

## RHETORICAL STRATEGY FOR DELIVERING ANIES BASWEDAN'S VISION OF SUSTAINABLE DEVELOPMENT: FROM INTERNATIONAL FORUMS TO LOCAL CAMPAIGNS

Teuku Ryan Firmansyah<sup>1</sup>, Khoirul Muttaqin<sup>2</sup>

Universitas Islam Malang

[22301071039@unisma.ac.id](mailto:22301071039@unisma.ac.id)<sup>1</sup>, [k.muttaqin89@unisma.ac.id](mailto:k.muttaqin89@unisma.ac.id)<sup>2</sup>

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### Abstract

This study aims to analyze the rhetorical strategies used by Anies Baswedan regarding sustainable development in international forums and local campaigns. The analysis focuses on Aristotle's rhetorical elements—ethos (credibility), pathos (emotion), and logos (logic). This study adopted a descriptive qualitative approach, utilizing data collection techniques through observation and document analysis of videos and transcripts of Anies Baswedan's speeches on social media platforms such as YouTube, TikTok, and Instagram. Public comments were analyzed as indicators of public response. Data analysis was conducted through the stages of data reduction, data presentation, and drawing conclusions. The research findings are characterized by the use of logos, in the form of rational and logical arguments. Ethos is demonstrated through personal experiences and achievements, while pathos is used to evoke emotional resonance and audience enthusiasm. Public responses varied, ranging from support and appreciation to criticism related to inconsistencies between rhetoric and actual track records.

**Keywords:** *rhetorical strategy, ethos, pathos, logos, sustainable development, public response*

### INTRODUCTION

Humans are social creatures who often interact or communicate with others, each human's ability to communicate must be different, including the way of speaking. In speaking, each individual has their own way to be accepted by listeners or readers. Speaking is a conveyance of meaning either verbally or written which includes a person's ideas, thoughts, and hearts to others so that they are easy to understand. The art of good speaking is based on talent and technical skills. According to Gabriella (2023), Rhetoric is an art of processing words delivered to a person or group with a specific purpose so that the listener is influenced and understands what is conveyed by the speaker.

Rhetoric as a persuasive art of speaking and writing, has a very important role in conveying political ideas in the modern era. In the context of politics, the ability to influence public opinion, build self-image, and effectively convey political vision is a key need for politicians amid the rapid flow of information, especially through social media. Rhetoric can certainly help convey ideas in a persuasive way, so that it can attract and influence the mind of anyone who hears and sees it (Febrianty, 2024). According to Aristotle, rhetoric itself is the ability to speak to convey something and in its delivery can influence its listeners. The basis of the word rhetoric from the Greek language is "*rhetoric*" which shows one of the speaking arts that a person has.

According to Aristotle, there are three ways that public figures can use in speeches to convince the audience. The three ways are *ethos*, *pathos*, and *logos*. *Ethos* focuses on the credibility of a good person in terms of his or her performance when giving a speech. Meanwhile, *Pathos* includes the communicator's efforts to improve and touch the audience's emotions. *Logos* is a communicator's venture that focuses on using logic, and evidence to convince the audience. The use of rhetorical strategies is very necessary in the delivery of political ideas. However, such rhetorical strategies do not always have a positive impact. In many cases, politicians use provocative or manipulative language to attract attention and build support. This kind of rhetoric often triggers polarization in society, increases the risk of disinformation, and erodes trust in the democratic process (Sofi, 2023).

Sustainable development is defined as the process of developing both the place and the environment in a country whose main goal is to meet the needs of the current generation to future generations. Sustainable development essentially states that the current form of development must be carried out comprehensively, so that there is no compromise. Nevertheless, in the implementation of the development, it must instill the values of love for nature and preserve the wealth that has become part of human life itself. In essence, development is carried out as a form of prospering social life, both economic, health, educational, and environmental. Sustainable development needs to pay attention to various elements, factors, and tools needed to build continuously without stopping (Suparmoko, 2020).

Some previous research on the rhetoric of Anies Baswedan's sustainable development vision includes the following:

**Tabel 1.** Previous research

Research Title	Differences/Novelties	
Research by Febrianty, 2024 entitled "The rhetoric of Anies Baswedan's speech at the first debate of the presidential candidate"	Focus on the rhetoric of language used to build a political image and influence the audience comprehensively as seen in the coments column of youtube social media.	The difference between this research and the previous one is the analysis of the rhetorical strategy used by Anies Baswedan to convince the listener through the speech delivered.
Anies Baswedan's speaking style and rhetorical use in the 2024 election dispute lawsuit speech (Ilma, 2024)	The focus of this research lies in the language style used by Anies Baswedan such as metaphorical language styles, hyperbole, allegory, and personification.	The difference in this research is the analysis model in the form of ethos, pathos, and logos rhetorical strategies used by Anies Baswedan to convince the audience
Rhetoric in Anies Baswedan's speech on Youtube in 2017-2022: linguistic and literary studies. (Princess, 2023)	Focusing on the analysis of pathos and logos elements with data in the form of words, phrases, or sentences used by Anies Baswedan.	The novelty in this study is in the form of an analysis of Aristotle's ethos, pathos and logos in the sentences used by Anies Baswedan with data in the form of sentences and images.
"Anies Baswedan's rhetoric in raising the issue of education in Indonesia in the debate of presidential candidates for the 2024 election" (Haidana, 2024)	Focusing on the rhetorical strategy used by Anies Baswedan in raising the issue of education in Indonesia during the presidential candidate debate in the 2024 election.	The difference in his analysis is regarding the appointment of sustainable development as a strategic issue in political campaigns
"Analysis of the rhetoric content of the Anies Urgency movement in an effort to form the image of Anies Baswedan's campaign in the 2024 election" (Alhafizh, 2024)	This research focuses on digital media as the main tool of the Desak Anies Movement in influencing public opinion. This includes the use of social media to spread political narratives, which are a strategic tool in modern campaigns. Previously, research tended to be limited to traditional media or only to candidates, without paying attention to the collective role of the support movement.	The difference in this study is that it examines Anies Baswedan's rhetorical strategy in the formation of political image, and the public's response to Anies Baswedan's political image.

Based on this research, the novelty of this study is, (1) an analysis of the rhetorical strategies used by Anies Baswedan in his speech on sustainable development in international forums and local

campaigns, and (2) an analysis of the community's response to Anies Baswedan's speech on sustainable development in international forums and local campaigns.

Rhetoric is a style of language that can attract the attention of listeners or readers. The use of rhetoric can make the audience who sees and hears it interested in conveying the message, meaning, or intention that an individual wants to convey. Rhetorical studies are one of the parts of the field of communication science in which there is the use of symbols and contain persuasive elements (Ni'mah, 2021). The explanation of rhetoric concluded that rhetoric is the art of speaking using verbal sentences that aim to convey a message and can influence the listener through the message conveyed by the communicator (Hasna, 2024).

Rhetoric is a science that teaches how to style bicata in public (Pratiwi & Karim, 2022). Rhetoric is a style of speech that does not only attach importance to the material, but also attaches great importance to *style* (style) and beauty in the use of language in its delivery (Karimullah, 2022). The rhetorical strategy used in this study is Aristotle's theory in the form of *ethos*, *patos*, and *logos*. *Ethos* is the credibility of a speaker or writer. *Pathos* is the emotion or feeling of a speaker or writer. Meanwhile, *logos* is the intelligence or logic of a speaker or writer (Rita, 2024). The language style in the form of rhetoric will have a great impact on the listener or reader, so the use of rhetoric will be very effective as a persuasive sentence that can influence.

Sustainable development is of course closely related to the economic aspect to increase social growth, especially efforts to reduce poverty in Indonesia, which is the main focus point to improve the sustainable economy of the community. The government has carried out various policies to reduce the poverty rate. Sustainable development itself has three aspects, namely economic, social, and environmental protection. These aspects must be interrelated and inseparable from each other, because the three have a very close relationship. The relationship between the economy and society is expected to produce an equitable effect. The relationship between the economy and the environment must continue to run (*viable*). Meanwhile, the relationship regarding social and environmental has the goal of being *bearable*. Some of these points must be interrelated between the economic, social, and economic in order to create sustainable and comprehensive conditions (Arief & Kresensia, 2020).

## METHOD

In this writing process, the author uses a qualitative approach that is descriptive with data collection techniques in the form of observation and content analysis. The data were taken by observation and document study from videos and transcripts of Anies Baswedan's speech on sustainable development and community response in the comment column. The data sources were taken from several social media such as Youtube, Tiktok, Kompas Tv, and LDII TV, which were then collected through observation of public opinion and documentation studies from photo transcripts and speech videos. In this study, data was analyzed using analysis stages in the form of data reduction, data presentation, and conclusion drawn. Researchers as a key instrument in measuring and collecting data that will be concluded to find Anies Baswedan's rhetorical strategy on sustainable development and the community's response to the rhetoric used by Anies Baswedan.

## FINDINGS AND DISCUSSION

### Rhetorical Strategy on Delivering Anies Baswedan's Vision on Sustainable Development in International Forums and Local Campaigns

The art of speaking that is used to influence the audience through word choice, argument structure, and persuasive delivery style is often known by the term rhetoric. Anies Baswedan in his speeches often uses persuasive rhetoric that includes 3 elements, namely, *ethos*, *pathos*, and *logos*. In this case, the researcher found several sentences that contained elements of *ethos*, *pathos*, and *logos* that had been determined from some of Anies Baswedan's speeches.

*Ethos* is the credibility of the speaker or writer in terms of his or her speech when giving a speech to get the attention of the audience. The implementation of the track record also has a great influence on this element. Here is an example of a sentence that contains *ethos elements*, as follows:



**Figure 1. Anies Speaks at the UN C40 Cities Forum  
(Source: Anies Baswedan Youtube Channel)**

*"The city government has a duty to facilitate a decent living environment both in terms of its buildings and the security of the city. This is an effort to reduce the impact of climate change in the form of carbon emissions produced by cities."*

Based on the excerpt of the speech sentence, Anies Baswedan used *ethos* elements in his speech, because he emphasized the moral responsibility and obligation as a city government to provide a livable living environment. Anies also showed an understanding of the role of city governments in dealing with major issues such as climate change. This sentence shows the strong credibility of the statement as a call for responsibility.



**Figure 2. Anies Campaign in NTB  
(Source: Kompas TV Youtube Channel)**

*"The program carried out must be constructive, positively felt by the entire community, it is a cross-temporal effort of the government. The development of the West Nusa Tenggara region did not start in 2019, 2014, and 2009. So, development in West Nusa Tenggara has been going on for a long time and all developments that are good in nature and the benefits of the community will be improved."*

Based on the quote from this sentence, by mentioning that development does not start from a certain period of government, Anies shows an attitude that respects contributions across time and government, thus strengthening his credibility which is not only on the side of one certain period but continues. It is an *element of ethos* in the quote of the sentence.





**Figure 3. Anies' Speech on Sustainable Change  
(Source: Anies Baswedan Youtube Channel)**

*"It is not enough to just make continuity or changes. There are several things that we always convey. The first must be forwarded, must be corrected, must be made new, and some things that do not need to be forwarded. So, there must be an element of continuity and change,"*

Based on the quote of the sentence, the element of *ethos* is present through the way Anies conveys his views. By mentioning the four categories, Anies shows a deep understanding and a structured approach in managing change and continuity. This strengthens the speaker's credibility as someone who thinks critically and has clear guidance in making decisions.



**Figure 4. Anies' Speech on Jaklingko: Changes in Public Transportation in Jakarta  
(Source: Anies Baswedan Youtube Channel)**

*"For example, you guys look at public transportation in Jakarta. Public transportation is not a new thing, Jakarta has been around for a long time. When I was on duty in Jakarta, many transportation was integrated into one called jaklingko. Is that a change? Yes. So, when public transportation in Jakarta is more than 25 operators work in Jakarta. They still exist now, don't they? Still, but his name is Jaklingko. Because it is integrated in one public transportation system."*

Based on the quote of the sentence, the *ethos* element is present through the recognition that public transportation that has existed for a long time in Jakarta is better integrated and managed, showing the credibility of the speaker in terms of city planning and management. Speakers also demonstrate a deep understanding of transportation issues and leadership in making big decisions, which strengthens the audience's confidence in their abilities.

*Pathos* is an attempt to touch the emotions or feelings of a speaker or writer towards the listener. In this case, it can be interpreted that a communicator or speaker must be good at influencing the emotions of the audience. Here are some examples of sentences that contain elements of *pathos*, as follows:



**Figure 5. Anies' Statement After the LDII National Meeting  
(Source: LDII TV Youtube Channel)**

*"... because it focuses on improving human quality. It is stated that it is hoped that later there will be a professional religious person towards a golden Indonesia. And indeed, the key to the progress of a nation is in the quality of its people."*

Based on the excerpt of the sentence, Anies Baswedan as a communicator is making persuasive efforts to *pathos* by influencing people's emotions through high expectations for quality. Phrases such as *"hope that later there will be a professional religious human being"* and *"towards a Golden Indonesia"* arouse enthusiasm and optimism for the future. This creates a strong emotional connection, especially for audiences who have great aspirations for the progress of the nation.



**Figure 6. Anies' Answer When Asked About the Development of the Capital City**  
(Source: Kompas TV Youtube Channel)

*"... If you want to advance Indonesia, build small cities to medium, medium cities to big, in all regions in Indonesia. Not only building a city in the middle of the forest. Because building a city in the middle of the forest actually creates new inequality."*

Based on the quote of the sentence, the element of *pathos* is present through Anies' concern about the potential inequality that may arise due to the construction of a new city in the middle of the forest. Anies' statement can affect the emotions of the audience, especially those who care about the issue of social justice and equitable development in Indonesia.

*Logos* is a communicator's effort that focuses on using logic, and evidence to convince the audience. This element contains sentences from communicators related to knowledge of historical facts, the ability to make analogies, fiction or illustrations, the skill of abstracting experiences and the ability to be logical to convince the audience. Some of the results of the analysis that contain *the elements of logos* are as follows:



**Figure 7. Anies' Speech at the UN C40 Cities Forum**  
(Source: Anies Baswedan Youtube Channel)

*"Cities around the world have committed and allocated resources to create climate action plans and implement climate action in terms of transportation, infrastructure, and the introduction of clean energy, and more."*

Based on the quote from the sentence, Anies' statement emphasized a logical approach by explaining how cities globally have acted to address climate change through concrete strategies such

as climate action plans, sustainable transportation, architecture, and clean energy. It shows arguments that are based on real actions and practical measures, which give rational power to the message.



**Figure 8. Anies' Speech at the UN C40 Cities Forum  
(Source: Anies Baswedan Youtube Channel)**

*"We are moving from car-based development to transit-based development,"*

Based on the quote of this sentence, Anies' statement offers a clear logic by explaining the paradigm shift in development, namely from a private vehicle-oriented ("car-based") to a more efficient and sustainable system ("transit-based"). It demonstrates a data-driven approach and rational analysis to modern urban development challenges, such as congestion, pollution, and unfair transportation access.



**Figure 9. Anies' Speech at the UN C40 Cities Forum  
(Source: Anies Baswedan Youtube Channel)**

*"First, the UN can encourage countries around the world to recognize the achievements of climate action made by cities and that needs to be counted as part of the National Determined Contribution of climate action."*

Based on the speech, Anies stated a rational and logical argument, namely the importance of integrating the achievement of climate action at the city level into the *Nationally Determined Contributions* (NDC) of countries. This idea reinforces the importance of collaboration between municipal and national governments to achieve global climate goals, which is a logical and strategic approach.



**Figure 10. Anies' Answer When Asked About the Development of the Capital City  
(Source: Kompas TV Youtube Channel)**

*"When the goal of building a new city and a new capital is for the reason of equity, then it does not result in a new equity. Why? Because it will produce a new city that is unequal to the surrounding areas."*

Based on the excerpt of the speech the *element of logos* was used by Anies because the statement offered a logical and analytical argument about the impact of the development of a new city and a new capital city. The idea that the construction of new cities will not result in equity because it will create new inequality around it is an argument based on rational analysis. It challenges the common assumption that new cities automatically bring equity, and invites audiences to consider their impact critically.



**Figure 11. Anies' Speech on Sustainable Change  
(Source: Anies Baswedan Youtube Channel)**

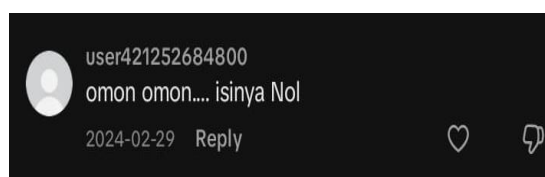
*"... The highest power to convey a prediction is the past record. I want to give an example in Jakarta, some have been done, continued by modifications, continued with updates. And that's what we do. Renewal is one of the efforts to change."*

The element of *logos* appears in the way Anies Baswedan explained that *"I want to give an example in Jakarta, some have been done, continued by modifications, continued with renovations"*. It demonstrates a logical and structured approach to achieving change, by leveraging past experiences as a basis for making rational decisions in the future.

From some of the presentations of the research results, Anies Baswedan as a communicator always uses basic rhetorical strategies by using more *elements of logos* than elements of *ethos* and *pathos*. Anies used this element to convey some of his opinions on sustainable development at several forums and campaigns.

### **Community Response to the Delivery of Anies Baswedan's Vision on Sustainable Development in International Forums and Local Campaigns**

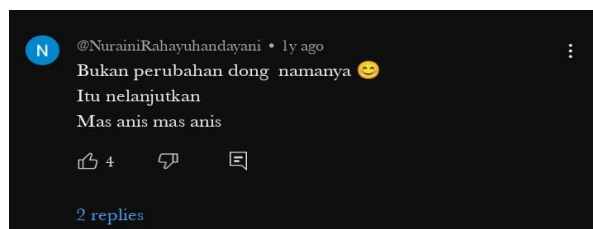
The use of rhetoric that Anies Baswedan often uses in his delivery in the media has reaped pros and cons among the public. Rhetoric itself is one of the styles of language that is effectively used to influence listeners or readers persuasively. However, the excessive use of rhetoric will also have an impact on the public's response to it. As a result of the observations made by the author, it was found that several community reactions related to the rhetoric used by Anies Baswedan regarding sustainable development, such as:



**Figures 12 and 13. Public response to the idea of advancing 40 cities in several cities in the source of the @Metro TV account on December 25, 2023  
(Source: Tiktok @Metro TV Account)**

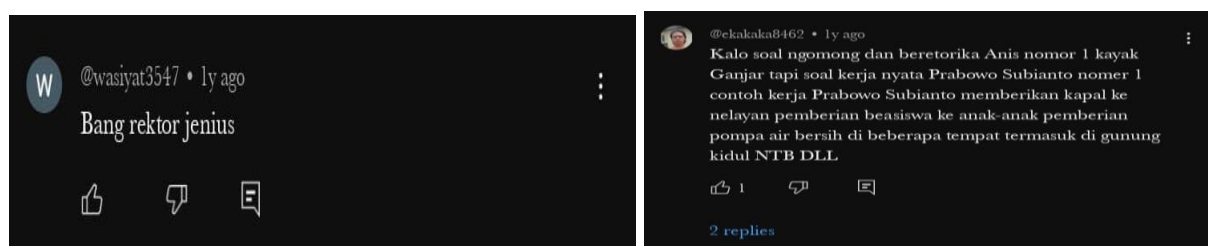


Based on the image above, uploaded by Metro Tv in one of the Tiktok media about advancing 40 cities in several regions such as Semarang, Purwokerto, and Cilacap as a driver of the economy of the surrounding regions has reaped a response from the community. Through @Miko Razak's account, *"beware of being pushed to the limit"*, showing criticism of Anies' submission that his previous track record as Governor of DKI Jakarta had a mission to build flood-proof sewers that in fact did not solve the flood problem in the Jakarta area. As for according to one of the @user421252684800 accounts, *"omom omon.... The content is zero"*, showing his concern about Anies' equalization of advancing 40 cities. Previously, Anies served as the Governor of DKI Jakarta which also had several missions but was not in accordance with what had been explained by Anies Baswedan.



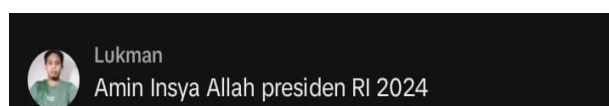
**Figure 14. Public response to the Development Improvement program in NTB Province on the Youtube @Kompas TV account on December 20, 2023**  
(Source: Youtube @Kompas TV account)

Based on the results of comments uploaded by Kompas Tv on the Youtube media regarding the program to improve sustainable development in West Nusa Tenggara Province, it received a response from several communities, one of which was from the @NurainiRahayuhandayani account *"not a change in the name, it continued. Mas anis mas anis"*, pointed out that the program to improve sustainable development in West Nusa Tenggara Province is not an effort of Anies' mission regarding sustainable development, but to continue the program that has previously been realized and implemented. Regarding this, Anies always carries the theme of change as his vision and mission in order to realize an independent Indonesia that has positive values for society. This is not in accordance with Anies' presentation about the current development which does not have a positive impact on the community.



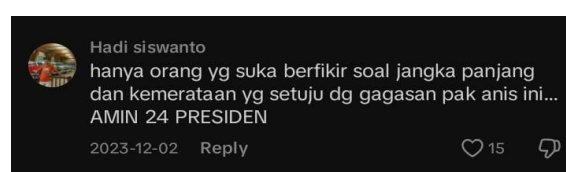
**Figure 15 and 16. Public response to the Development Improvement program in NTB Province on the Youtube @Kompas TV account on December 20, 2023**  
(Source: Youtube @Kompas TV account)

Through a video uploaded by Kompas Tv on the Youtube media regarding the improvement of sustainable development in West Nusa Tenggara Province, it received a response from one of the accounts named @wasiyat3547 *"Bang rector genius"*. Based on these comments, @wasiyat3547 account praised Anies Baswedan as a genius in creating and executing better innovations. Then another comment also emerged from one of the accounts named @ekakaka8463, *"When it comes to talking and rhetoric Anies number 1 is like ganjar, but about Prabowo Subianto's real work number 1, an example of Prabowo Subianto's work is giving boats to fishermen, giving scholarships to children, providing clean water pumps in several places, including in the south mountain of NTB, etc."*. Based on these comments, @ekakaka8463 argue that the rhetoric of Anies and Ganjar is number one, but the real work of Probowo Subianto is number one.



**Figure 17. The community's response to the challenge of Development About Humans, Not Infrastructure, was uploaded by the Tiktok @merdekacom account on November 22, 2023 (Source: Tiktok Account @merdekacom)**

Several other responses were also found from a video uploaded by @merdekacom on Tiktok social media regarding the development about humans, not infrastructure. One of the public responses was from the owner of an account named @Lukman, "*Amin God willing, president of the Republic of Indonesia 2024*", gave a positive response to Anies' commitment to development about people, not infrastructure. The @Lukman response expressed the hope that Anies Baswedan could become president in 2024 with his vision and mission on human development so that there would be no inequality between people and each other.



**Figure 18. Public response to challenge toll road investment on the Tiktok @Phriemater account on September 23, 2023 (Source: Tiktok Account @Phriemayer)**

Based on the video uploaded by @Phriemayer about infrastructure development that has not provided equal benefits for the people of Indonesia. Anies' explanation regarding this matter received a response from one of the accounts of the owner of Tiktok named @Hadi Siswanto, "*only people who like to think about long-term and equality agree with Mr. Anis's idea..., AMIN 24 PRESIDENT*". The response from @Hadi Siswanto agrees with Anies' presentation about infrastructure development that has not provided equal benefits to the people of Indonesia. According to Anies Baswedan's presentation, some of the people's lands that were victims of toll road construction indirectly seized their rights to the land they occupy even though the land had been purchased by the government.

Regarding Anies Baswedan's vision and mission in the context of sustainable development, he received various responses from the community. The pros and cons of Anies Baswedan's use of rhetoric have become a topic of discussion and public attention. The use of Anies Baswedan's rhetoric certainly has a purpose as one of the communication processes that are carried out persuasively to the public. Based on the public response regarding Anies Baswedan's rhetoric about sustainable development, he received negative and positive comments. Some negative comments emerged from several accounts such as the owner of the account with the name @Miko Razak, "*beware of being pushed to the limit*", @user421252684800 "*omon omon.... The content is zero*", and @NurainiRahayuhandayani "*it's not a change in the name, it's continuing. The more anise the anise is.*" Some of these responses were criticisms raised by some people because the use of rhetoric used by Anies Baswedan was excessive and not in accordance with the reality that occurred. Anies Baswedan's digital track record during his time as Governor of DKI Jakarta has become a benchmark for comments – these comments have appeared and it is not uncommon for there to be several comments that bring down Anies Baswedan personally.

The public's perspective in accepting the use of Anies Baswedan's rhetoric about sustainable development is not always negative. There are several people who understand and accept the use of Anies Baswedan's rhetoric regarding his vision and mission on sustainable development. Several responses came from several community social media accounts such as the owner of the account with the name @Hadi Siswanto, "*only people who like to think about long-term and equality agree with this idea of Mr. Anis..., AMIN 24 PRESIDENT*", @wasiyat3547 "*Bang rector genius*", and @Lukman,

"Amen God willing, president of the Republic of Indonesia 2024". There are several communities that support and understand Anies Baswedan's vision and mission in sustainable development programs. According to several responses from these social media accounts, Anies Baswedan is an intelligent, genius, and deserving figure to become the president of the Republic of Indonesia in 2024 with a long-term idea in the form of sustainable development for the welfare of the community and reducing the gap in several areas that have received less attention from the current government. Therefore, the sustainable development program is Anies Baswedan's vision and mission to organize Indonesia to be more developed and advanced.

## CONCLUSION

This study demonstrates that Anies Baswedan consistently employs Aristotelian rhetorical strategies—ethos, pathos, and logos—to convey his vision of sustainable development, both in international forums and local campaigns. Among these three elements, logos emerges as the most dominant, evidenced by the use of logical arguments, factual data, and rational reasoning to persuade audiences about the urgency and direction of his proposed development agenda. Ethos is utilized to highlight his credibility and track record as a leader, while pathos is employed to establish an emotional connection with the public through expressions of empathy and future-oriented aspirations.

Public responses to Anies Baswedan's rhetorical strategies are dualistic: some express appreciation for his eloquence and ability to articulate ideas effectively, while others voice criticism due to perceived discrepancies between his rhetoric and past performance. This indicates that rhetorical strategies in political communication significantly influence public perception—both in garnering support and provoking resistance.

In conclusion, the effectiveness of political communication relies not solely on rhetorical strength but also on the congruence between the message conveyed and the speaker's tangible actions and historical record. Effective rhetoric is that which successfully builds public trust through a balance of logic, emotional resonance, and personal integrity.

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