

## ABSTRACT

This thesis discusses the underlying ideologies of Prabowo's campaign speech for the 2014 presidential election. Finding the true intentions of this speech is the main focus of the study. This political speech was held at the Gelora Bung Karno stadium with duration of 41 minutes. The data were obtained in the form of video which is then transcribed into text form. In analyzing the data, Van Dijk's critical discourse analysis approach is used as the main guideline. Meanwhile; before the critical discourse analysis stage, at the text level, an analysis of the transitivity system of the speech was done to obtain the ideational content to support the critical discourse analysis which focused on the ideological discourse structure of Prabowo's speech.

The analysis shows that fifteen strategies, which represent two macro strategies: positive self - presentation and negative other – presentation, used by Prabowo in producing ideological discourse. It is found that the use of these strategies reflects Prabowo's effort to convey the ideologies. The results of the analysis show that there are six main underlying ideologies of the speech which are divided into two categories: positive self - presentation based ideologies and negative - other presentation based ideologies. Both categories contain Prabowo's main intentions: 1) persuasion to vote for Prabowo in the election, 2) persuasion not to vote for his political opponents.

**Keywords:** Critical discourse analysis, ideological discourse, positive self – presentation, negative other – presentation, underlying ideologies