

Argumentasi dan Retorika Perdamaian dalam Pidato Kenegaraan Presiden RI 2006: Tiada Bangsa Jaya tanpa Ujian

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Abstrak

Effective presidential rhetoric is an important issue. This study investigated the argumentation of President Susilo Bambang Yudoyono's State of Nation Address 2006. The argumentation to investigate encompasses claim, narration, explanation, and evaluation which consists of validity, reliability, and significance. Content analysis is employed by investigating every word, phrase, and discourse in the text. It is discovered that the address does not belong to the rhetoric of crisis, and it puts more importance on economy than most other issues, and it was prepared to avoid controversy. It was dominated by narration than other elements of argumentation, and it was a lack of evaluation which consists of validity, reliability, and significance.