

## **CRITICAL DISCOURSE ANALYSIS OF PRESIDENT JOKO WIDODO'S WELCOMING SPEECH AT 42ND ASEAN SUMMIT**

*Mohamad Syafri<sup>1\*</sup>, Inas Ghina<sup>2</sup>*

<sup>1</sup>UIN Datokarama Palu

<sup>2</sup>Institut Seni Budaya Indonesia Aceh

<sup>1</sup>[syafri@uindatokarama.ac.id](mailto:syafri@uindatokarama.ac.id)

### **Abstract**

The ASEAN Summit has become an interesting momentum and is in the spotlight because the views and attitudes of Southeast Asian leaders will be greatly reflected in the event. The 42<sup>nd</sup> ASEAN Summit is an attractive momentum considering Indonesia's status as the current Chairman of ASEAN, that this activity was also carried out in post-COVID-19 Pandemic conditions and Timor-Leste's first involvement as a candidate for a new ASEAN member. Focusing on the welcoming speech by President Joko Widodo at the Summit, this study uses a descriptive qualitative method using the Critical Discourse Analysis (CDA) model developed by Norman Fairclough. This study conducts discourse analysis using three dimensions: text, discursive, and sociocultural analysis. The results of the analysis show that textually the speech delivered by President Joko Widodo uses the words 'I' and 'ASEAN' repeatedly. The term 'I' is generally in the function of hosting activities, and 'ASEAN' indicates a collective effort. Modality in the speech is also used to reinforce the vision of ASEAN. The socio-cultural analysis shows that the speech delivered by President Joko Widodo has characteristics to emphasize the current condition in the form of internal and external challenges. On the other hand, ideologically, President Joko Widodo stresses the message of exploring the potential in accordance with ASEAN's vision.

**Keywords:** *Critical Discourse Analysis; Norman Fairclough; ASEAN; President Joko Widodo*

### **INTRODUCTION**

The rise of developing countries, especially from the southern hemisphere, has turned the world's geopolitics into more diverse with more top players. Regional organizations now have a more critical and vital role than they had before. Among them is ASEAN, the Association of South East Asia Nations. Founded in 1967, ASEAN now has ten members: Indonesia, Malaysia, Thailand, Singapore, Philippines, Brunei Darussalam, Vietnam, Laos, Myanmar, and Cambodia. Its chairmanship is currently held by Indonesia (ASEAN, 2020b). The organization is also preparing to welcome Timor Leste as the 11<sup>th</sup> member.

The growth of ASEAN has grabbed the attention of the globe. ASEAN is considered one of the most successful regional intergovernmental organizations, just behind the European Union (Weatherbee, 2019). With its great potential, ASEAN has long become one of the main focuses of many great powers regarding economic and political purposes. However, ASEAN has managed to maintain its position as the balance of power between top global players. Able to avoid risk by neutrality in political conflicts between great powers helps ASEAN maximize the benefits of good relations with them (Weatherbee, 2019). Therefore, with its vital role, ASEAN acts and decisions

will always become the global attention gatherer.

Meetings and summits become routine agendas to strengthen the vision and cooperation between ASEAN members. Annually, the ASEAN will conduct a high-level summit with all its members to discuss all important issues and decisions. The Summit always gets the spotlight from the media, not only from member states but also the globe. It shows how vital the ASEAN Summit is. The Summit will also be where members could bring up their needs and expectations on how the ASEAN will be run in the following year.

Among all its members, Indonesia, the current chairman of ASEAN, is considered to have the most vital role. Indonesia, the biggest nation in the region in terms of population, territory, and economy, has cemented the foundation of the ASEAN (Artner, 2017). Considered as the 'big brother' by the other members, Indonesia has long influenced many ASEAN significant decisions.

Indonesia, under President Joko Widodo, has hosted ASEAN main event, 42<sup>nd</sup> ASEAN Summit in Labuan Bajo, East Nusa Tenggara. With its vital role and current chairmanship, the ASEAN 42<sup>nd</sup> Summit has become the place where people can see how ASEAN will work and act in the future, especially with the unpredictable world's turmoil in terms of politics and economy, including the recovery after COVID-19 Pandemic and rivalry between world's great powers. In the 42<sup>nd</sup> Summit, leaders from member states, excluding Myanmar, gathered in Labuan Bajo, Indonesia. However, this summit is quite special in which Timor-Lester will take part for the first time. This country has applied for its membership for a long time and just received formal acceptance to be processed to become a full member. The 42<sup>nd</sup> Summit surely will get more attention than before. Therefore, it is visually apparent that President Joko Widodo's acts and speech will become the spotlight of the events.

As a political leader, President Joko Widodo has long been known as a leader who has anti-imperialist rhetoric and dares to acknowledge failures, challenges, and shortcomings to the public (Artner, 2017; Sukristyanto, Agus, D. Jupriono, 2018). At the ASEAN level, Indonesia also has characterized its policy by promoting regional cooperation and balancing the region's relations with extra-regional powers, including China and the United States (Anwar, 2020; Riccardi & Riccardi, 2020). Therefore, understanding the political speech given during the events will hint at how ASEAN will be built and how Indonesia will lead.

As the host and chairman of the ASEAN, one of the main speeches given by President Joko Widodo is the welcoming speech of the Summit. The welcoming speech will not only address the leaders but also highlight the main issues of the summit. Politics is how decision-making can ground action. Therefore, analyzing political discourse pictures what politics is like and ought to be (I. Fairclough & Fairclough, 2012), in this case, is the welcoming speech of the 42<sup>nd</sup> ASEAN Summit in Indonesia.

The idea of analyzing discourses of political figures and leaders is a never-ending theme. This cannot be separated by the fact that discourse in the political field relates much with ground action that affects a number of aspects. It gives a brief and clear picture of power relations, ideology, and social conditions (N. Fairclough, 1995; Waitt, 2005).

There are a number of research studies on political discourse. Among them is the research of Dalia. In her research regarding El-Sisi, President of Egypt, speech on the October Victory anniversary, Dalia explained how the speech reflected the ideological orientations that are affected and determined by the dominant social ideologies and the general orientation of institutions in Egypt (Massoud Abdelwahab, 2021).

The second research was conducted by Sengul. The research explored the discourse of ring-wing populist politicians in Australia. Using Wodak's Critical Discourse Analysis, the research provides a step-by-step account of the processes involved in conducting a critical discourse analysis (Sengul, 2019). Following the other two previous research was the research of Sharifiar and Rahimi. They did a critical discourse analysis by comparing two discourses of prominent political figures; Hassan Rouhani, President of Iran, and Barack Obama, President of the USA, when delivering their speech at UN 2013. Their research found that how the use of particular

pronouns was become one of the main signals in the leaders' political speeches (Sharififar & Rahimi, 2015).

Despite the studies of political leaders, discourse analysis is not new, but this research offers an updated phenomenon of Indonesian political conditions; Indonesia's chairmanship of ASEAN. Not only the chairmanship but the 42<sup>nd</sup> ASEAN summit was also surrounded by more complex economic and political challenges. Therefore, the perspective of Indonesia towards its role in ASEAN and global politics will be much reflected in this summit, especially the speech that was delivered by the head of state, President Joko Widodo. Analyzing the ideas and messages from the speech will result in an interesting finding, primarily that President Joko Widodo will focus not only on Indonesian issues but also on global issues.

By the brief explanation of the circumstances of the object of the research, then it is clear that this study will be beneficial to the linguistic field, especially the study of discourse. The Critical Discourse Analysis will be used as the primary tool in this research as critical discourse analysis is believed can be used to analyze discourse practice and set up the relationship between language and power (Amoussou & Allagbe, 2018; Sipri Hanus Terawat and Sulis Triyono, 2019). This study analyzes President Joko Widodo's welcoming speech at the 42<sup>nd</sup> ASEAN Summit using Fairclough's Critical Discourse Analysis.

## **METHOD**

This research was developed using a qualitative descriptive method. In more detail, the approach used in this research is Critical Discourse Analysis by Fairclough. This approach is considered the most appropriate approach to the character of the research object to be studied, in the form of interpretation and meaning of discourse that has power relations and the use of mass media in building social change (Durmaz & Yoğun, 2022; Rokhmansyah et al., 2022).

The data source in this study comes from videos of welcoming speech from the Presidents of the United States in the 42<sup>nd</sup> ASEAN Summit and transcripts from reliable sources, including the ASEAN Secretariat and Indonesia's Ministry of Foreign Affairs sites. In addition, as secondary data, are news related to the 42<sup>nd</sup> ASEAN summit and President Joko Widodo.

The analysis used is based on Fairclough Critical Discourse Analysis. The integration of three related dimensions, namely text analysis (grammatical aspects, choice of diction, modality, metaphor, and so on), discursive analysis (processes of production, consumption, and distribution of discourse), and sociocultural analysis (relations of discursive and non-discursive aspects) (Amoussou & Allagbe, 2018; N. Fairclough, 1995; Jorgensen & Phillips, 2002; Meita Mustika & Bakti Mardikantoro, 2018). Therefore, this study will briefly explain the data from the language to the social aspect.

## **FINDINGS AND DISCUSSION**

Fairclough's Critical Discourse Analysis (CDA) has three related dimensions: text analysis, discursive analysis, and sociocultural analysis (Fairclough, 1995). Therefore, the current research findings will be explained following the concept of Fairclough.

### ***Text Analysis***

As explained by Halliday, discourse, whatever the purpose, should be grounded in an account of the grammar that is coherent, comprehensive, and richly dimensioned (Halliday & Matthiessen, 2014). Therefore, the first step to analyzing President Joko Widodo's welcoming speech at the 42<sup>nd</sup> ASEAN Summit is to analyze the textual aspect, including transitivity and modality.

The first aspect is transitivity. It relates much with the concept of the material clause. Halliday (2014) explained that the material clause is the clause of 'doing' and 'happening' in which the actor is the one who performs the act. According to that idea, it can be seen from President Joko Widodo's welcoming speech. The result is as follows.

**Table 1. The Actor and Material Process**

<b>Actors</b>	<b>Material Process</b>
I (President Joko Widodo)	Welcome
I (President Joko Widodo)	Welcome
I (President Joko Widodo)	Welcome
I (President Joko Widodo)	Welcome
I (President Joko Widodo)	Respect
Global Economy	Recover (negative, not entirely)
Rivalry	Continue
World Dynamic	Unpredictable
ASEAN	Becoming Spectator
ASEAN	Silent
ASEAN	Becoming the engine
I (President Joko Widodo)	Confident
We (Leaders of ASEAN)	Certain
ASEAN	Capable
Key Element	Unity
ASEAN	Play
We (Leaders of ASEAN)	Possess
Economy	Grow
Demographic Bonus	
Regional Stability	Maintain
ASEAN	Strengthen
	Reinforce
Us (Leaders of ASEAN)	Working hard
I (President Joko Widodo)	Declare

It can be seen from Table 1 that most words used by the actor in the speech are ‘I – which refers to President Joko Widodo’ and ASEAN. It can be understood that these two words have particular points. The first word is ‘I’. It is to show the role of Indonesia, in this case represented by President Joko Widodo, as the event's host. The host's main job is to send guests the best regards and greet, not to mention providing the best service and facility. The second word is ASEAN, which shows the organization's importance as a whole. The message here highlighted the power of unity and that all the members stand together under the same umbrella.

Following the actor is the material process. Here the material process is mainly divided into two characteristics, the first regarding appreciation and respect. It suits the position of Indonesia, the event's host. The second is optimism and encouragement. This kind of word is often repeated in the speech with multiple forms, such as believe, grow, strengthen, and work hard. It comes in line with the context of the event, *ASEAN Matter: Epicentrum of Growth*. President Joko Widodo also highlighted the aspect of unity by repeatedly using the word ASEAN for this type of material process.

Besides the two aspects previously mentioned, President Joko Widodo did not hold back from using such strong words to explain the complexity of the challenges, such as being not fully recovered, unpredictable, or spectator. This is in accordance with the characteristic of Joko Widodo in which he is known to not hesitate in bluntly explaining the shortcomings and challenges to the public. Once again, it also followed by the solution to overcome them; unity.

Therefore, the word choices by the President has the purpose of sending the ideologies to the public, not only for the heads of state but also to the whole community of ASEAN by using the existence of media.

The second aspect of textual analysis is the modality. It is the degree of certainty that lies between the ‘yes’ and ‘no’ (Halliday & Matthiessen, 2014). The modality reflects the speaker’s

belief and validity of an idea. The analysis of modality in Fairclough’s Critical Discourse Analysis is crucial as it will deeply explain the speaker’s tone and could give a clearer perspective towards a discourse.

Therefore, in analyzing President Joko Widodo’s welcoming speech at the 42<sup>nd</sup> ASEAN Summit in Labuan Bajo, the researchers classified the modality in the speech.

**Table 2. The Modality**

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I <b>would</b> like to welcome... - <i>the 2<sup>nd</sup> clause</i>
<b>Will</b> ASEAN remain a spectator? – <i>the 11<sup>th</sup> clause</i>
<b>Will</b> ASEAN stay silent? – <i>the 12<sup>th</sup> clause</i>
<b>Will</b> ASEAN be capable to be the engine for peace & economic growth? – <i>the 13<sup>th</sup> clause</i>
I <b>am</b> confident that we are certain ASEAN is capable. – <i>the 14<sup>th</sup> clause</i>
With unity ASEAN <b>would be</b> able to play a central role in bringing peace and economic growth <i>ASEAN Matters</i> . – <i>the 16<sup>th</sup> clause</i>
Onwards, ASEAN <b>must</b> increase efforts to strengthen economic integration... – <i>the 19<sup>th</sup> clause</i>

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From Table 2, it can be seen that the President used several modalities in his speech. These modalities show and reflect many things, including the degree of certainty. There were four modalities in the speech. *Will* was the most used modal; three clauses in the form of interrogative use will. The next was *would*. It was used twice in the speech. The next *is to be (am)* and *must* which were used once in the speech.

The first modal is *would*. This modal was used twice with two different purposes. The first one was to show the hospitality and respect. It was used to greet and welcomed the leaders of ASEAN states. The second is used to show the believes about the future or possibility. However, despite the positive tone, this statement is followed by requirements, Unity of ASEAN. The President's speech shows that the possible future is not fully predicted. However, the possibility is high.

The most repeated modal in the speech is *will*. This modal is used to express the future condition. However, in the speech, the modal *will* be used in the form of interrogative sentences. The President asked the participant regarding the future of ASEAN by comparing the current condition of the ASEAN. Therefore, it could be said that the interrogative form has a purpose to challenge and reflect rather than just questioning.

The second modal is *to be (am)*. This modal show a high degree of certainty. By stating “*I am confident...*” means that President shows no doubt at all. The message shows a positive attitude regarding the issue. Significantly the statement is followed after the interrogatives that have the purpose to challenge and reflect the potential of ASEAN.

The last modal is *must*. The President uses this modal to show an obligatory. The tone shown by President Joko Widodo in his speech means that members have an obligation to work harder to achieve the vision of ASEAN. It could be seen from the words *increase efforts* that following the modal *must*.

From the perspective of the modal used by the President in his welcoming speech, it can be concluded that the President tends to use modality for futurity purposes. This means the speech given by the President was to encourage and remind the members about the vision of the ASEAN. However, there are also the requirements that should be fulfilled to achieve and reach the vision of ASEAN.

### ***Discursive Analysis***

The discursive analysis is the stage to interpret the text and the context or, in other words, the connecting bridge between the text analysis and sociocultural analysis. Technically this

analysis is related to text production, consumption, and distribution, however order to have the proper interpretation, the four dimensions of guidance were conducted; what is going on (contents), who is involved (subjects), what relationships are at issue (relation), and what is the role of language in what is going on (connection) (N. Fairclough, 1996; Fauzan, 2014).

The first aspect is regarding the aspect of *what is going on*. This aspect is divided into activity, topic, and purpose. The moment of the speech was ASEAN 42<sup>nd</sup> Summit. This event is the annual event of ASEAN, the leading regional organization of countries in Southeast Asia. There are two unique backgrounds for Indonesia in this Summit; first, it was hosted by Indonesia as we are currently the chairman of the organization, and the second was the events conducted just after years of the COVID-19 pandemic.

The theme of the Summit, ASEAN Matters: Epicentrum of Growth, had been circulating and becoming the topic of the speech. The spirit to prepare ASEAN for regional and global challenges (“ASEAN Annual Report 2022-2023,” 2023). This welcoming speech will briefly explain how the ASEAN 42<sup>nd</sup> Summit will be conducted and the issues discussed in it. The last point was likely to become the purpose of the welcoming speech, including formally opening the Summit.

The second aspect is *who is involved*. Most of the ASEAN events were closed to the public, especially heads of state and ministerial level meetings. However, special sessions like the opening ceremony in which a welcoming speech will be delivered by President Joko Widodo still shown to the public.

In this event, the President of Indonesia, as the host of the summit, delivered the speech for all guests; the heads of state (Malaysia, Singapore, Vietnam, Laos, Cambodia, Brunei Darussalam, and Philippines) and the country’s representative (Thailand) of ASEAN members. Notable for this year's agenda, the leader for Timor Leste, PM Taur Matan Ruak, was also invited to the summit. The latter is currently on its way to becoming the 11<sup>th</sup> member of ASEAN (Office of Assistant to Deputy Cabinet Secretary for State Documents & Translation, 2023). Included in the Summit’s opening are media from around the world.

What *relationship are at issue* will be related to power, social distance, and so forth (N. Fairclough, 1996). Regarding the welcoming speech delivered by President Joko Widodo, it could be analyzed here the relationship between the host and guests. Moreover, with a deeper understanding, Indonesia is also the chairman of the ASEAN in 2023. In this case, the speech will greet the guests and characterize with a leadership tone. President Joko Widodo explained the vision of the needs and what should be achieved during the Summit.

The last point is *the role of language*. The role of language in the welcoming speech is crucial; it highlights the warm and friendly relations between the countries. It also strengthens the similar views shared between them. However, despite the intentions, the formality of the language shows that it is part official agenda. President Joko Widodo also used this welcoming speech to deliver messages to the public.

### ***Sociocultural Analysis***

To have a comprehensive understanding of the sociocultural analysis of President Joko Widodo’s welcoming Speech at the 42<sup>nd</sup> ASEAN Summit, the researchers divided the analysis into three parts, namely: situational, institutional, and social (Fauzan, 2014; Nurlatifah et al., 2023). This aspect is vital in critical discourse analysis as it provides the relation of discourse with social conditions, practice, and relations.

Situational is a unique condition based on the discourse (Fauzan, 2014). In the case of President Joko Widodo's welcoming speech is the 42<sup>nd</sup> ASEAN Summit. Annual events of the 10 Southeast Asian countries will always have the special attention of the world. This event also became highly spotted because there is Timor Leste, who is already on its track to become the 11<sup>th</sup> member of the organization.

Indonesia which hosted the event, chose Labuan Bajo, East Nusa Tenggara. The place is

also one of the special tourism spots of Indonesia. It is sending a message about the readiness of Indonesia's tourism and the economic recovery after the COVID-19 pandemic.

The second aspect is the institutional. ASEAN's current situation will always have the spotlight globally. ASEAN has become one of the best regional organizations in the world, second only to European Union (Weatherbee, 2019). Some influential member like Indonesia, Malaysia, Singapore, Philippines and Thailand plays a vital role. More importantly, ASEAN cooperation among members and political stability, excluding Myanmar, led to its current state.

Especially for Indonesia, as the hosting country, the current Summit is important. The country has become the chairman of ASEAN. Indonesia also has a vital position as the biggest economy, population, and territory (Artnar, 2017). Indonesia has long put as one of the primary determinants for the organization. It is much reflected in President Joko Widodo's speech, that shows the optimism and cooperation among the ASEAN members.

The last point is the social aspect. In analyzing discourses, the social aspect becomes crucial. Discourses and social practices are constituted one another (Sengul, 2019). Therefore, understanding the social aspect is necessary to understand a discourse holistically. In the case of President Joko Widodo's welcoming speech at the 42<sup>nd</sup> ASEAN Summit in Labuan Bajo, the researcher explored and analyzed how and what social practices behind the statements.

During the welcoming speech, President Joko Widodo greeted all the guests, heads of state, and representative of ASEAN members. However, three heads of state were mentioned: the Prime Minister of Malaysia, the Prime Minister of Lao DPR, and the Prime Minister of Timor-Leste.

*"I would like to welcome: His Excellency Dato' Seri Anwar Ibrahim Perdana Menteri Malaysia, His Excellency Sonexay Siphandone the Prime Minister of the Lao PDR. Also, His Excellency Taur Matan Ruak the Prime Minister of Timor-Leste. Welcome to the ASEAN family."*

Those three leaders are the current heads of state for each country. Regarding the ASEAN Summit, the Prime Minister of Malaysia and the Prime Minister of Lao DPR are the newly elected leaders. Therefore, the 42<sup>nd</sup> ASEAN Summit is their first organization's summit. However, differing from the previous two leaders, PM Taur Matan Ruak of Timor Leste is currently in the process of becoming a member. This meeting became the country's first summit to be part of.

Not only did he greet the country leaders, but the way President Joko Widodo addressed ASEAN leaders was warm and hospitable. The President used the word *family* to address the ASEAN community. It relates to how ASEAN has been running this far, where all members respected each other despite their condition and capability. The chairmanship, for example, all the members could hold that, and not only the founding or the stronger countries. In the central part of the speech, President Joko Widodo highlighted the current condition of the world by saying.

*"At the moment, the global economy has not fully recovered. Major power rivalries continue to sharpen. The global dynamic becomes more unpredictable."*

The statement is believed to send a strong message regarding the current situation. It is in line with President Joko Widodo's characteristics. He is known as a president who is daring to acknowledge failures, challenges, and shortcomings to the public (Sukristyanto, Agus, D. Jupriono, 2018). At this point, the President explained the challenges that faced by the world; world's economy and politics. The current condition of world's economy is still under recovery. The COVID-19 pandemic is still affecting many countries in the world, including the ASEAN countries. The 42<sup>nd</sup> summit was just a year after years of the COVID-19 pandemic that hit the world.

Not only the economic problems, there are also instability in the current conditions, including the rivalry between the world's biggest players. President Joko Widodo mentioned how



countries compete with each other and get harsher each time. Such countries, including China and the USA, already in harsh competition in Indo-Pacific and Southeast Asia, specifically the South China Sea. Not only that, but major global powers also compete for global markets and diplomacy. However, the words have turned to actions, sometimes leading to some show of force.

The last statement of challenges given was *the global dynamic becomes more unpredictable*. This statement arises from how the world is nowadays. The global population faces significant and unpredictable changes, including the Russian-Ukraine war, Climate change, and the tension between China and Taiwan, not to mention the political and security turbulence in the Middle East and Africa that is still unsolved.

After President Joko Widodo explained the challenges faced by the ASEAN countries, he sent an encouraging message. The President explained that the key is the strong unity between the ASEAN. Following the messages, the president also delivered the data and reasons why ASEAN can overcome the challenges.

*“With unity ASEAN would be able to play a central role in bringing peace and economic growth ASEAN Matters. We possess major assets as the epicentrum of growth. An economy that grows far above average global economic growth, demographic bonus, and a maintained regional stability.”*

ASEAN with unity could play a central role, the messages delivered by President Joko Widodo highlighted that to overcome challenges and be the agent of change. The message also pointed to the central theme of the Summit, *epicentrum of growth*. The idea arises from a vision of ASEAN becoming the key player to overcome regional and global challenges (“ASEAN Annual Report 2022-2023,” 2023). Following the spirit of the *Epicentrum of Growth* were the facts of ASEAN members’ strength and capability.

ASEAN members currently have higher economic growth than the world; 4,7% compared to 2,7% (Fox, 2023). The second fact delivered by the president is the demography bonus. The current ASEAN that has more workforce and a more productive population than before, which led to more robust economic growth ammunition. The last is the stability of the region. This is according to the fact that members of ASEAN have relatively stable political conditions, except for Myanmar. This region is better when compared to other regions, such as the Middle East, West Africa, or Eastern Europe. From the facts delivered by President Joko Widodo, it could be analyzed that the President values internal strength and opportunity on the one hand and compares the conditions of ASEAN with other regions. It can be seen from the word choices, such as *average global* and *regional stability*. Following the strength and opportunity, President Joko Widodo highlighted the vision and acts to be taken by all members.

*“Onwards, ASEAN must increase efforts to strengthen economic integration, reinforce inclusive cooperation, including through the implementation of the RCEP, and strengthen regional health architecture, food security, energy resilience, and financial stability.”*

The President explained the idea based on what has been done by ASEAN countries. One of the points is inclusive cooperation. This idea stated in the speech is based on the fact that ASEAN is currently opening up its relationship with other countries. Specifically, President Joko Widodo reminded all the members of RCEP (Regional Comprehensive Economic Partnership). This is one of the latest economically inclusive strategic programs between ASEAN and its five FTA Partners: New Zealand, Australia, China, Japan, and the Republic of Korea (ASEAN, 2020a). Besides the economic aspect, President also explained three other main focuses; health, food security, and energy. These three aspects according to the challenges faced by many countries in the world now; more importantly it relates much with the independency and integrity of the nation. Those three aspects also some of the most essential points in President Joko Widodo's



program for Indonesia.

Following all the explanation regarding the social process of the Welcoming Speech of President Joko Widodo at the 42<sup>nd</sup> ASEAN Summit is the message behind it. President's speech not only greet and warmly welcomes all members but also explained the vision, mission, and strategic acts to be taken by ASEAN members. The President also explained, not only the all invited guests, but also the public through the media, what is hoped to be achieved in the summit.

## CONCLUSIONS

Based on the research findings, it can be concluded that President Joko Widodo's welcoming speech at the 42<sup>nd</sup> ASEAN Summit not only greeted the invited guests, heads and representative of the state, but it also developed an ideology. The ideologies are: 1. ASEAN should be seen as a regional organization and a giant family of Southeast Asian people; 2. There are internal and external challenges that need to be appropriately faced by the ASEAN members, 3. ASEAN must manage its potential and resources to have the best possible impact on the population, 4. There is a need for ASEAN to strengthen its cooperation between members and beyond the region, 5. Health, food security, energy, and economy are still the major issues that need to be treated carefully.

President Joko Widodo's speech showed that the president developed a strategy in explaining his message by 1. describing the threats and challenges, 2. Emphasizing strength and opportunity. The current research is believed able to contribute to the study of critical discourse analysis, especially regarding the political discourse in Indonesia. Despite the contribution, this study still has limitations that could become considerations for future research. Among those limitations is the limited access from expert perspectives, especially regarding the political issues that become crucial to the analysis of the discourse. There is also a need to understand responses from the people that affected by the discourse. In-depth interviews were still unable to be conducted in this research due to the lack of access. Again, it is important for future research to use those points as considerations and improve the study of discourse, especially in Indonesia.

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