accept it. Ethos is composed of three elements: phronesis (good sense), arete (good moral character), and eunoia (goodwill).

1) Phronesis (Perceived Intelligence)

According to Aristotle, viewers assess intellect based on how well the speaker's thoughts align with their own. Best understood as practical wisdom, or the wisdom of action, phronesis was originally defined by Aristotle as the knowledge of what is good and bad for humans (Peteet et al., 2021). According to Griffin et al. (2023), phronesis, practical knowledge, or perceived intelligence shows that the speaker has good judgment and expertise, particularly in areas related to the subject. It demonstrates their ability to make sensible, well-rounded conclusions and their comprehension of the issue's actual aspects. By implying that the speaker is dependable and knowledgeable, phrasing fosters confidence.

2) Arete (Virtuous character)

A person's persona, or the image they project to the outside world, is referred to as their virtuous character. Character closely resembles the speaker's reputation as a kind and truthful individual. The speaker might demonstrate their ideals or share personal experiences with the audience to establish credibility. The audience will view the speaker as a reliable person if this is done.

3) Eunoia (Good will)

Eunoia (goodwill) is a positive judgment of the speaker's purpose towards the audience. According to Aristotle, a speaker may not put their audience's interests first, even if they possess exceptional intelligence and moral qualities. In 2023, Griffin et al. A speaker's trustworthiness and persuasive power are enhanced when they exhibit eunoia, which shows that they genuinely care about the audience's welfare (Cambridge Dictionary, 2022). The speaker's capacity to comprehend and empathize with the audience is a sign of eunoia (Ariyanti et al., 2022).

c. Emotional Proof (Pathos)

Pathos is the expression of sentiments and emotions through communication. Persuading an audience by purposefully evoking particular emotions to make them feel the way the speaker wants them to is known as pathos, or the appeal to emotion (Griffin et al., 2023). In order to evoke feelings, authors utilize meaningful language, deliberate word choices, and anecdotes and examples. A range of emotional reactions, such as pity, anger, frustration, or even comedy, may be desired by authors (St. Louis Community College, 2024).

1) Anger versus Calmness

An early preliminary of Freud's frustration-aggression hypothesis was Aristotle's explanation of rage. People get angry when they aren't able to meet a need.

They will become outraged if you remind them of interpersonal slights. They will relax or calm down if you demonstrate that someone else is remorseful, deserving of praise, or has a great deal of power (Griffin et al., 2023). Anger is an indication that the speaker is upset about something and has made a point of emphasizing it in their speech. The speaker's proclamation of wrath is counterbalanced by their display of composure. Usually, an aggressive announcement is made first, and then a calm one. The speaker's proclamation of wrath is counterbalanced by their display of composure. Usually, an assertive declaration comes first, then a statement.

2) Friendliness vs Enmity

According to Aristotle, friendship is an emotion toward another person. This emotion causes someone to hope that positive things will happen to other people for their benefit and to work toward making those things a reality. The opposite of friendship is hatred. Hatred cannot be subdued, but anger can. A person who despises others does not feel sorry for them; in fact, they want them to stop existing. Griffin recommended that the speaker highlight common goals, experiences, attitudes, and desires with the audience.

3) Fear versus Confidence

Fear derives from the mental image of a possible tragedy. The speaker should illustrate the disaster's probability of happening by describing it in vivid detail. Fear is defined as agony brought on by a mental picture of a potential future disaster. The speaker should give a detailed account of the occurrence and its probability in order to inspire fear in the audience. The opposite of feeling afraid is feeling confident. The assurance brought about by a fruitful interaction. A person gains confidence when they think they have successfully avoided danger or succeeded often. Characterizing the threat as remote can help one feel more confident (Griffin et al., 2023).

4) Admiration versus Envy

Morality, wealth, power, and beauty are valued by people. Showing that effort is more important than luck could boost admiration. According to Griffin (2012), people appreciate wealth, beauty, power, and moral decency. Sharing the story of someone who succeeded through hard work rather than luck evokes feelings of admiration. The audience's lack of appreciation for anything is the source of envy. Envy, on the other hand, is misery when you witness others experience success. Envious people are more likely to hope for their own good fortune than for others, according to Ariyanti et al. (2022).

### ***Previous Study***

Ariyanti A. et al.'s 2022 article analyzes RM's speech at the UN General Assembly using rhetorical proof, figures, and delivery strategies. The study found that rhetorical proofs include logos (10%), ethos (42%), and pathos (48%), while figures include anaphora (45%), epistrophe (11%), and mesodiplosis (22%). The delivery strategies include storytelling (54%), tone of voice, pauses, and body language. This rhetoric can enhance high school speaking skills.

The study by Krishnan Isai Amutan et al. in 2020 analyzed Malaysian engineering students' use of rhetorical strategies in persuasive emails. The findings showed that students primarily used pathos to appeal to their instructors' emotions, followed by ethos to demonstrate credibility. This suggests a preference for emotional appeals over logical arguments.

The 2024 journal article "Rhetorical Strategies and Speech Acts Analysis: A Linguistic Research on Indonesia's Minister Speech Advocating for Palestine" by Zainal Arifin Renaldo examines the rhetorical devices and speech acts in Indonesia's Foreign Minister Retno LP Marsudi's speech at the UN Security Council Open Debate. The research reveals that logos is the most prevalent rhetorical strategy, emphasizing logical appeals.

The 2020 journal article "A Rhetorical Analysis of Barack Obama's Political Speech, 'A More Perfect Union'" analyzes his use of rhetorical techniques to address racial tensions in America. It finds that Obama's speech predominantly uses Pathos, focusing on fear related to racial tension, alongside Logos and Ethos. Nurkhamidah N. et al.'s 2021 article examines Joe Biden's inaugural address using Aristotle's rhetorical theory, revealing that Biden utilized emotional appeals and historical references to establish credibility and establish credibility.

The journal article "Rhetorical Analysis of Joe Biden's Inauguration Address" by Nurkhamidah N. et al. in 2021. The article analyzes Joe Biden's inaugural address through the lens of Aristotle's rhetorical theory, focusing on the persuasive elements used in his speech. The researcher found Biden employed emotional appeals (anger, confidence, friendship) and established credibility through historical references and goodwill

### **3. METHODOLOGY**

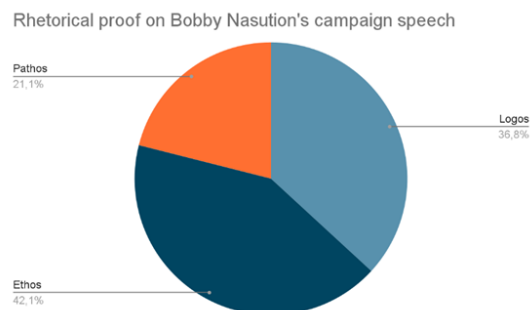
Research design is plans and procedures for linking conceptual research issues with precise and practical empirical investigation. (Asenahabi, 2019). A research design is a methodology for establishing which approaches can be used to obtain and assess data to answer the research objectives. This is a descriptive qualitative study. A descriptive study characterizes a phenomenon and its properties (Nassaji, 2015).

For this study, data will be taken from a video transcript from YouTube regarding the campaign speech of the mayor of Medan City, Bobby Nasution. The 08.54-minute video is entitled "Bobby Nasution Janji Prioritaskan Kesehatan dan Penanganan Hukum jika Menang Pilgub Sumut," which was uploaded on the YouTube channel belonging to a national news media called Official iNews.

The researcher used content analysis to examine the data. Content analysis analyzes spoken, visual, or textual material to identify and quantify certain occurrences (Bengtsson, 2016). The data was evaluated in several steps. The researcher identifies the data, codes it to differentiate it, analyses and draws conclusions. The researcher will analyze the data using textual analysis techniques, as stated by Smith (2017).

#### 4. FINDING & DISCUSSION

After categorizing rhetorical proofs, researchers identified many aspects of Bobby Nasution's political speech. The analysis of Bobby Nasution's 2024 campaign address revealed from 572 words being analyzed, that were identified and classified as 7 data (37%) Logos (logical proof), 8 data (42%) Ethos (ethical proof), and 4 data (21%) Pathos (emotional proof). As a result, the table was carefully examined.



**Figure 1**

**Table 1**

Rhetorical Analysis	Data	Meaning
1. Logos (Logical Proof)		
a. Enthymeme	1. 1st Premise: "Kami hadir di sini <u>memohon kiranya doa dan restu</u> agar dimudahkan langkah kami.". <i>"We are here to ask for prayers and blessings to facilitate our steps."</i>  2nd Premise: "Mudah-mudahan <u>bisa membawa kebaikan buat seluruh masyarakat Sumatera Utara</u> ".	This signifies that by praying for blessings and demonstrating a sincere desire to assist the community, Bobby's leadership will have a good impact on North Sumatra. This is connected with the audience's values and encourages faith in the speaker's intentions.



	<p><i>“Hopefully it can bring goodness to all the people of North Sumatra.”</i></p> <p>Conclusion: "Kami berharap kepemimpinan kami akan membawa kebaikan bagi seluruh masyarakat." <i>“We hope that our leadership will bring goodness to the entire community.”</i></p>	
	<p>2. 1st Premise: "Kami tahu kami pastikan, kami yakini seluruh ibu-ibu semua di sini... <u>ingin melihat peran dari seorang pemimpin</u>." <i>“We know we make sure, we believe all the ladies here... want to see the role of a leader.”</i></p> <p>2nd Premise: "Kalau adanya seorang Bupati adanya seorang Gubernur, ini pasti <u>yang ingin dirasakan oleh ibu-ibu semua</u>." <i>“If there is a Regent, there is a Governor, this must be what all mothers want to feel.”</i></p> <p>Conclusion: "Seorang pemimpin harus bisa dirasakan keberadaannya oleh masyarakat." <i>“A leader must be able to be felt by the community.”</i></p>	<p>The speaker implies that the presence of a good leader should make a palpable difference in the lives of the people, appealing to the expectation that leadership should give visible advantages.</p>
	<p>3. 1st Premise: "Biasanya kalau yang kita pikirkan <u>dalam kondisi yang kurang sehat... kita pikir Bagaimana peran sebuah pemerintah</u>." <i>“Usually when we think about unhealthy conditions... we think about how the government is doing.”</i></p> <p>2nd Premise: "Di Tapsel (Tapanuli Selatan) ini <u>sudah bisa semua mendapatkan akses kesehatan</u>." <i>“In Tapsel (South Tapanuli), everyone can get access to health.”</i></p> <p>Conclusion: "Peran pemerintah penting dalam menjaga kesehatan rakyat." <i>“The role of the government is important in maintaining the health of the people.”</i></p>	<p>By highlighting healthcare access, the speaker suggests that their leadership would promote accessible healthcare, indicating a compassionate attitude that prioritizes the health of others.</p>
	<p>4. 1st Premise: "Kami menginginkan di Sumatera Utara ini ke depannya... yang <u>untuk mencari nafkah sehari-</u></p>	<p>This indicates the speaker's leadership would take a sympathetic, community-</p>

	<p>hari... janganlah dibawa keranah hukum.". <i>"We want that in North Sumatra in the future... those who earn their daily living... should not be brought to the law."</i></p> <p>2nd Premise: "Biar persoalan ini diselesaikan dengan musyawarah.". <i>"Let this issue be resolved by deliberation."</i></p> <p>Conclusion: "Kepemimpinan kami akan mengutamakan penyelesaian masalah secara musyawarah daripada hukum.". <i>"Our leadership will prioritize deliberative problem solving over the law."</i></p>	<p>based approach to addressing small survival violations, which aligns with a common value of empathy.</p>
	<p>5. 1st Premise: "Ini yang perlu... untuk bisa <u>membawa kembali dari Sumatera Utara semakin lebih baik lagi ke depannya</u>". <i>"This is what is necessary... to be able to bring back from North Sumatra even better in the future."</i></p> <p>2nd Premise: "Selain persoalan infrastruktur, <u>persoalan hal yang lainnya tentunya sudah kita inginkan</u>". <i>"Apart from infrastructure issues, we certainly want other things..."</i></p> <p>Conclusion: "Kami akan memimpin Sumatera Utara ke arah yang lebih baik.". <i>"We will lead North Sumatra in a better direction."</i></p>	<p>By emphasizing the modifications that are required, the speaker implies that they will result in good changes, appealing to the community's desire for growth and improvement</p>
<p>b. Example</p>	<p>1. Data: "di Tapsel (Tapanuli Selatan) ini sudah bisa semua mendapatkan akses kesehatan". <i>'in Tapsel (Tapanuli Selatan) this already can get access to health'</i>.</p>	<p>The speaker also stated in the statement the necessity of enhancing medical facilities including hospitals and health clinics. This example highlights the audience's reasonable desire for improved health care and demonstrates how strong leadership can enhance public health services.</p>
	<p>2. Data: "<u>perkara ngambil sedikit berondolan dari hasil panen hasil bumi sering sekali ini dijadikan kasus pidana</u>".</p>	<p>The speaker gave the example of an old person who was prosecuted for a minor offense, like "taking a little leftover</p>

	<p><i><u>'The case of taking a small amount from the harvest of crops is often used as a criminal case'.</u></i></p>	<p>from the harvest." Because it presents a situation in which people are unjustly punished, this example serves to emphasize the necessity of compassionate governance. The speaker used this example to appeal to the audience's feeling of justice and rationality about appropriate legal responses</p>
<p>2. Ethos (Ethical Proof)</p>		
<p>a. Phronesis</p>	<p>1. Data: <u>"tentunya yang ke depan yang Perlu diperbaiki adalah sarana kesehatannya biasanya puskesmas-puskesmasnya, rumah sakit- rumah sakitnya, layanan-layanan puskesmasnya ya."</u> <i><u>'Of course, in the future, what needs to be improved is the health facilities, usually the health centres, the hospitals, the services of the health centres.'</u></i></p>	<p>The speaker admits weaknesses in healthcare services, such as staff attitudes, and emphasizes the need for change. This demonstrates practical wisdom by addressing real-world concerns and giving meaningful decision or responses that resonate with the community.</p>
	<p>2. Data: <u>"kita inginkan nanti ini bisa diselesaikan dengan musyawarah tanpa harus ada yang ditahan di Polsek ada yang dibawa ke pengadilan sampai dengan ini kasusnya berlaralutlarut".</u> <i><u>'We want this to be resolved through deliberation without having to detain anyone at the police station or take them to court until the case drags on.'</u></i></p>	<p>The speaker demonstrates practical wisdom by advocating for community deliberation to address minor issues rather than involving the police or courts. This strategy demonstrates a pragmatic awareness of the local situation, avoiding lengthy legal processes while creating unity. The speaker's approach is sound and consistent with the community's beliefs, making the plan both attainable and accessible</p>
	<p>3. Data: <u>"Oleh karena itu ini yang perlu dua poin ini saja saya rasa yang perlu kami sampaikan untuk bisa membawa kembali dari Sumatera Utara semakin lebih baik lagi ke depannya selain persoalan infrastruktur, persoalan hal yang lainnya yang tentunya sudah kita inginkan yang berada di Sumatera Utara ini bisa kita perbaiki".</u> <i><u>'Therefore, these are the only two points I think we need to convey to be able to bring back from North Sumatra even better in the future in addition to</u></i></p>	<p>With two main priorities under consideration, the speaker shows sound judgment and practicality. Using this strategy indicates their awareness of realistic goal-setting, which avoids overpromising while focusing on actual results.</p>

	<i>infrastructure issues, other issues that we certainly want to improve in North Sumatra.'</i>	
b. Arete	1. Data: “Jadi kami disini datang tentunya <u>meminta doa dan restu kepada bapak ibu semua</u> ”. <i>'So we are here, of course, asking for prayers and blessings from all of you'.</i>	As a sign of humility and respect for the community's ideals, the speaker begins by asking the audience's prayers and blessings. Since they aim for community support rather than individual benefit, this creates a trustworthy image.
	2. Data: “mudah-mudahan memimpin Sumatera Utara ini <u>bukan untuk niat pribadi sendiri bukan hanya untuk kepentingan pribadi</u> .” <i>'Hopefully, leading North Sumatra is not for our own personal intentions, not only for personal interests'.</i>	The speaker makes it clear that their goal as leaders is to benefit the people of Sumatera Utara, not themselves. This exhibits a moral nature that prioritizes the well-being of others over one's own interests.
c. Enuioa	1. Data: “kami yakini seluruh ibu-ibu semua di sini tadi seperti disampaikan Bang Doli <u>ingin melihat peran dari seorang pemimpin ingin melihat bagaimana seorang Bupati, seorang Gubernur, walaupun enggak tiap hari bisa dilihat, tapi bisa dirasakan kalau adanya seorang Bupati adanya seorang Gubernur, ini pasti yang ingin dirasakan oleh ibu-ibu semua</u> ”. <i>“We believe that all the mothers here, as Bang Doli said earlier, want to see the role of a leader, want to see how a Regent, a Governor, although not every day can be seen, but can be felt if there is a Regent, there is a Governor, this is definitely what all mothers want to feel”.</i>	The speaker conveys goodwill by acknowledging and affirming the audience's need for leadership with a real impact. By reinforcing their expectations and addressing their goals, the speaker generates trust and connects with the audience, demonstrating an awareness of their needs and a commitment to meeting them
	2. Data: “di Medan juga banyak juga kadang-kadang <u>pegawai puskesmasnya suka galak-galak, di sini sama juga Bu ya? Enggak kan di sini baik-baik semua</u> ”. <i>“in Medan there are also many sometimes fierce puskesmas employees, is it the same here Ma'am? No, we are all good here”</i>	The speaker indicates kindness by mentioning a potential problem with healthcare services in Medan and humorously contrasting it with the existing situation, implying that the local staff is friendly. This lighthearted and approachable phrase establishes rapport with the audience by demonstrating that the speaker understands their experiences and values their positive characteristics.

	<p>3. Data: <u>“Tentunya yang membuat kita kesehatan itu bukan hanya perlu obat tapi perlu pelayanan yang baik kalau kita dilayani dengan baik tentunya obatnya belum masuk tapi hati kita sudah tenang nah, biasanya lebih cepat sembuh”</u>. <i>“Of course, what makes us healthy is not only the need for medicine but the need for good service if we are served well, of course, the medicine has not entered but our hearts are calm, well, usually it is faster to recover.”</i></p>	<p>The speaker demonstrates goodwill by emphasizing the necessity of compassionate care alongside medical treatment. By stressing the emotional comfort that comes from being treated properly, the speaker connects with the audience's experiences and worries, emphasizing their dedication to enhancing both healthcare quality and patient emotional well-being. This builds trust and shows an awareness of the community's requirements.</p>
<p>3. Pathos (Emotional Proof)</p>		
<p>a. Anger versus Calmness</p>	<p>1. Data: <u>“Nah ini perkara ngambil sedikit padahal hanya untuk kehidupan sehari-hari, nah ini kena kasus hukum, ini banyak yang sampai ditahan”</u>. <i>“Now this is a case of taking a little even though it is only for daily life, now this is subject to legal cases, many of which have been detained”</i></p>	<p>Anger: The speaker triggers anger by emphasizing the perceived injustice of people having legal consequences for minor crimes. This phrase stimulates frustration with the system, encouraging the listener to empathize and support more equitable alternatives.</p>
	<p>Data: <u>“Kami menginginkan di Sumatera Utara ini ke depannya... yang untuk mencari nafkah sehari-hari... janganlah dibawa keranah hukum... bisa diselesaikan dengan musyawarah”</u>. <i>“We want in North Sumatra in the future ... which is to make a living everyday ... not to be taken to the law ... can be resolved by deliberation”</i></p>	<p>Calmness: In contrast, this statement shows peacefulness by advocating a peaceful, thoughtful resolution to conflicts of law. It reassures the audience that problems may be settled properly and without excessive punishment, promoting harmony and understanding.</p>
<p>b. Friendship versus Enmitty</p>	<p>1. Data: <u>“mudah-mudahan bisa membawa kebaikan buat seluruh masyarakat Sumatera Utara”</u>. <i>‘Hopefully it can bring goodness to all the people of North Sumatra’</i></p> <p>Data: <u>“biar persoalan ini diselesaikan, kita ada tokoh masyarakat, ada pegawai pemerintah, sampai tingkat yang paling kecil, kita inginkan nanti ini bisa diselesaikan dengan musyawarah”</u>.</p>	<p>The speakers urged the audience to share a common goal and goodwill. For example, they stated that they desired North Sumatra to make progress as a whole, not only for their own, but for the benefit of the whole community. The speaker also discussed resolving disputes through dialogue and understanding, such as dealing with minor legal issues without</p>

		<p>resorting to punitive measures. Hatred is indirectly referred to when speakers contrast their vision with the negatives of an unjust system, such as legal cases that disproportionately impact the poor and create resentment (“<i>don’t take it to court</i>”)</p>
<p>c. Fear versus Confidence</p>	<p>1. Data: <u>“Masalah Kesehatan, persoalan kesehatan ini biasanya menjadi salah satu soalan yang krusial bagi kita di mana pada saat kesehatan kita menurun tentunya, Biasanya kalau yang kita pikirkan dalam kondisi yang kurang sehat kalau kita kurang mampu Biasanya kita pikir Bagaimana peran sebuah pemerintah”. “Health issues, this health issue is usually one of the crucial questions for us where when our health decreases of course, usually if we think in an unhealthy condition if we are less able we usually think How is the role of a government.”</u></p>	<p>Fear: The speaker encourages fear by emphasizing the crucial importance of healthcare and the worry that people experience when facing health difficulties without proper help. This phrase stresses the audience's vulnerability and encourages them to examine the need for better governance.</p>
	<p>Data: <u>“Tadi disampaikan Bang Doli kalau di Tapsel (Tapanuli Selatan) ini sudah bisa semua mendapatkan akses kesehatan dan tentunya yang ke depan yang perlu diperbaiki adalah sarana kesehatannya”. “Bang Doli said that in Tapsel (South Tapanuli), everyone can get access to health and of course what needs to be improved in the future is the health facilities”.</u></p>	<p>Confidence: The speaker encourages confidence by recognizing advances in healthcare access and emphasizing future facility upgrades. This reassures the audience that positive change is possible with consistent effort.</p>
<p>d. Admiration versus Envy</p>	<p>Data: <u>“kadang-kadang pegawai puskesmasnya suka galak-galak, di sini sama juga Bu ya? Enggak kan di sini baik-baik semua”. ‘Sometimes the health center staff are often fierce, is it the same here too, Ma’am? No, everyone is nice here’.</u></p>	<p>The speakers highlighted their efforts to address healthcare issues, such as guaranteeing respectful treatment at healthcare facilities, and discussed their current positions as Medan's mayors. They aimed to win the audience's respect and confidence for their candidacy as North Sumatra's governor by showcasing their leadership and deeds as models of serving the people. Admiration is sparked by their understanding</p>

		<p>of systemic problems and solutions, which also established them as capable and diligent leaders. This supports Griffin's theory that respect arises from acknowledging diligence and moral qualities, which the speaker highlights in order to engage their audience.</p>
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Bobby Nasution's campaign speech effectively employs rhetorical strategies such as ethos, pathos, and logos to structure a persuasive message and interact with his audience. Through logos, Bobby uses enthymemes and examples to build logical arguments that align with the audience's values and expectations. His promise to improve healthcare facilities and prioritize deliberation over legal punishment demonstrates his commitment to addressing people's problems rationally. Concrete examples, such as minor offences being disproportionately treated as legal cases, reinforce his points and strengthen the audience's belief in his ability to bring about meaningful change.

Ethos plays a crucial role in Bobby's rhetoric, as he establishes himself as a leader with practical wisdom, virtuous character, and goodwill. He recognizes systemic problems like healthcare inefficiency and legal injustice and proposes solutions that reflect a deep understanding of the people's struggles. His statements emphasizing the need for better healthcare services and his humility in seeking blessings and support from the audience demonstrate sincerity and foster trust. Pathos is used to evoke emotions relevant to Bobby's message, creating a strong emotional connection with his audience. He skillfully contrasts negative emotions with positive emotions, such as hope and belief in his vision for the future. This holistic approach to rhetorical communication enhances his persuasive appeal and positions him as a leader capable of meeting the diverse needs and aspirations of his people.

## 5. CONCLUSION

This study examines Bobby Nasution's 2024 campaign speech using Aristotle's rhetorical proofs - logos, ethos, and pathos - to understand how he effectively communicated his administrative goals. Nasution uses logos to make concrete statements, such as promises of improved healthcare and fair governance, which are believable to the people. Ethos is crucial, as it demonstrates wisdom, morals, and goodwill. Nasution acknowledges societal issues like healthcare inefficiency and legal injustice, proposing pragmatic solutions. He uses grief to

balance emotional appeals, addressing frustrations over injustice and health challenges while fostering hope through actionable solutions. Nasution's strategic use of rhetoric, combining logical reasoning, ethical credibility, and emotional connection, positions him as a compassionate and capable leader. This analysis highlights the importance of rhetoric in shaping political narratives and fostering public trust, providing valuable insights for future political communication studies.

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