



Rhetorical Diplomacy in International Forums: A Critical Discourse Analysis of the Indonesian Foreign Minister's Speech

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Abstract:

This research employs Critical Discourse Analysis to examine the rhetorical strategies utilized by a prominent political figure as a representative of a nation in an international setting. This research aims to investigate how Mrs. Retno Marsudi, as Indonesia's Minister of Foreign Affairs, subtly influences and builds a strong narrative with the intention of achieving diplomatic goals during her speech on global peace, multiculturalism, and human rights at the international forum, the United Nations. This research employs a qualitative approach to data analysis. This research applies Teun van Dijk's theoretical framework, which is divided into three parts: macrostructure, superstructure, and microstructure. The primary finding is that Mrs. Retno Marsudi uses rhetorical diplomacy to influence public opinion and shape global perceptions of global peace, multiculturalism, and human rights. This research provides insights for political actors and users, particularly in international forums.

Keywords: critical discourse analysis; persuasive; internasional diplomacy; Retno Marsudi

Abstrak:

Melalui perspektif Critical Discourse Analysis, penelitian ini mengeksplorasi teknik-teknik tindak tutur diplomasi yang digunakan oleh seorang tokoh politik penting sebagai perwakilan suatu negara di forum Internasional. Penelitian ini bertujuan menyelidiki bagaimana Bu Retno Marsudi selaku Menteri Luar Negeri Indonesia mempengaruhi secara halus dan membangun narasi yang kuat dengan maksud mencapai tujuan diplomatik selama pidatonya tentang perdamaian global, multikulturalisme dan hak asasi manusia di forum internasional, PBB. Dalam Penelitian ini menggunakan pendekatan kualitatif dalam mengolah data. Penelitian ini menggunakan teori Teun Van Dijk yang terbagi menjadi tiga bagian; macrostructure, superstructure, and microstructure. Temuan penting dalam penelitian ini Bu Retno Marsudi menggunakan retorikal diplomasi yang kuat dengan mengaplikasikan ekspresi tertentu untuk meyakinkan publik. Hal tersebut diharapkan dapat mempengaruhi kebijakan dan membentuk persepsi global mengenai perdamaian global, multikulturalisme dan hak asasi manusia. Penelitian ini membarikan wawasan bagi pelaku dan pengguna politik terutama di forum internasional.

Kata Kunci: critical discourse analysis; persuasif; diplomasi internasional; Retno Marsudi



INTRODUCTION

Critical Discourse Analysis (CDA) has emerged as a significant analytical instrument for examining political discourse, media representation, and legal documents. This is because CDA is concerned with the ways in which language shapes public perception and directs opinion in favor of a particular ideology (Ar, 2015). As an approach that examines the relationship between language and power, CDA allows researchers to understand the mechanisms behind language use designed to influence and frame certain issues in society (Khosravinik, 2016). In the context of diplomacy, CDA is particularly relevant, especially in the analysis of speeches and political communications that feature diplomatic rhetoric. The rhetoric of diplomacy is a strategy that is widely used by politicians to build relationships, negotiate positions, and defend national interests at the international level (Sharp, 1999).

The Indonesian Ministry of Foreign Affairs, as the main entity representing Indonesia in international forums, uses diplomatic rhetoric to convey Indonesia's position and perspective on various global issues. In this case, Indonesian Foreign Minister Retno Marsudi's speech at the United Nations (UN) reflects Indonesia's approach to global issues and reflects Indonesia's position in the international forum.

This research aims to examine the language utilized by Retno Marsudi in her speeches at international forums. It seeks to elucidate not only how this language reflects Indonesia's diplomatic position, but also how it illustrates the strategic use of power, persuasion, and communication to advance the cause of world peace and human rights. Adopting a critical discourse analysis (CDA) approach, this research will analyze the rhetorical strategies employed in diplomacy. It will thereby gain insight into the extent to which these language strategies influence Indonesia's acceptance in the international community and the role of language in advocating Indonesia's values.

By identifying the strategies used in diplomatic rhetoric, this study contributes to a broader discourse on the role of language as a powerful tool for states to construct narratives, build alliances, and promote national values in international forums (Boje et al., 2004). Furthermore, analyzing Indonesian discourse in global contexts such as the UN can provide insights into how middle power countries navigate and assert their influence in a multipolar world, thereby expanding the scope of diplomatic discourse analysis beyond dominant states.



Nevertheless, despite the abundance of literature on critical discourse analysis (CDA) in political speech and diplomacy, there has been a paucity of studies examining how Indonesia employs the language of diplomacy in international forums. The dearth of research focusing on Indonesia's rhetorical strategies, particularly through CDA, presented an opportunity for this study.

LITERATURE REVIEW

The Study by Nursanti & Triyono (2022)

This study focused on the political and persuasive speeches of the Indonesian Minister of Social Affairs in the context of domestic policy. Through the CDA approach, this study shows how language is used to build persuasive arguments, convey human values, and garner public support for the social policies presented. Nursanti and Triyono (2022) revealed that the minister actively constructed a positive image of the government and underlined the government's efforts to help vulnerable people. This study shows the application of macrostructure (the main theme to be conveyed), superstructure (the structure of the speech), microstructure (the choice of specific words and phrases), and strategies that make up an effective political speech. This article enriches the understanding of how Indonesian political figures use rhetoric to frame national policies positively before the public.

The Study by Anastasya & Effendi (2022)

Another study on the news coverage of President Jokowi's "snub" to ministers related to rising oil prices in Beritasatu.com. This article also uses CDA to describe the discourse structure in media coverage. Using Teun A. van Dijk's approach, this article highlights how the media utilizes language to shape public opinion towards government policies. Anastasya and Effendi (2022) analysis shows that through word choice, narrative structure, and emphasis on certain themes, it can frame Jokowi's criticism as an effort to improve government policies and strengthen Jokowi's position as a leader who cares about the welfare of the people. These results provide insight into the role of the media in delivering government criticism. It also shows how language is used to frame public perceptions of leaders and their policies.

Both studies highlight the effectiveness of Teun A. van Dijk's Three Dimensions model in analyzing political discourse in Indonesia, both in direct political speeches and



in media coverage. The results show that CDA not only helps us understand how meaning is constructed through discourse structures, but also allows us to see how political power and influence are built through language. This literature is important as a foundation for critical analysis of Indonesian Foreign Minister Retno Marsudi's speeches in international forums, particularly in understanding how language reflects power, persuasion strategies, and Indonesia's diplomatic position at the UN.

RESEARCH METHODS

This Critical Discourse Analysis (CDA) research uses a qualitative approach in the form of a case study of the speech of the Indonesian Minister of Foreign Affairs, Mrs. Retno Marsudi, at the United Nations General Assembly. As a research instrument, this study applies Teun Van Dijk's three-dimensional model, namely microstructure, superstructure, and macrostructure, to deeply observe the structure and discursive elements in the speech (Crul et al., 2011).

The research procedure began with data collection from the video of the speech accessed through the official UN channel on YouTube (https://youtu.be/h8sT_un2EQ4?si=pbQHbopm0h1zU9Yb), which was conducted on September 26, 2022. Next, the video was transcribed using the Desgabador web transcribing platform to produce an accurate script of the speech. This transcript data was then analyzed by applying Van Dijk's theory into three main analysis sections, namely microstructure, superstructure, and macrostructure. Each part of the analysis is further divided into more specific sub-chapters to provide an in-depth and structured analysis of the discursive strategies used in the speech.

FINDINGS AND DISCUSSION

Explanation of Critical Discourse analysis by applying 3M theory of Teun. A Van Dijk on Mrs. Retno Marsudi's speech published on Youtube United States on September 26, 2022 can be seen as follows.

Macrostructure Analysis

Macrostructure includes the main theme and the core message to be conveyed (Abdel-Raheem, 2023).

Data 1: "Mr. President, the new paradigm of collaboration must be the spirit of the UN inclusive. Meaningful engagement must run above the take it or



leave it approach whereas the voices of all countries big and small develop and developing equally matter. This is the very foundation of multilateralism which is why we need a strong and reformed U.N”

Mrs. Retno Marsudi's statement in her speech reflects her stance on multilateralism and underscores the theme of global equality. This theme is rooted in the idea that the international system should not be dominated by a select few but should provide equitable representation to all member states. In addition, the theme of the quote also contains a message that through this diplomatic speech, Indonesia is not only showing its position, but also trying to build a global alliance to achieve common goals. Strengthening this theme is a strategy to project Indonesia as a country that not only participates, but also leads in these global efforts.

Superstructure Analysis

Superstructure refers to the overall structure of the speech (Sarah, 2019). It is covering how the message is systematically organized from beginning to end for maximum impact.

Data 2: “Mr. president many leaders have spoken here over the past few days. We share the same concern the current state of our world is very worrying the pandemic persists and the global economy remains sluggish war among nations is no longer a possibility but has become a reality.”

Retno Marsudi's speech began by conveying the meeting points that had been carried out over the previous few days. This aims to emphasize again that the issues discussed are very important.

Data 3: “First to reignite the spirit of peace, trust deficit... Second, revive our responsibility for global recovery... Third to bolster regional partnerships.”

After the opening, Retno entered the core of her speech by presenting the main arguments that were logically arranged to strengthen Indonesia's position on global issues. The structure of the speech shows that Indonesia is trying to invite and realize the shared responsibility to pay more attention to global issues. By arranging the sequence of argumentative points to emphasize the urgency and role of Indonesia in these issues more clearly.

Data 4: “Mr. President the new paradigm of collaboration must be the spirit of the UN. Inclusive, meaningful engagement must run above the take it or leave it approach, whereas the voices of all countries big and small developed and developing equally matter. this is the very foundation of multilateralism.”



The closing speech contains a collective call that emphasizes the importance of cooperation between countries in achieving common goals. Through this superstructure arrangement, Retno Marsudi's speech message seems more systematic and coherent, and makes it easier for the audience to follow the flow of thoughts conveyed.

Microstructure Analysis

Lexicon

Lexicon or word choice is necessary for a politician because it will show their ideology and purpose in the context (Monroe et al., 2008).

Data 5: “we are concerned that Global solidarity is fading away. Whereas injustice and selfishness abound the weak stands small and the mighty takes all we are seeing the symptoms every day.”

Data 6: “First to reignite the spirit of peace... These are the rules of the game that we must maintain if we truly want peace”

In Retno Marsudi's speech, the choice of specific words such as “solidarity,” and “peace,” are important markers that show how Indonesia positions itself as a country that supports universal values and international cooperation. The use of these terms has a persuasion function to impress the audience with Indonesia's commitment to global issues.

Data 7: “A paradigm of engagement not of containment Paradigm of collaboration not of competition. This is the transformative solution that we need”

Data 8: “that is why we need a strong and reformed U.N. That is why we need a renewed multilateralism.”

Ms. Retno also often uses the word “need” to indicate suggestions that should be made at the forum. This describes that Mrs. Retno Marsudi as the representative of Indonesia is persuading other countries to pay attention to how important and to consider decisions on international issues.

Pronoun

Data 9: “let us look at the period leading up to the Second World War, the Great Depression the rise of ultra-nationalism competition of resources and rivalry between major powers .these are very similar to what we are facing today.”

Data 10: “I Believe by working together and adopting a new paradigm we can create a better word for all.”

This use of inclusive pronouns such as “we”, “our”, “us” helps create a sense of global unity and shared responsibility, framing Indonesia as part of a collective effort for peace and cooperation. In addition, there is also the pronoun “I” which shows the ideology,



optimism and commitment of Mrs. Retno Marsudi as the Indonesian Minister of Foreign Affairs to convey the points in her speech.

Graphics

Graphics is a part to see the speaker's emphasis on the context presented (Nursanti & Triyono, 2022).

Data 11: “Let us look at the period leading up to the Second World War ... we cannot let Global recovery fall at the mercy of geopolitics Mr. President allow me to share with you why we need this new paradigm”

Ms. Retno Marsudi showed persuasiveness by emphasizing the importance of the issues being discussed by reflecting on previous history in order to make more informed decisions in the future.

Data 12: “we must learn trust deficit into strategic trust, and it starts with upholding respect for international law. The fundamental principles of sovereignty and territorial integrity are non-negotiable. I repeat the fundamental principle of sovereignty and territorial integrity are non-negotiable”

Data 13: “That is fit for purpose and that is fit for its time. That is why we need a multilateralism that delivers. I repeat we need a multilateralism that delivers”

Ms. Retno Marsudi also repeated some of the points she made in her speech. This is to re-emphasize the importance of the points she made.

Metaphor

Based on Nursanti & Triyono (2022) metaphor in discourse explains the ornament of the news within the use of some words that contributes the main clue of the context.

Data 14: “Mr. President the new paradigm of collaboration must be the spirit of the UN”

Retno Marsudi proposed that the new paradigm of collaboration must be the “soul” or “spirit” of the UN, emphasizing that collaboration is not just part of the UN's purpose, but a core value that guides all decisions and actions of the organization.

Data 15: “It is no longer time to talk the talk. Now is the time to walk the talk.”

This expression contains a metaphor that implies that it is time to not only talk about commitments or goals (talk the talk), but also actually carry them out (walk the talk). According to Dr. Retno Marsudi, this metaphor underscores the urgency to move from mere discussion and rhetoric to concrete steps that can bring about concrete change, especially in international collaboration at the UN.



CONCLUSION(S)

This study analyzes Indonesian Foreign Minister Retno Marsudi's speech at the UN through the lens of Critical Discourse Analysis (CDA), revealing the strategic use of language in a diplomatic context. The findings highlight Ms. Retno Marsudi's strong advocacy for multilateralism, emphasizing the need for equitable representation of all countries, regardless of their size or development status, which is the basis for global cooperation. In addition, the results of this study also showcase Indonesia's commitment to humanitarian values on the international stage. By using persuasive language techniques and a well-structured argumentation framework, Mrs. Retno Marsudi increased the clarity and impact of her message to influence in international forums. Utilizing Teun Van Dijk's CDA framework, this study illustrates how language serves as a powerful tool in shaping public perception and policy, ultimately contributing to a deeper understanding of global diplomacy.

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