

CHAPTER III

RESEARCH METHODS

A. Research Design

This study employs a qualitative descriptive research design to investigate the linguistic features used in President Prabowo Subianto's inaugural speech. The qualitative descriptive design is chosen because this research aims to describe and interpret the use of language in a specific social and political context. Rather than focusing on numerical data, statistical calculations, or experimental procedures, this research focuses on analyzing textual data to understand how meaning is constructed through linguistic choices. Therefore, the qualitative approach enables the researcher to examine the relationship between language, meaning, and context in political discourse. Qualitative research is an approach that emphasizes the exploration and understanding of a phenomenon through detailed interpretation of data. According to Creswell (2014), qualitative research focuses on understanding the meaning that individuals or groups assign to social or human problems. This approach allows researchers to analyze phenomena in their natural context and explain them based on the characteristics of the data. In relation to this study, the phenomenon being investigated is the use of linguistic resources in a presidential inaugural speech. The speech is viewed as a meaningful text that reflects political ideas, leadership values, commitments, and social messages.

A descriptive research design is applied because the objective of this study is to describe the occurrence and function of particular linguistic features without manipulating the data. The researcher collects the speech transcript, identifies relevant linguistic elements, classifies

them, and provides an interpretation based on the selected theoretical framework. This design is suitable because the research attempts to explain how specific grammatical structures appear in the speech and how those structures contribute to the creation of meaning.

The object of this research is President Prabowo Subianto's inaugural speech delivered on October 20, 2024. As a presidential inaugural speech, this text represents an important form of political communication because it marks the beginning of a new administration. Such speeches usually contain important messages related to leadership, national development, government programs, social unity, and future expectations. Therefore, the speech provides rich linguistic data for analyzing how political messages are constructed through language.

This research applies the framework of **Systemic Functional Linguistics (SFL)** developed by Halliday and Matthiessen (2014). SFL is used because it views language as a social meaning-making system. According to this theory, language is not only a grammatical structure but also a resource used by speakers to represent experiences, communicate attitudes, and organize messages. Through SFL, linguistic forms can be analyzed by considering their relationship with social functions and communicative purposes.

Within the framework of Systemic Functional Linguistics, this study focuses on three linguistic features: **nominalization, passivization, and modality**. These features are selected because they represent important grammatical choices that can reveal how a speaker constructs meaning in discourse. Political leaders often use particular grammatical structures to present information, emphasize certain issues, express commitments, and influence public interpretation.

Nominalization is analyzed because it allows processes, actions, or qualities to be transformed into nouns. Through nominalization, political speakers can present actions as abstract concepts and create a more formal style of communication. This linguistic feature is important in political speeches because it enables speakers to discuss complex ideas, policies, and social issues in a concise manner. The use of nominalization may also influence how audiences understand events by emphasizing concepts rather than specific actions or actors.

Passivization is also examined because passive structures influence how participants and actions are represented. In passive constructions, the focus of a sentence may shift from the actor to the action or the result. This feature can affect the way responsibility and agency are presented in discourse. In political communication, passivization may be used strategically to highlight achievements, describe situations, or reduce emphasis on particular actors.

Furthermore, modality is analyzed as a linguistic feature related to the interpersonal metafunction. Modality expresses the speaker's attitudes, judgments, certainty, obligation, and commitment toward a statement. In political speeches, modality is commonly used to communicate promises, responsibilities, expectations, and future actions. Through modal expressions, political leaders can establish authority, demonstrate confidence, and build relationships with audiences.

The use of these three linguistic features in this study is analyzed through a textual approach. The researcher identifies clauses containing nominalization, passivization, and modality from the speech transcript. After identification, the data are classified according to their linguistic forms and interpreted based on their functions in the discourse. The

interpretation process aims to explain not only what linguistic features appear in the speech but also why these features are used and what meanings they create.

This research design also considers that political discourse is closely related to social context. A presidential speech is not produced randomly; it is influenced by political situations, social expectations, and the relationship between the speaker and the audience. Therefore, analyzing linguistic features through SFL provides a deeper understanding of how language choices contribute to the construction of political messages.

In conclusion, the qualitative descriptive research design is appropriate for this study because it provides a systematic way to analyze and interpret linguistic phenomena in President Prabowo Subianto's inaugural speech. By applying Halliday's Systemic Functional Linguistics framework, this research seeks to reveal how nominalization, passivization, and modality function as linguistic resources in constructing meanings and achieving communicative purposes in political discourse.

B. Sources of Data

The source of data in this study is the transcript of President Prabowo Subianto's inaugural speech delivered on October 20, 2024, at the beginning of his term as the President of the Republic of Indonesia. This speech is selected as the primary source of data because it represents a significant moment in Indonesian political discourse. An inaugural speech is not merely a ceremonial speech delivered during a presidential inauguration, but also functions as an important medium through which a political leader communicates his vision, ideology, commitments, and expectations to the citizens.

The inaugural speech becomes an interesting object of study because it contains various linguistic choices that reflect the speaker's intention and political position. As a newly elected president, Prabowo Subianto uses language to introduce his leadership direction, present national priorities, and establish communication with the Indonesian people. Therefore, the speech provides a valuable source for examining how language is strategically used to construct meanings and deliver political messages.

This study uses the official transcript of President Prabowo Subianto's inaugural speech as the main data source. The transcript is chosen because written texts provide a stable and accessible form of data that enables the researcher to conduct detailed linguistic analysis. In qualitative research, written documents are considered valuable sources of information because they allow researchers to examine language patterns, structures, and meanings systematically. By using the transcript, the researcher can repeatedly read the text, identify relevant linguistic features, and analyze them based on the selected theoretical framework.

The speech transcript is analyzed from the perspective of **Systemic Functional Linguistics (SFL)** proposed by Halliday and Matthiessen (2014). In SFL, language is viewed as a social semiotic system that functions to create meaning within a particular social context. Therefore, the speech is not analyzed only based on grammatical forms but also based on how those forms function in communication. The linguistic choices made by the speaker are considered meaningful because they reflect particular ways of representing experiences, expressing attitudes, and interacting with the audience.

The primary data in this study consist of linguistic units found in the speech transcript, including words, phrases, clauses, and sentences that contain the features of **nominalization, passivization, and modality**. These linguistic features are selected because they represent important grammatical resources in constructing political discourse. Through these features, the speaker can organize information, emphasize certain meanings, express positions, and influence how audiences interpret the message.

Nominalization is selected as one of the focuses because it shows how processes, actions, or qualities are transformed into nouns. This grammatical transformation allows speakers to represent dynamic events as fixed concepts or abstract ideas. In political discourse, nominalization is frequently used to discuss issues such as development, improvement, transformation, responsibility, and national progress. The use of nominalization may make political statements appear more objective and formal because actions are presented as concepts rather than direct activities performed by certain actors.

For example, a political leader may use a noun form such as *development* instead of directly stating who develops or who is responsible for development. This linguistic choice can influence how audiences understand political issues. Therefore, analyzing nominalization in President Prabowo Subianto's speech can reveal how certain ideas and political realities are constructed through language.

Passivization is another linguistic feature examined in this research. Passivization refers to the use of passive constructions that shift attention from the actor toward the action, process, or result. In political discourse, passive structures may be used to highlight achievements, describe situations, or reduce the visibility of certain actors. Through

passive constructions, speakers can organize information according to their communicative purposes and influence the audience's interpretation of events.

The analysis of passivization is important because political speeches often involve discussions about actions, responsibilities, and national issues. The choice between active and passive structures can affect how responsibility is represented. Therefore, examining passive constructions in the speech helps explain how President Prabowo presents actions, events, and responsibilities to the public.

In addition, this research focuses on modality as a linguistic feature related to the interpersonal metafunction. Modality refers to linguistic expressions that show the speaker's degree of certainty, obligation, possibility, willingness, or commitment toward a statement. In political speeches, modality plays an important role because leaders often use modal expressions to express promises, expectations, responsibilities, and future plans.

The use of modality in President Prabowo Subianto's inaugural speech provides information about how the speaker positions himself toward the audience. Expressions of certainty can show confidence, while expressions of obligation can emphasize responsibility and commitment. Therefore, analyzing modality helps reveal how political leaders establish authority and build relationships with the public through language.

Besides the primary source, this study also uses secondary sources to support the interpretation and discussion of the findings. Secondary data include books, journal articles, and previous studies related to Systemic Functional Linguistics, political discourse, nominalization, passivization, and modality. These sources are used to provide

theoretical explanations, strengthen the analysis, and compare the findings with previous research.

The selection of the speech transcript as the main data source is also related to the purpose of this study, which is to investigate how meanings are realized through grammatical choices. Since political speeches contain carefully constructed language, they provide rich data for examining the relationship between linguistic forms and communicative functions. The analysis of nominalization, passivization, and modality allows the researcher to identify how language contributes to the construction of political meanings.

Therefore, the source of data in this study is considered appropriate because President Prabowo Subianto's inaugural speech represents a meaningful example of political discourse. Through the application of Halliday's Systemic Functional Linguistics framework, this research aims to reveal how linguistic features are used to represent experiences, express attitudes, and achieve specific communicative purposes in the context of presidential political discourse.

C. Techniques of Data Collection

The data collection technique applied in this research is document analysis technique. This technique is selected because the data used in this study are obtained from a written document, namely the transcript of President Prabowo Subianto's inaugural speech delivered on October 20, 2024. Document analysis is considered appropriate for this research because the objective of the study is to examine linguistic phenomena that appear in a political speech text. Through this technique, the researcher can collect, identify, classify, and interpret language features systematically based on the framework of Systemic Functional Linguistics (SFL).

In qualitative research, documents are important sources of information because they contain meaningful data that can be analyzed to understand a particular phenomenon. A speech transcript is not only a collection of words and sentences but also a representation of the speaker's ideas, intentions, and communicative strategies. Therefore, the use of document analysis enables the researcher to explore how grammatical choices are used to construct meaning in political discourse.

The process of data collection in this research was carried out through several procedures. Each procedure was conducted systematically to ensure that the data obtained were accurate, relevant, and suitable for answering the research questions. The following are the steps of data collection used in this study:

1. Document Retrieval

The first step of data collection was retrieving the primary research data. The main data source of this study is the transcript of President Prabowo Subianto's inaugural speech, which was obtained from the official website of the State Secretariat of the Republic of Indonesia (Sekretariat Negara). The speech text was accessed and collected from the official publication provided by the government institution to ensure the authenticity and accuracy of the data.

The official speech transcript was selected as the primary source because it represents the original version of the speech delivered during the presidential inauguration ceremony. Using an official document helps maintain the reliability of the research data because the text has been published by an authorized institution. The collected speech text becomes the main qualitative data that will be analyzed to examine the realization of linguistic features, particularly nominalization, passivization, and modality.

The document retrieval process was conducted carefully to ensure that the collected data were complete and relevant to the objectives of this research. The researcher downloaded and saved the speech transcript in a document format that allowed further organization and analysis. The retrieved document includes the complete speech delivered by President Prabowo Subianto during the inauguration event.

2. Transcription and Formatting

After obtaining the speech transcript, the next step was selecting and identifying the relevant text for analysis. The researcher examined the entire speech document to ensure that all parts of the text were complete and suitable for the research focus. This process involved reading the speech carefully to understand the general content, context, and communicative purposes of the speaker.

During this stage, the researcher identified clauses and sentences that contained linguistic features related to the study. The identification process focused on finding the use of nominalization, passivization, and modality within the speech. Each identified linguistic feature was marked and recorded as research data for further analysis.

The selection process was conducted to ensure that the collected data were directly related to the research questions. Since this study focuses on how meanings are constructed through grammatical choices, only linguistic expressions that represent nominalization, passivization, and modality were selected for analysis.

3. Content Organization

The third stage involved preparing and organizing the speech transcript before conducting the analysis. Since the speech data were

obtained in digital text format from the official government website, the researcher did not need to conduct manual transcription from audio or video recordings. However, the collected text was reorganized into a structured document to make the analysis process easier.

The researcher arranged the speech text into clear paragraphs, sentences, and clauses. This formatting process was important because the analysis of Systemic Functional Linguistics requires attention to grammatical structures at the clause level. By dividing the text into smaller linguistic units, the researcher was able to identify and analyze specific language features more accurately.

The formatted document also helped the researcher compare different linguistic forms and classify them based on their functions. Through this process, the researcher could examine how nominalization, passivization, and modality appeared throughout the speech.

4. Verification of Data Authenticity

After the text was formatted, the researcher organized the speech into units of analysis. The speech was divided into linguistic units such as clauses, sentences, and specific expressions that contained relevant grammatical features. This segmentation was necessary to conduct a systematic analysis based on Halliday's Systemic Functional Linguistics theory.

The researcher then classified the identified data into three main categories: nominalization, passivization, and modality. Nominalization data included words or expressions that changed processes or actions into nouns. Passivization data included clauses using passive structures that shifted the focus from the actor to the

action or result. Meanwhile, modality data included expressions that showed certainty, obligation, possibility, willingness, or commitment.

The organization and classification of data allowed the researcher to analyze each linguistic feature more effectively. Each data item was recorded together with its context, linguistic form, and interpretation to support the discussion of research findings.

D. Techniques of Data Analysis

This study employs a qualitative descriptive approach using discourse analysis. The data, in the form of President Prabowo Subianto's inauguration speech text, are analyzed through the frameworks of Systemic Functional Linguistics (SFL) and rhetorical strategies in order to reveal the meanings, ideological messages, and communicative purposes embedded in the speech. The analysis begins with data familiarization, in which the researcher reads the entire speech text repeatedly to gain a comprehensive understanding of its context, content, and overall structure, as well as to identify recurring linguistic patterns and dominant themes.

After gaining sufficient familiarity with the data, the speech text is segmented into analytical units such as clauses, sentences, and paragraphs to facilitate a systematic and detailed analysis. The segmented data are then examined using the principles of Systemic Functional Linguistics, focusing on the three metafunctions of language. The ideational metafunction is analyzed to explore how experiences, actions, and social realities are represented through grammatical processes, including nominalization, passivization, and different process types. The interpersonal metafunction is analyzed to examine how relationships between the President as the speaker and the public as the audience are constructed through modality, evaluative language, and

sentence forms. The textual metafunction is analyzed to understand how the speech is organized coherently and cohesively through theme–rheme structures, discourse markers, and information flow.

In addition to the linguistic analysis, rhetorical strategies employed in the inauguration speech are identified and analyzed to explain how persuasive devices such as repetition, appeals to unity and nationalism, leadership legitimacy, and collective calls to action are used to influence and persuade the audience. Finally, the findings from the Systemic Functional Linguistics analysis and the rhetorical strategy analysis are interpreted by relating them to the social, political, and situational context of the inauguration speech. This interpretative process enables the researcher to draw conclusions of :

1. The meaning of President Prabowo Subianto's inaugural speech are realized through the use of nominalization, passivization, modality, and rhetorical strategies.
2. The objectives intended to be achieved through the use of nominalization, passivization, modality, and rhetorical strategies in the inaugural speech.

E. Trustworthiness of Data

Validity and reliability should be considered in qualitative term for establishing the authenticity and trustworthiness of a research. In this case, Lincoln and Guba in Merriam, S. B, (2009: 213), use different terms for generalizability, internal validity, and objectivity in the trustworthiness of data. Having similar meaning, they name those concepts as transferability, credibility, dependability, and conformability for the trustworthiness of qualitative research.

Trustworthiness of data can be gained by conducting triangulation. In social research, triangulation is referring to the observation of the research issue from at least two different points. Historically, in doing triangulation, it is required to collect data in multiple ways and the data should corroborate each other. However, this idea was opposed Rossman and Wilson in Juanita Heigham, and Robert A. Croker (2009: 266), they state that data gathered from one source through one method is enough to elaborate on data gathered from other sources.

1. Investigator Triangulation

Investigator triangulation is characterized by the use of different observers or interviewers, to balance out the subjective influences of individuals. In doing this research, the researcher involved three lecturers to examine the data and the finding of the research found by the researcher. That lecturer is Risnawati, M.Pd as the supervisor as a master graduate of Linguistics and lecturer in UINFAS Bengkulu.

