

ABSTRACT

Rhetorical is an art of speech which can be one of the political campaign. In a discourse analysis of Surya Paloh speech as a president of Nasdem in Apel Siaga perubahan during legislative campaign season 2014 shows *political massage*. That speech was broadcasted at Metro Tv for a week. Researcher has opinion that Surya Paloh speech was told to audience about the political message including the ideology with rhetoric style which can be reflected Nasdem character. Surya Paloh *rhetorical style* describes the speech that has political power. This research analyses that political rhetoric of Surya Paloh contains state condition and *ideology*. Referring to james martin theory and discourse analysis, Surya Paloh speech has message of nationalism, democrat and socialist. Those 3 *ideologies have been* shown from verbal and non verbal language in Surya Paloh speech. **The diction and figure of Surya Paloh speech using is too complicated to understand and screws the meaning.**

Key words: *ideology, rhetorical syle, political massage*