

The representation of nature in a political speech in promoting “Indonesia Maju”

Jonathan Irene Sartika Dewi Max, Singgih Daru Kuncara, Eka Pratiwi Sudirman, Bayu Aji Nugroho, Alamsyah, Simon Arsa Manggala, Septian Peterianus

Received: 5 January 2025 | **Accepted:** 14 March 2025 | **Published:** 30 March 2025

1. Introduction
 2. Related literature
 3. Methodology
 4. Results and Discussion
 - 4.1. Ideational meaning in Joko Widodo’s State of the Nation address on 16 August 2022
 - 4.2. Actants in the quest for advanced Indonesia
 - 4.3. Advanced Indonesia as destructive discourse
 5. Conclusions
-

Keywords: actantial; discourse; ecolinguistics; transitivity.

Abstract. *In spotlighting the relationship between human and nature, ecolinguistics offers a working approach. It requires linguistic data from the language choices in portraying nature in various texts, including political speeches. Topics on nature in political discourse and speeches are strategic not only to gain people’s attention but also to hide agendas. They commonly conceal commodification of natural resources and exploitation under the national advancement and stability. This research intends to reveal the*

destructive discourse on nature by incorporating Systemic Functional Grammar's transitivity and Greimas' actantial analysis. The research object is the former Indonesian President Jokowi's speech which promotes the notion of "Advanced Indonesia". Linguistically, the speech emphasizes green economy but neglects indigenous people and environmental concerns. The result shows that the most frequent transitivity processes are material process by 61% and relational process by 29%. They indicate that ideologically the speech focuses on actions, happening, and connections of ideas. However, the material process hides the responsible actors by passive voice sentence construction. The relational process highlights Indonesia as a successful country in overcoming Covid-19. By the actantial analysis, in achieving "Advanced Indonesia" as the goal the speech neglects the nature by maintaining anthropocentric perspectives of the subject.

1. Introduction

Political language, language used by politicians, in any of its forms, including speeches, slogans, or posters can be a subject to scrutiny (Kuha, 2018). It is employed to exert control over people. Political speeches can be considered political action aimed at upholding government policies or the current social order (Li et al., 2020). Political commemorative speeches pertain and exercise power and authority (Reisigl & Wodak, 2016). Political speeches, like the president's speeches, use language to endorse the president's agenda. In doing so, political speeches often showcase emotions in promoting political initiatives, programs, and ideas in every community (Dylgjeri, 2017). For instance, political speech might evoke people feelings and attitudes towards the country, such as people's nationalistic pride. Feeling proud of one's country might stem from a desire for a shared history and memories, creating a sense of belonging to a 'tribe' over time (Charteris-Black, 2018). Joko Widodo or Jokowi, the former President of Indonesia, delivered a speech on August 16, 2022, promoting a national vision called *Indonesia Maju* or *Advanced Indonesia*, which he coined and introduced in his second presidential inauguration on October 20, 2019 (Hartanto et al., 2021). The speech showcases a sense of belonging to win the people's sympathy by the use of inclusive pronoun 'we' as he mentioned "we must continue with the

nation's big agenda to achieve an Advanced Indonesia" (Widodo, 2022). Jokowi invited the people of the republic to support the realization of an Advanced Indonesia. Even the logo of the 78th Indonesia Independence in 2023 says *Terus Melaju untuk Indonesia Maju* (Keep Moving for the Advanced Indonesia). Therefore, the notion of Advanced Indonesia has been placed in a national discourse and was designed and built on Indonesian national development narrative by the president of Indonesia.

Indonesian national development in the speech was echoed by mentioning a green industrial park being built in North Kalimantan as the world's largest economy-wise park. The president stated, in a press conference, the electricity to manufacture EV batteries, petrochemicals, and aluminum in the park will be supplied from the hydropower from *Mentarang* and *Kayan* River in North Kalimantan (Widodo, 2023). North and East Kalimantan are part of the Heart of Borneo, noted for their biodiversity, and both regions sustain forest life, water supply, carbon storage, cultural significance, and ecotourism (HoB, 2019). The park affects the indigenous inhabitants of *Long Lejuh* and *Long Peleben* in *Bulungan* Regency which are set to be submerged for the sake of hydroelectric infrastructure (Siagian, 2022). The impacts on the nature and the indigenous inhabitants are alarming. The alarm invites the researchers to examine and investigate Jokowi's speech linguistically.

The linguistic examination and investigation employ Systemic Functional Grammar's transitivity analysis. Transitivity analysis provides a critical and rigorous linguistic analysis in analyzing text. It identifies processes, participants, and the circumstances in clauses and categories them into their functions. The analysis can reveal that ecological discourse can refine participants' roles in construing good, neutral, and harmful ecological standpoints (Stibbe, 2021a; Zuo, 2019). This present research also aims at deciding whether the research object is beneficially good, neutral, or harmful to the ecology.

Some research also went in a similar direction with this present research in evaluating texts ecolinguistically. Jokowi's speech on August 17, 2022, was analyzed by a pragmatic approach scrutinizing how the uses of deixis types contributed to developing his concerns about various aspects of life to achieve "Indonesia Maju" (Manik et al., 2023). United Nation's Secretary-General's climate change speeches is found encouraging people to reduce natural devastation to combat climate change (Wang et al., 2019). The speeches were considered beneficial to the ecology. On the other hand, texts and discourses can be destructive. For instance, Isti'anah conducted an ecolinguistics analysis shows that Wonderful Indonesia's articles about Yogyakarta predominantly

promote tourism and social environment by diminishing the role of the natural environment. Indonesian tourism websites should focus more on local people and tourists' environmental engagement (Isti'anah, 2020). Jokowi's speech at the 21st Conferences of the Parties in Paris (2015), for instance, was noted as a beneficial discourse as it raised awareness of ecological issues (Mansyur et al., 2021). The research employed transitivity analysis but did not explore erasure, salience, and framing as suggested by ecolinguistic approach. This present research intends to fill in the academic gap by examining a political speech through the ecolinguistics lenses.

There is a need to conduct transformative environmental politics by providing critics with the granted structure (Hammond, 2020, 2022; Machin, 2020). This research contributes to ecological discourse analysis by demonstrating how the transitivity process idealizes the narrative actants structured in a discourse to address the problematical use of language that is detrimental to the environment. Therefore, this present research seeks the answer of how the ideational meaning of *Indonesia Maju* or *Advanced Indonesia* contained in the Jokowi's speech, how is nature positioned in the actantial configuration of the discourse narrative, and whether the ideology of *Indonesia Maju* or *Advanced Indonesia* beneficial, destructive, or ambivalent to the nature.

2. Related literature

Language, as proposed by Sapir and Whorf, enacts a worldview that conceptualizes human experience (Goatly, 2018). Language, therefore, connects the linguistic symbols with the surroundings and environments. The significance of language lies in its influence on human interactions, as well as interactions with other animals and the environment (Alexander & Stibbe, 2014). Ecolinguistic analysis explores the language patterns to reveal people's thoughts, concepts, ideas, ideologies, and worldviews which influence the way of thinking and treating the environment (Stibbe, 2021a). Ecological Discourse Analysis (EDA), a key paradigm in ecolinguistics, focuses on the social system and its impact on the entire ecosystem. It also wants to encourage people to think about and fix the ecological crisis, which will raise awareness about protecting the environment and help the system balance (Zhang et al., 2023).

Erasure is a notion in ecolinguistics. Ecolinguistics intends to spotlight what is absent in the human experience including the role of environment in the discourse promoting consumerism in the industrial society (Stibbe, 2014, 2021a). The value of that something differs according to the goals and interests of the

speaker or the writer who reprises. Thus, what is worth attention to usually appears as a salience pattern in texts delivered through concrete and detailed descriptions (Alexander & Stibbe, 2014; Stibbe, 2021a). Also, a discourse is usually built within a frame that brings ideas to mind with chosen triggering words, especially the framing of ‘sustainable development’ that is appropriated to boost economic growth (Stibbe, 2021b, 2021a). This perspectives integrates linguistic study and other disciplines to challenge the unsustainable society (Stibbe, 2021b). It resists discourses that contradict values of ecosophy which involves the notions of valuing living, wellbeing, present and future, care, environmental limits, social justice, and deep adaptation (Stibbe, 2021a).

Maintaining hegemonic powers typically requires specific rhetorical techniques where technocratic and bureaucratic naturalization is fostered by language users' rhetorical activation of linguistic constructions (Alexander, 2018). Discourses containing linguistic features are employed by communities to generate certain reality models when they converse about the outside world (Tatin, 2024). Ecolinguistics examines reality models and their linguistic components because they enable individuals to interact with the physical world (Wu, 2018).

Critical discourse studies are encouraged to consider the use of narratives that shape identities and the social conduct of the world (Forchtner, 2021). Ecolinguistics studies use a critical viewpoint to speak for the environment, which people only see and address through language. Narrative analysis uses aspects including setting, audience, goal, and viewpoint to reveal the human experience (Wertz et al., 2011). Meanwhile, the composition of the narrative is made by the interplay among elements which are the verbs used in the strings and the pattern of conflicts in the text (Herman, 2002). As mentioned before, this present research directs the analysis to see how the environment is positioned in a political speech. When analyzing the discourse of a political speech, particularly during state commemorations, examining how the environment is framed within the national agenda becomes critical and central.

A discourse is developed through narrative acts where there are processes of role-taking that produce mental mapping (Plummer, 2019). Furthermore, seeing discourse as narrative, as Abbot in 2002 reasoned, invites us to see how human beings arrange events not only chronologically but causally in a way that places them in the circumstances (Forchtner, 2021). Narratives include participants negotiating the relationship between the present interaction place, time, and group of individuals with a separate there-and-then speaking event where participants are negotiated (Koven, 2015). Actantial roles are associated with characters (actors) at the surface or discursive level, the action is positioned in

time and place, and values are developed into themes (thematization) that Greimas calls figurativisation (Boklund-Lagopoulou, 2018). Thus, the aspect of narrative building is essential to the delivery of discourse which reshapes the perspective of reality to serve one's goal.

Actantial analysis is employed to examine the relationship as represented by the language used in the body of the speech text. Actantial analysis helps clarify discourse meaning and reveal narrative substance (Max et al., 2023). It is through the actantial analysis, according to Barthes, that the participant in certain actions can be exposed as it provides the structure of sender, receiver, subject, object, opponent, and helper (Fabbri, 2022). It is because including and excluding things are done to serve different interests from which a sense of reality is made (Leeuwen, 2016). This allows examination of Advanced Indonesian discourse interactions. Greimas' actantial approach sees narrative discourse as semiologically and semantically involved beyond sentences and grammar since predicates establish actants and their accomplishments regardless of language (Schleifer, 2017).

As this research is also text analysis, Systemic Functional Linguistics (SFL) is applied because it directs a consistent and dependable mark for a transdisciplinary framework (Fontaine & Wegener, 2023). In Hallidayan SFL, language in use performs simultaneously three functions (ideational, interpersonal, and textual). Here, the focus is on the ideational functions that manifest in the transitivity processes embedded as semantic properties of the verbs that appear in clauses (Bloor & Bloor, 2004). SFL is chosen for three reasons. First, it can describe grammar's meaning-making function well. Second, it follows social constructionism, which holds that context and culture shape meaning. Third, it offers an applicable linguistics with categories to rate language expressions (Lei, 2021).

3. Methodology

The data source is from the speech entitled State of the Nation Address of the President of the Republic of Indonesia at the Annual Session of the People's Consultative Assembly (MPR) of the Republic of Indonesia and the Joint Session of the House of Representatives (DPR) of the Republic of Indonesia and the Regional Representative Council (DPD) of the Republic of Indonesia on the Occasion of the 77th Anniversary of the Proclamation of Independence of the Republic of Indonesia (*Pidato Presiden RI Pada Sidang Tahunan MPR RI dan Sidang Bersama DPR RI dan DPD RI dalam rangka HUT Ke-77 Proklamasi Kemerdekaan RI*,

di Gedung Nusantara MPR/DPR/DPD RI, Senayan, Provinsi DKI Jakarta, 16 Agustus 2022). The English script of the speech can be read on www.setkab.go.id from the page managed by the Office of Assistant to Deputy Cabinet Secretary for State Documents & Translation. It was uploaded on 16 August 2022.

The arrangement of processes and participants in a clause reveals how subjects relate to objects or processes and examines how individuals and others construct, negotiate, and challenge different worldviews, including attributions of responsibility for actions and events (Jørgensen & Phillips, 2002). It is also useful to see whether the participants in the clause are given an active role or a passive role (Stibbe, 2021a).

Transitivity processes are analyzed by each type because there is a notion that the practical use of language is to represent the world as it is perceived or imagined so that experience is encoded in it as ideational meaning (Bloor & Bloor, 2004). First, any verbs carrying material process signify the various kinds of actions. To be more precise, the term "action" incorporates both tangible and intangible social behaviors (Bartley, 2018). The material process deals with two further sub-processes which are the doing (e.g. kick, build) and the happening (e.g. rise, melt) which later determines the type of participants included in the clause.

Table 1. Transitivity Process and Participants (Halliday & Matthiessen, 2014)

| Process Types | Participants |
|---|---|
| Material (doing, happening) | Actor, Goal, Scope, Client, Recipient |
| Behavioural (behaving) | Behaver |
| Mental (perception, affection, cognition, volition) | Senser, Phenomenon |
| Verbal (saying) | Sayer, Receiver, Verbiage |
| Relational (attributive, identifying, possessive, circumstantial) | Carrier-Attribute, Token-Value, Possessor-Possessed |
| Existential (existing) | Existent |

Second, the behavioral process occurs between physiological and physiological deeds. Verbs like smiling or dreaming indicate the presence of a senser in the mental process but function as doing (Bartley, 2018). Third, the mental process (e.g. see, feel, think, love, want) applies to our internal experiences, including how we perceive, feel, comprehend, or desire something or someone (Bartley, 2018; Halliday & Matthiessen, 2014). Fourth is the verbal process as in tell, yell, or shout. This process is between mental and relational processes, as saying is not a

solitary act since there is a mental process behind it (Mushtaq et al., 2020). It implies deliberate information transfer to other sources (Bartley, 2018).

Fifth, the relational process deals with the general notions of being, becoming, and having in the way it covers the way symbolic meanings are exchanged (Bartley, 2018; Halliday & Matthiessen, 2014). This method is used to explain the relationship between conventional ideals and their beliefs (Mushtaq et al., 2020). The relational process contributes to the goal of linking two entities (e.g. “She is the new member” [Identifying] or “She is a smart student” [Attributive]) The sixth process only has the Existent that points to a person, an object, an action, an event, an Institution, or an abstraction as existing (Bartley, 2018). For example, “There is a cat on the couch” or “There is a powerful idea.”

The transitivity analysis should also cover other than the obligatory participants i.e. the circumstantial element of a clause where more information is added even if it does not affect the whole clause meaning if omitted (Bartley, 2018; Fontaine, 2013). Here, the circumstantial element provides the traditional explanation of when, where, how, and why the thing happens as they fill the position of Adjunct manifested as adverbial groups or prepositional phrases (Halliday & Matthiessen, 2014). Circumstantial elements play a role in establishing meaning are essential parts of the composition and have a mutual influence on each other while the symbolic suggestive structure is unique to its context (Ghazvineh, 2024). These elements serve as an expansion of something else in the form of adverbial and prepositional groups (Fomukong, 2023). Circumstantial factors provide weight to a procedure by providing additional information.

Narrative analysis is the second stage to understanding discursive practice structure. To understand how text elements relate and convey meanings, narrative analysis should be incorporated. It can show how important climate change stakeholders and actors are portrayed as ‘hero,’ ‘villain,’ ‘helper,’ etc. It can also serve to demonstrate how specific storylines form and evolve into master narratives or master frames (Hansen, 2018). Though it is part of the structuralist model, this step is done to show that “the underlying structure is continuously dependent on how it is crystallized in practice that reproduces and transforms it” (Jørgensen & Phillips, 2002). In other words, the practice should be explored to see where the structure originated and what can modify it.

Developing Vladimir Prop’s Morphology of Folktales which focuses on narrative roles, Greimas conceptualizes the actantial model which is a theoretical tool employed to evaluate both actual and thematized actions or functions in texts (Hébert, 2020). Greimas points out the actantial elements where a quest is

pursued in narrative texts and provides three oppositional axes to show the actant’s functions on the structure of the narrative (Puckett, 2013). These correspond to binary opposition since finding these conceptual oppositions is the primary responsibility of a textual analyst because it is the way meaning is constructed (Chandler, 2017). Greimas separates the terms of actors, actants, and roles. This step reveals the roles of actors and later defines the actants of discourse that fulfill the three axes. The axis of desire has (1) the subject pursuing the (2) object. The axis of power puts the support to the quest as (3) helper and the hindrance as (4) opponent. The third is the axis of transmission where a (5) sender should deliver the object to the (6) receiver (Schleifer, 2017). The stage to position the actant is to choose the general action, to choose the subject and the object, and to place other actants (Hébert, 2020).

Table 2. Circumstantial Elements (Fontaine, 2013)

| Type | Sub-types |
|---------------|------------------------------------|
| Extent | Distance, duration, frequency |
| Location | Place, time |
| Manner | Means, quality, comparison, degree |
| Cause | Reason, purpose, behalf |
| Contingency | Condition, default, concession |
| Accompaniment | Comitative, additive |
| Role | Guise, product |
| Matter | Matter |
| Angle | Source, viewpoint |

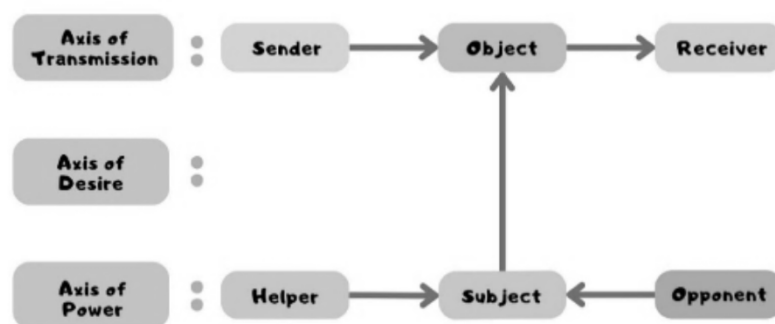


Figure 1. Greimas Actantial Model (Hébert, 2020)

The third step is to discuss the issues related to the environment based on the analysis result. The purpose is to employ what Stibbe calls re-minding which is the redressing of erasure and lack of salience from an ecological standpoint (Chau et al., 2022). Here, ecological discourse analysis is used to determine if an ideology encourages individuals to destroy the ecosystem that sustains life or to maintain it even when economic order changes. Salience, erasure, and framing show how an ideology is enacted, characterized as destructive, beneficial, or ambivalent discourse measured by ecosophy (Stibbe, 2021a).

4. Results and Discussion

4.1. Ideational meaning in Joko Widodo's State of the Nation address on 16 August 2022

Transitivity analysis is done thoroughly on the speech text to see the ideational meaning crafted to foster the idea of Indonesia which is directed in the way this speech stands from the viewpoint of current Indonesia. Table 3 below shows the uses of transitivity processes used in the text.

Table 3. Transitivity Processes from Joko Widodo's State of The Nation address on 16 August 2022

| Processes | Material | Mental | Relational | Verbal | Existential | Total |
|------------|----------|--------|------------|--------|-------------|-------|
| Count | 131 | 12 | 62 | 5 | 2 | 212 |
| Percentage | 61% | 7% | 29% | 2% | 1% | 100% |

The material process is found to dominantly appear in the speech clauses 131 times occurrence. Material processes appear to encode actions of a perceived reality. Participants included are actors, goal, scope, client, and recipient, and the circumstantial elements that give additional information on the process taken. The sentences below show the actions that must be performed by the nation to face the challenges.

The challenges (Goal) we (Actor) face (Material P: Doing) today are very challenging, very difficult, and not easy.

The material process is in the verbal group 'face' involving the subject 'we' referring to the addresser and the addressee as the Actor to carry the action to a Goal is 'the challenges.' This sentence appears right after the president salutes the audience. Placing the Goal at the beginning of the sentences invites attention

to the matter that is problematized from the perspective of the president, and he constructs it as a mutual problem of the entire country.

Health crisis (Goal) due to COVID-19 pandemic (Circ.: Reason) has not been fully (Circ.: Degree) recovered (Material P: Doing) and the global economic situation (Goal) has not been fully (Circ.: Degree) restored (Material P: Doing) either.

Indonesia (Actor) recovers (Material P: Happening) faster (Circ.: Quality), rises (Material P: Happening) stronger (Circ.: Quality).

The two sentences above are part of where the president put the challenges in detail. The first is stated in a passive voice that sounds neutral on the surface. However, by omitting the Actor to the material process carried out in the verbal group ‘has not been fully recovered,’ it creates a removal of the state authorities that are responsible for the recovery. The speaker also signals that Indonesia’s recovery is taking place. By choosing the Material Process of Happening, the speaker perceives that the recovery of Indonesia is just going on without any indicated action that counts for it.

The next process that appears most frequently is the Relational process in 62 times of occurrences. Three types of Relational Processes (Relational P) are found in the speech. First is the Relational Attributive type. Attributes are given to the entities which perceptively suggest the way people rate them. The attribute to challenges, for example here, is described as ‘not easy’ for the people. It raised the level of difficulty which is already rooted in the word ‘challenge’ alone.

The challenges (Carrier) are (Relational P: Attributive) not easy for the world and for Indonesia (Attribute).

The second is the Relational Identifying type. It is done with Value attached to a Token. It is done so that a thing is recognized as something else that modifies the sense. The excerpt below shows how Indonesia is valued for the achievement of overcoming the COVID-19 pandemic even with its vast population. There is also a notion of hardship which remains problematic for all countries. Indonesia is identified as ‘one of the nations that have overcome the COVID-19 pandemic’ and a country that has succeeded in the vaccination program. The sentence implies that Indonesia can overcome adversities. Our country (Token) Indonesia is (Relational P: Identifying) one of the nations that have overcome COVID-19 pandemic, and one of five countries with the highest vaccination rate in the world, with 432 million vaccine doses injected (Value).

Third is the Possessive relational type. The implication of this type is to show what resources that have been owned by the subject as the Possessor. See the

sentences below where ‘we’ as Indonesia is attached to the stake of encouraging international collaboration. Expressing the situation in this way lends a sense of optimism to the people.

It (Actor) *indicates* (Material P: Doing) *that we* (Actor/Possessor) *top* (Material P: Happening) *the global leadership and have* (Relational P: Possessive) *a great opportunity to promote international cooperation* (Possessed).

However, it is still worth seeing how Indonesia is shaped in the speech to compare how it is mentioned in the other part of the speech. Indonesia is attributed as a strong nation and identified by the value of overcoming the global crises and being the supplier of lithium battery manufacturers.

Indonesia's economic fundamentals (Carrier) *remain* (Relational P: Attributive) *strong* (Attribute), *in the midst of global economic turbulence* (Circ.: Concession).

To date, Indonesia (Token) *has become* (Relational P: Identifying) *the key producer of lithium battery in global supply chain* (Value).

Fourth, when it comes to political speech the use of this process is meant to invite the audiences to internalize the phenomena whether it is done through awareness, reasoning, or appeal with Mental Processes (12 times). This type of process also works to mentally implement the ideas to the audience by altering the perception of a situation.

High trust from the international community (Phenomenon) *can be felt* (Mental P: Perceptive) *in our country* (Circ.: Place).

The verbal group ‘can be felt’ as seen above operates the Perceptive type of Mental Processes. Choosing passive voice omits the Senser. At the same time, it opens the chance to assume that the Phenomenon, filled by the noun group ‘High trust from the international community’, is perceived together with the citizen as it is completed with the Circumstantial Element providing the Location information that is ‘in our country’.

I (Senser) *believe* (Mental P: Cognitive) *that we will become a competitive green product manufacturer in the international trade* (Circ.: Matter).

We (Senser) *need* (Mental P: Desiderative) *to build an integrated ecosystem for industry in our country which will support the development of global green economy ecosystem* (Phenomenon: Act).

Thus, the nation is lured to being aware of having high international trust, believing in a competitive green product manufacturer, and wanting to support the development of green energy manufacturing.

The Verbal process [5x] signifies how the speaker consciously expresses his thoughts to others, transcending the inner thoughts. The use of this type of process may accentuate one’s standing point that others are expected to agree with. In the speech, the president emphasizes on saying about the nation’s great agenda that should be succeeded by the people by being watchful. See the excerpts below:

I (Sayer) reiterate (Verbal P) that we must always remain vigilant, cautious, and alert (Verbiage).

There are at least five big agendas that (Verbiage) I (Sayer) have emphasized (Verbal P) earlier (Circ.: Location).

Existential process [2x] denotes the presence of an entity. The speaker of the speech also insists on the presence of a condition that should be followed by the people that is the downstream manufacturers and industrialization which must be operated in the region of the Republic of Indonesia. In addition, five agendas are firmly restated as prevailing conditions.

There is (Existential P) one condition: the downstreaming and industrialization must be done in our homeland to maximize added value for the sake of national interests (Existent).

There are (Existential P) at least five big agendas (Existent) that I have emphasized earlier.

There is no Behavioral process found in Widodo’s speech as he focuses more on the realm of action, and thought, and is represented by the occurrence of the material, mental, relational, verbal, and existential process.

4.2. *Actants in the quest for advanced Indonesia*

4.2.1 The axis of desire

The axis of desire creates the main object of the speech narrative which is the Advanced Indonesia. The subject is presided to wanting the fulfillment of Advanced Indonesia. The notion of Advanced Indonesia appears in the mental process as an object of desire, a material process of doing and happening as a circumstance that falls in the category of product and purpose. Therefore, Advanced Indonesia fills as the Object actant of the quest. The phrase occurs significantly in the circumstantial element of the clause as Product which means the expected final result of the quest.

On the other hand, we (Actor) must continue (Material P: Doing) with the nation’s big agendas (Circ.: Comitative) to achieve (Circ.: Purpose) an Advanced Indonesia (Circ.: Product).

With such great capitals and opportunities, we have a big chance to develop an inclusive, fair, and sustainable Indonesia (Circ.: Product).

In the axis of desire, the subject takes on the actantial roles that represent the subject as wanting, knowing, and capable, and which thereafter point to the three phases in the subject's development of its modal competence (Greimas & Courtés, 1982). The sender is recognized by any actor who eventually brings about action, belief, will, obligation, knowledge, or power (Bertrand, 2019). Here, subject actants are filled by the participants that put 'we' as the sender of desiderative processes, and 'we', 'us', and 'I' as the actors in the doing and happening.

We (Sender) *need* (Mental P: Desiderative) *to build an integrated ecosystem for industry in our country which will support the development of global green economy ecosystem* (Phenomenon: Act).

I (Sender) *believe* (Mental P: Cognitive) *that we will become a competitive green product manufacturer in the international trade* (Phenomenon: Act).

Thus, as the subject of the sentence, 'we' is an inclusive pronoun referring to the speaker and the audiences (the people of Indonesia or their representatives), and 'I' refers to the speaker himself as individual citizen and as a decision maker addressing what the people's needs.

4.2.2 The axis of transmission

The Subject is assigned by a contract which is virtually done with the Sender and produces the axis of transmission (Greimas & Courtés, 1982). As the Indonesian President the contract also happens as the commitment to the national virtues such as The Five Principles of Pancasila, *Bhinneka Tunggal Ika* (Unity in Diversity), Patriotism, Spirit of Nationalism, Democracy, and National consolidation. They are meant to be the foundation of the programs chosen for Advanced Indonesia. In the axis of transmission, they fill the Sender role.

Noble values, Pancasila (the Five Principles, the Indonesian State Ideology), *Bhinneka Tunggal Ika* (unity in diversity), and *patriotism* (Token) *are* (Relational P: Identifying) *the main pillars* (Value).

Meanwhile, the Object that is pursued by the Subject will benefit the Receiver. In this case, the repeated saying of Advanced Indonesia roughly implies that the Receiver actant is filled by the country itself as one who will receive the benefit. But it still can also be acceptable if interpreted by knowing that the addressee of

the speech is the Indonesians as the occasion of celebrating Indonesia’s Independence Day may give the context.

A type of circumstantial element to be highlighted here is in the category of Cause which covers the notion of reason, purpose, and behalf. Cause as enhancing circumstantial endow a view of existing conditions leading to the actualization of the process, the consensus of intended condition for the process being actualized, and for whose sake the action is carried out. Cause, as the transitivity test suggests, covers reason (because of what?), purpose (what for?), and behalf (who for?).

There is one condition: the downstreaming and industrialization (Goal) must be done (Material P: Doing) in our homeland (Circ.: Enhancing: Location: Place) to maximize added value (Circ.: Enhancing: Cause: Purpose) for the sake of national interests (Circ.: Enhancing: Cause: Behalf).

The choice of mentioning national interests, our country Indonesia, authorities and responsibilities, and micro, small, and medium enterprises provide a strong persuasive effect to the audience where all the planned actions must be supported as they should be done for the state’s common good.

4.2.3 The axis of power

To fulfill the quest, the subject must gain the capability that is enabling and also notice the obstacles that deter or disable the course to reach the desired object. Helper brings its service to allow the functioning of the subject's narrative program (Greimas & Courtés, 1982). Analysis of the text shows that the Helper actants are economy, natural resources, the people, international recognition, industrialization, desirable qualities of the people, and the ongoing assignment of state institutions.

Economy:

Our inflation rate (Carrier) is (Relational P: Attributive) under control (Attribute), in the range of 4.9% (Extent).

Inflation is attributed by adjectival under control creates a positive judgment, while investment growth and trade balance become the actors to happening processes and are also attached with positively connotated words like surplus and increase. This combination shows the speaker’s view towards the economic state which is beneficial for the country development. Thus, economy condition supports the quest of Advanced Indonesia.

Natural resources:

The utilization of marine biodiversity (Token) wisely (Circ.: Quality) will become the biggest source for food (Relational P: Identifying), pharmaceutical, and energy products (Value).

Biodiversity in this speech is placed in the relational process at the subject position where they become token and carrier. As token, they are recognized as sources for making food and products for medicine and energy. As carrier, biodiversity is qualified to be prospective support to the Advanced Indonesia.

The People:

Ulemas, religious leaders, and traditional leaders (Actor) actively (Circ.: Quality) assist (Material P: Doing) the communities (Goal).

The people here include ulemas, religious leaders, traditional leaders, people, and socio-religious organizations who become actors contributing to the communities, but no circumstantial element further tells in what way they are aiding. Then, a young productive age is seen as the supports the nation's economic strength only by the purchasing power. In addition, socio-religious organizations are said to help the communities but without mentioning what term their contributions are for. However, by mentioning them, the goal of mentioning the in the speech is to have them feel thanked so that it persuades a cooperative attitude towards Jokowi's vision.

States Institutions:

Health workers, the TNI, and the Polri, as well as ranks of bureaucracy (Actor) synergize (Material P: Happening) and cooperate (Material P: Happening) with each other (Circ.: Comitative).

Ranks of state institutions are mentioned as the actors whose achievements are contributing to the nation's interest. There is no circumstantial element for this mention which describes the area or measurement of which they are working. Again, mentioning them projects a desire for an obliging bearing which works for Advanced Indonesia. This internal support is placed as important as the external support which are the international trust, being assigned by the UN as a member of the Champions of the Global Crisis Response Group and awarded by the International Rice Institute.

International recognition:

The fourth capital (Token) is (Relational P: Identifying) international trust which is increasing exponentially (Value).

These international recognitions are identified by the speaker as the fourth capital in the making of Advanced Indonesia. They are related to the propensity of Indonesia’s capability in facing crises since 2019.

Industrialization:

For instance, downstreaming of nickel industry (Actor) has multiplied (Material P: Doing) export of iron and steel by 18 times (Goal).

Industrialization is conditioned as a national interest by putting them in the Cause type of circumstantial element following a material process of doing. Nickel industry becomes the actor of increasing the export of iron and steel giving it a sensible reason to continue the development of green industrial zone in North Kalimantan.

Quality of the people:

I (Actor) call on (Material P: Doing) all components of the nation (Goal) to unite, to support the big agenda for the achievement of Advanced Indonesia (Circ.: Purpose) with commitment, with hard work, with innovation and creativity (Circ.: Comitative).

Indonesian people are framed to be helpful to the Advanced Indonesia agenda so far as they possess qualities that include being prudent, vigilant, hardworking, innovative, and creative. The predisposition is to relate these merits to Advanced Indonesia which means other than these traits are not accommodating to the vision.

As for the obstacles that are gained from the speech text covers several types of crises that involve public health, global economics, the war of Ukraine and Russia, food shortage, energy supply, poverty, and heated geopolitics. There are also mentions of identity-religious politics and social polarization.

I (Actor) would like to remind (Material P: Doing) everyone (Goal) to avoid identity politics, to avoid religious politics, and to avoid social polarization (Circ: Purpose).

The health crisis and global economic situation are said to not be resolved implying that the consequences of such a situation will cause more situations and challenges to the quest of Advanced Indonesia. Meanwhile, other inescapable threats come from war, famine, food, energy, and financial crises. In addition, the national security is overshadowed by world geopolitics. The speaker wishes the people to stay away from identity-religious politics and social polarization. What is stated as threats and should be avoided makes them fill the actant position of Opponent. The figure below shows all three axes of Greimas's

actantial model that reveal the functions and relationships of entities mentioned in the speech.

| | | | |
|---|------------------------|--------------------|---|
| Sender | Axis of Transmission | | Receiver |
| presidential vision, economy, overcoming pandemic covid-19, national values | | | Indonesia |
| Axis of Desire | Subject | Object | |
| | President, Indonesians | Advanced Indonesia | |
| Helper | Axis of Power | | Opponent |
| Economic growth, natural resources, the people, state institutions, international recognition, industrialization, quality of the people | | | global economics, war between Ukraine and Russia, food shortage, energy supply, poverty, and heated geopolitics |

Figure 2. Actants in the quest of advanced Indonesia

4.3. *Advanced Indonesia as destructive discourse*

Indonesian Independence Day celebrated every August 17 is a monumental event as the ceremony has always been awaited by Indonesian citizens annually. Monuments are used by national elites to legitimize the predominance of their political authority and to determine their political goals (Bellentani, 2018). The attention given to the speech delivered on the occasion also invites the interest of linguistic analysis from various perspectives. On the occasion of the 74th Indonesia Independence Day in 2019, the President's speech gained great attention as he announced the relocation of Indonesia's Capital City to East Kalimantan (Siddiq et al., 2021). The speech is found to have a potential for power misuse by having unidentified actors in the agenda through the use of pronouns, nominalization, and passive voice clauses (Max & Zamruddin, 2020). The 77th Indonesia Independence Day speech emphasizes active voices and material processes, highlighting each constituent's contribution to the agendas. This research implies how the speaker prioritizes elements advantageous to their vision of an Advanced Indonesia.

The actantial analysis shows that the agendas to make Advanced Indonesia are supported by economic growth, natural resources, the people, state institutions, international recognition, industrialization, and the quality of the people. They are listed by the speaker as Indonesia's main capital. In terms of ecolinguistics, this speech has performed salience. Salience is where a discourse only emphasizes the area that is worthy of attention (Stibbe, 2021a). Capital cities serve as focal points for societal cooperation, emphasizing key agendas. In this context,

industrialization gains prominence, with downstream manufacturers playing a significant role in economic growth.

Meanwhile, the trails of nickel mining in the Philippines and Indonesia prove the concurrent evolution of extractive regimes and shifts in the global economy (Camba et al., 2020). From agricultural and plantation land to mining and residential areas, Fatufia village changed environmentally due to modernization and corporate growth that influences social connection and solidarity (Dahlan, 2018). Indigenous rights violations and unsustainable development are major issues in Halmahera, Indonesia, because nickel mining adversely affects indigenous communities, leading to land loss, cultural erosion, and environmental degradation (Nancy, 2022). Additionally, land expansion strategies and infrastructure for environmentally friendly industrial zones in North Kalimantan are facing various obstacles and obstructions that must be overcome (Mamuja & Setiawan, 2023). These studies illustrate that extractive mining is not sustainable or environmentally friendly. The speaker emphasizes the extractive industry and downplays other aspects of life that affect the locals.

The talk about nickel appears after the speaker says “With such great capitals and opportunities, we have a big chance to develop an inclusive, fair, and sustainable Indonesia” (Widodo, 2022). A disturbing framing comes from the word sustainable. Although often used as synonyms, the notions of sustainability and sustainable are disputed for their meaning and applicability to real systems (Ruggerio, 2021). The use of “sustainable” raises the question of whether it benefits the environment or the economy. To keep the economy going, many governments, businesses, and industries ‘green’ their projects and items to appear durable and environmentally friendly (Barbosa et al., 2014). So, it only offers a false impression of standing on the side of ecology.

Also reframed as Helpers to an Advanced Indonesia are natural resources, population, worldwide recognition, industrialization, desired attributes of the people, and governmental institutions. Indonesia can only develop as the speaker wants by using natural resources intensively in industry. Furthermore, Indonesia’s productive youth are praised for their spending power, not their environmental concerns from overconsumption. International recognition validates Jokowi’s developmentalism. Nonetheless, prudent, vigilant, hardworking, imaginative, and creative people are expected to assist the national agenda and the bureaucracy and law enforcement. The reframing of the support Jokowi needs to build his vision proves even further the notion of Jokowi’s new developmentalism where his pragmatic attempt to modernize Indonesia under the shade of the New-

Order by conducting a stable state to accelerate ‘national development with the state sector as a locomotive for economic growth’ (Warburton, 2016).

Besides salience, there is erasure. The term ‘erasure’ is used in several ways to signify that something significant has been disregarded, sidelined, or eliminated from discourse while it is always partial, combining certain parts while excluding others while representing and structuring social life (Stibbe, 2014). As Opponents or the challenges to the agendas, there are global economics, war between Ukraine and Russia, food shortage, energy supply, poverty, and heated geopolitics. It shows an erasure of ecological problems such as climate change and natural destruction to be recognized as national challenges just by not mentioning them at all. Leiserowitz et al. surveyed that the majority of Indonesians are worried about global warming, deforestation, and forest fire and some perceive that Indonesia is already harmed by it (Leiserowitz et al., 2023). The failure to recognize the challenge of climate change and its effect in the future influences the policies made by the government.

The speech also erases biodiversity conservation. According to the speech, biodiversity is only useful if used, as in “the utilization of marine biodiversity.” It provides food, pharmaceuticals, and energy. Indonesia has significant potential in “a vast area with the greatest biodiversity”. Utilization conceals the actor-driven verb ‘utilize’. Here, biodiversity is “affected in the process and not the actors in their own history” (Forte, 2020). Here, the way the speaker perceives biodiversity as a resource reflects the anthropocentric mindset. The erasure of indigenous people’s role is riotous in this speech. The only recognition given to the traditional people was when he said “Ulemas, religious leaders, and traditional leaders actively assist the communities” in the context where their action only benefits the nation in directing the community under the government’s attempt to eradicate COVID-19. In East Kalimantan, plantation and mining property has cleared forest and changed river course, erasing Dayak territory. The state has yet to decentralize natural resources management to user-groups (Erbaugh, 2019). Erasure is not just a property of discourse or a purposeful act of exclusion and marginalization by the discourse leader. Instead, it is part of a discursive fight to change things by claiming something important was left out.

In addition, the speaker mentioned, “I emphasize that agrarian reforms, social forestry, and land certification must continue” (Widodo, 2022). Social forestry has five operating schemes which are village forests, community forests, community plantation forests, forestry partnerships, and customary forests where land tenure, contract duration, and allowed activities are different one from another (Rakatama & Pandit, 2020). Studies show that political economics

shapes land tenure reasoning and that it and local interests and practices have inadequate and disorderly frictional contacts (McCarthy et al., 2022) especially when it comes to conservational purpose (Handayani et al., 2022). The legal uncertainty surrounding the protection of customary land, a decline in the well-being of customary law communities, and inequality and discrimination against indigenous and tribal peoples are all consequences of the problematic protection of customary land rights in customary law communities (Swardhana & Jenvitchuwong, 2023). State policies and their execution by formal institutions may fail to deliver equitable, inclusive, and sustainable results without organized citizen groups working for common good (Sirimorok et al., 2023).

Discursive talks of economics, consumerism, and agribusiness can thus be named horrendous talks, since the ideologies they carry go against the standards of the ecosophy (Stibbe, 2014, 2021b). The discussion above shows that the notion of Advanced Indonesia is a destructive discourse. It is destructive for opposing points of ecosophy. The speech does not value living and does not care about wellbeing for exploiting land through mining and agrarian reform, which impacts living organisms. His restricted development planning for his administration may benefit the present but not the future and does not represent Advanced Indonesia as a destination for future generations to prosper. The discourse narrative's actors do not care enough to reciprocate environmental action, which reinforces the nation's dependence on natural resources. Additionally, it does not encourage environmental limits. Instead, it promotes citizen purchasing to run the economy that undermines social justice. This is because the speech does not allow equal distribution of national resources. Finally, green industrialization promotes catching up with other countries' growth, not resilience from industrialized society's ecological harm.

Previous studies on language and ecology in Indonesia have worked to see the dynamic relationship between humans and nature through various linguistic approaches. Analysis of the lexicon of Mandailing language is found to refer to three classifications of way of working, material, and nature (Dharmawati & Widayati, 2021). A study of Balinese Lexicons of Memande (silver and gold smiths) indicates languages related to human making instruments, ritual and decoration materials, products, and activities (Puspani & Indrawati, 2022). Lexical items of local language influenced by Hokkian and Tio Cu show how cultural assimilation constructs a distinct way to the naming of flora and fauna (Herman et al., 2022). These three studies have documented lexicon but only listed allusions semantically and pragmatically in socio-cultural situations. However, they may help researchers read the human-nature interaction through

language symbols. The research of village names in Nias Regency has shown a close relationship between language, culture, and environmental factors like greenery and mountains, which affect people's spirituality (Hadi & Mulyono, 2023). Ecolinguistic understanding of indigenous people can promote campaigning for linguistic variety and preserving how communities interpret the natural environment, which influences their daily lives.

5. Conclusion

The discourse around an 'Advanced Indonesia' prioritizes economic development and land exploitation, often neglecting environmental considerations. This short-sighted approach lacks reciprocal action toward the environment and fails to address social justice in resource distribution. Green industrialization is perceived as competitive rather than genuinely sustainable. The 2024 Indonesian presidential election outcome, favoring parties aligned with Jokowi's vision, is likely to yield further linguistic phenomena for ecological discourse analysis. This article serves as a methodological reference for future researchers interested in critiquing discourse through an ecolinguistic lens. It is because the way language subsidizes the creation of certain stories or narratives is an important site of examination for ecolinguistics (Wang & Liu, 2024). Examining ideational function has revealed the roles of participants in the discourse and Greimas's actantial model places those participants according to their roles. So, the positioning of ecology in one's ideology can be analytically exposed.

References

- Alexander, R. J. (2018). Investigating Texts about Environmental Degradation Using Critical Discourse Analysis and Corpus Linguistic Techniques. In A. Fill & H. Penz (Eds.), *The Routledge Handbook of Ecolinguistics* (pp. 196–210). Routledge.
- Alexander, R. J., & Stibbe, A. (2014). From the Analysis of Ecological Discourse to the Ecological Analysis of Discourse. *Language Science*, 401, 104–110.
- Barbosa, G. S., Drach, P. R., & Corbella, O. D. (2014). A Conceptual Review of the Terms Sustainable Development and Sustainability. *International Journal of Social Sciences*, 3(2), 1–15. https://www.iises.net/download/Soubory/soubory-puvodni/pp-01-15_ijossV3N2.pdf
- Bartley, L. V. (2018). Putting transitivity to the test: a review of the Sydney and Cardiff models. *Functional Linguistics*, 5(4), 1–21. <https://doi.org/10.1186/s40554-018-0056-x>

- Bellentani, F. (2018). Connection Semiotics and Cultural Georgraphy: A Framework for the Interpretation of Monuments and Memorials. In D. Martinelli, A. Daubariénė, S. Stano, & U. Varankaitė (Eds.), *Cross-Inter-Multi-Trans: Proceedings of the 13th World Congress of the International Association for Semiotic Studies (LASS/AIS)* (pp. 206–215). International Semiotics Institute Kaunas University of Technology. <https://doi.org/10.5755/e01.9786090215548>
- Bertrand, D. (2019). From Narratology to Narrativity, and Back: Assessment and perspectives of Greimassian theory. *Pratiques: Linguistique, Littérature, Didactique*, 181–182. <https://doi.org/10.4000/pratiques.10348>
- Bloor, T., & Bloor, M. (2004). *The Functional Analysis of English* (2nd ed.). Arnold.
- Boklund-Lagopoulou, K. (2018). Narrative Coherence: Interaction between Verbal and Visual in Game of Thrones. In D. Martinelli, A. Daubariénė, S. Stano, & U. Varankaitė (Eds.), *Proceedings of the International Conference on Computer Science and its Applications* (pp. 80–87). International Semiotics Institute Kaunas University of Technology. <https://doi.org/10.5755/e01.9786090215548>
- Camba, A., Tritto, A., & Silaban, M. (2020). From the postwar era to intensified Chinese intervention: Variegated extractive regimes in the Philippines and Indonesia. *The Extractive Industries and Society*, 7(3), 1054–1065. <https://doi.org/https://doi.org/10.1016/j.exis.2020.07.008>
- Chandler, D. (2017). Semiotics: The Basics. In *Semiotics: The Basics* (3rd ed.). Routledge. <https://doi.org/10.4324/9780203166277>
- Charteris-Black, J. (2018). *Analysing Political Speeches: Rhetoric, Discourse and Metaphor* (2nd ed.). Palgrave.
- Chau, M. H., Zhu, C., Jacobs, G. M., Delante, N. L., Asmi, A., Ng, S., John, S. S., Guo, Q., & Shunmugam, K. (2022). Ecolinguistics for and beyond the Sustainable Development Goals. *Journal of World Languages*, 8(2), 323–345. <https://doi.org/10.1515/jwl-2021-0027>
- Dahlan, H. H. (2018). Environmental, social and social change in community around nickel mine: a case study in PT. BDM nickel mine, Fatufia, Morowali, Indonesia. *Russian Journal of Agricultural and Socio-Economic Sciences*, 9(81), 275–285. <https://doi.org/10.18551/rjoas.2018-09.32>
- Dharmawati, & Widayati, D. (2021). Ecolinguistics in the Grain Lexicon of Mandailing Language. *Britain International of Linguistics, Art, and Education Sciences*, 3(2), 143–150. <https://doi.org/10.33258/biolae.v3i2.468>
- Dylgieri, A. (2017). Analysis of Speech Acts in Political Speeches. *European Journal of Social Sciences Studies*, 2(2), 19–26. <https://doi.org/10.5281/zenodo.344518>
- Erbaugh, J. T. (2019). Responsibilization and Social Forestry in Indonesia. *Forest Policy and Economics*, 109(December), 1–9. <https://doi.org/doi.org/10.1016/j.forpol.2019.102019>

- Fabbri, P. (2022). On Narrative: An Interview with Roland Barthes. *Theory, Culture & Society*, 39(7–8), 159–174. <https://doi.org/10.1177/02632764221141819>
- Fomukong, S. E. A. (2023). Narratives of Internally Displaced Persons of Anglophone Cameroon Crisis: A Circumstantial Appraisal. *Afo-A-Kom: Journal of Culture, Performing and Visual Arts*, 3(2), 31–44. <https://ceforpat.com/wp-content/uploads/2023/07/3.pdf>
- Fontaine, L. (2013). *Analysing English Grammar: A Systemic Functional Introduction*. Cambridge University Press.
- Fontaine, L., & Wegener, R. (2023). Epilogue. In E. Asp & M. Aldridge (Eds.), *Empirical Evidences and Theoretical Assumptions in Functional Linguistics* (pp. 170–179). Routledge.
- Forchtner, B. (2021). Introducing Narrative in Critical Discourse Studies. *Critical Discourse Studies*, 18(3), 304–313. <https://doi.org/10.1080/17405904.2020.1802765>
- Forte, D. L. (2020). Ecolinguistics: The battlefield for the new class struggle? *Language and Ecology*, 1–15. <http://ecolinguistics-association.org/journal>
- Ghazvineh, A. (2024). An Inter-semiotic analysis of Ideational Meaning in Text-prompted AI-generated Images. *Language and Semiotic Studies*. <https://doi.org/doi.org/10.1515/lass-2023-0030>
- Goatly, A. (2018). Lexicogrammar and Ecolinguistics. In A. F. Fill & H. Penz (Eds.), *The Routledge Handbook of Ecolinguistics* (pp. 227–248). Routledge.
- Greimas, A. J., & Courtés, J. (1982). *Semiotics and Language: An Analytical Dictionary* (T. A. Sebeok (ed.)). Indiana University Press.
- Hadi, W., & Mulyono. (2023). EcoLinguistic Insights in Nias Village Name: Unravelling the Dynamic Bond Between Language and Environment. *Journal of Research and Innovation in Language*, 5(3), 216–233. <https://doi.org/10.31849/reila.v5i3.13552>
- Halliday, M. A. K., & Matthiessen, C. M. I. M. (2014). *Halliday's Introduction to Functional Grammar* (4th ed.). Routledge.
- Hammond, M. (2020). Sustainability as a cultural transformation: The role of deliberative democracy. *Environmental Politics*, 29(1), 173–192. <https://doi.org/doi:10.1080/09644016.2019.1684731>
- Hammond, M. (2022). Imagination and critique in environmental politics. In *Trajectories in Environmental Politics* (pp. 282–302). Routledge.
- Handayani, I. G. A. K. R., Karjoko, L., Jaelani, A. K., & Barkhuizen, J. (2022). The Politics Settlement of Land Tenure Conflicts During Jokowi's Presidency. *Journal of Indonesian Legal Studies*, 7(2), 487–524. <https://doi.org/doi.org/10.15294/jils.v7i2.57539>
- Hansen, A. (2018). Using Images to Show Environmental Problems. In A. Fill & H. Penz (Eds.), *The Routledge Handbook of Ecolinguistics* (pp. 179–195). Routledge.

- Hartanto, B., Gasa, F. M., & Zamahsari, G. K. (2021). A “Indonesia Maju” (Indonesia Advances) Discourse in Joko Widodo’s Speech. *Jurnal Pendidikan Dan Kebudayaan Missio*, 13(1), 1–12. <https://doi.org/10.36928/jpkm.v13i1.593>
- Hébert, L. (2020). *An Introduction to Applied Semiotics: Tools for Text and Image Analysis*. Routledge.
- Herman, D. (2002). *Story Logic: Problems and Possibilities of Narrative*. University of Nebraska Press.
- Herman, Purba, R., & Saragih, A. (2022). Lexical Items of Flora and Fauna in Local Languages: An Ecolinguistics Study. *Journal of Science and Humanitis Research*, 1(1), 24–48. <https://doi.org/10.56854/jsshr.v1i1.49>
- HoB, P. (2019). *Laporan Evaluasi dari Implementasi RENSTRANAS HoB 2015 – 2019*. [https://www.wwf.id/sites/default/files/2023-09/LAPORAN EVALUASI RENSTRANAS HOB.pdf](https://www.wwf.id/sites/default/files/2023-09/LAPORAN%20EVALUASI%20RENSTRANAS%20HOB.pdf)
- Isti’annah, A. (2020). Criticizing Yogyakarta Environment on the Official Website of Indonesian Tourism: An Ecolinguistic Study. *Leksema: Jurnal Bahasa Dan Sastra*, 5(1), 39–48. <https://doi.org/0.22515/ljbs.v5i1.2023>
- Jørgensen, M., & Phillips, L. (2002). *Discourse Analysis as Theory and Method*. SAGE.
- Koven, M. (2015). Narrative and Cultural Identities: Performing and Aligning with Figures of Personhood. In A. De Fina & A. Georgakopoulou (Eds.), *The Handbook of Narrative Analysis* (pp. 388–407). Wiley Blackwell.
- Kuha, M. (2018). The Treatment of Environmental Topics in the Language of Politics. In A. F. Fill & H. Penz (Eds.), *The Routledge Handbook of Ecolinguistics* (pp. 249–260). Routledge.
- Leeuwen, T. van. (2016). Discourse as the Recontextualization of Social Practices-A Guide. In R. Wodak & M. Meyer (Eds.), *Methods of Critical Discourse Studies* (3rd ed., pp. 137–153). SAGE.
- Lei, L. (2021). Exploring Ecological Identity from the Perspective of Systemic Functional Linguistics. *Journal of World Languages*, 7(3), 487–514. <https://doi.org/10.1515/jwl-2021-0013>
- Leiserowitz, A., Seth, R., Verner, M., Lee, S., Ballew, M., Carman, J., Goldberg, M., Marlon, J., Paramita, E., Chamim, M., Mohamad, P., & Daggett, M. (2023). *Climate Change in the Indonesian Mind*. CT: Yale Program on Climate Change Communication. <https://climatecommunication.yale.edu/wp-content/uploads/2023/09/climate-change-in-the-indonesian-mind-e.pdf>
- Li, E. S., Lui, P. L., & Fung, A. K. (2020). Systemic Functional Political Discourse Analysis. In *Systemic Functional Political Discourse Analysis*. Routledge.
- Machin, A. (2020). Democracy, disagreement, disruption: Agonism and the environmental state. *Environmental Politics*, 29(1), 155–172. <https://doi.org/doi:10.1080/09644016.2019.1684739>

- Mamuja, D. D., & Setiawan, T. (2023). Analysis of the Government's Role for Promoting The Green Industrial Park Development in Indonesia. *International Journal of Current Science Research and Review*, 6(July), 5120–5130. <https://doi.org/10.47191/ijcsrr/V6-i7-128>
- Manik, K. N., Tarigan, M. S. B., & Sinaga, D. R. (2023). Deixis Study in Speech Text of President Joko Widodo on Independence Day. *Journal of Pragmatics Research*, 5(2), 168–189. <https://doi.org/10.18326/jopr.v5i2.168-189>
- Mansyur, S. A., Lukmana, I., Isnendes, R., & Gunawan, W. (2021). Eco-critical Discourse Analysis of the Indonesian President's Statement at the 21st Conference of the Parties in Paris. *Reila: Journal of Research and Innovation in Language*, 3(2), 105–144. <https://doi.org/10.31849/reila.v3i2.6285>
- Max, J. I. S. D., Sudirman, E. P., Rahayu, F. E. S., & Nugroho, B. A. (2023). Discourse in Billboard Woman of the Decade Award: An Actantial Analysis. *Leksika: Jurnal Bahasa, Sastra Dan Pengajarannya*, 17(1), 39–55. <https://doi.org/10.30595/lks.v17i1.16077>
- Max, J. I. S. D., & Zamruddin, M. P. (2020). Lack of Actor in the State Address of Indonesian President on the 74th Indonesia Independence Day. *Journal of Language and Literature*, 20(2), 231. <https://doi.org/10.24071/joll.v20i2.2632>
- McCarthy, J. F., Dhiaulhaq, A., Afiff, S., & Robinson, K. (2022). Land reform rationalities and their governance effects in Indonesia: Provoking land politics or addressing adverse formalisation? *Geoforum*, 132(June), 92–102. <https://doi.org/10.1016/j.geoforum.2022.04.008>
- Mushtaq, M., Saleem, T., Afzal, S., & Saleem, A. (2020). A corpus-based ideational meta-functional analysis of Pakistan Prime Minister Imran Khan's speech at United Nations general assembly. *Cogent Social Sciences*, 7(1), 1–17. <https://doi.org/10.1080/23311886.2020.1856999>
- Nancy, N. (2022). Potential Distortion of Sustainable Development in the Conflict of Interest of Nickel Mining and Indigenous Communities in Halmahera, North Maluku. *Journal of Global Environmental Dynamics*, 3(2), 11–20. <https://jurnal.uns.ac.id/jged/article/view/61384/36332>
- Plummer, K. (2019). *Narrative Power: The Struggle for Human Value*. Polity Press.
- Puckett, A. (2013). Language and power. *Talking Appalachian: Voice, Identity, and Community*, 9780813141, 141–161. <https://doi.org/10.4324/9781315549354-11>
- Puspani, I. A. M., & Indrawati, N. L. K. M. (2022). Ecolinguistics Study on Balinese Lexicons of Memande at Celuk Village Gianyar, Bali, Indonesia. *International Journal of Current Science Research and Review*, 5(9), 3636–3643. <https://doi.org/10.47191/ijcsrr/V5-i9-44>
- Rakatama, A., & Pandit, R. (2020). Reviewing social forestry schemes in Indonesia: Opportunities and challenges. *Forest Policy and Economics*, 111, 102052. <https://doi.org/10.1016/j.forpol.2019.102052>

- Reisigl, M., & Wodak, R. (2016). The Discourse-Historical Approach. In R. Wodak & M. Meyer (Eds.), *Methods of Critical Discourse Studies* (3rd ed., pp. 23–61). SAGE.
- Ruggerio, C. A. (2021). Sustainability and sustainable development: A review of principles and definitions. *Science of The Total Environment*, 786(Article 147481). <https://doi.org/10.1016/j.scitotenv.2021.147481>
- Schleifer, R. (2017). *A. J. Greimas and the Nature of Meaning: Linguistics, Semiotics, and Discourse Theory*. Routledge.
- Siagian, U. A. (2022). Mega Proyek Penghancuran Bernama IKN. *Gaung Aman: Media Informasi & Komunikasi Masyarakat Adat*, 6–8. aman.or.id
- Siddiq, A. A., Hidayat, D. N., Alek, & Adrefiza. (2021). A Text Analysis on Joko Widodo’s Speech Text on Indonesia Independence Day. *Linguistic, English Education and Art*, 4(2), 270–284. <https://doi.org/10.31539/leea.v4i2.1708>
- Sirimorok, N., Fisher, M. R., Verheijen, B., & Sahide, M. A. K. (2023). Placing the Commoning First: Getting Beyond the Patronage Trap in Natural Resource Decentralization Policies. *Forest and Society*, 7(2), 412–434. <https://doi.org/10.24259/fs.v7i2.25926>
- Stibbe, A. (2014). Ecolinguistics and Erasure: Restoring the Natural World to Consciousness. In C. Hart & P. Cap (Eds.), *Contemporary, Critical Discourse Studies* (pp. 583–602). Bloomsbury Academic.
- Stibbe, A. (2021a). *Ecolinguistics: Language, Ecology, and the Stories We Live By* (2nd ed.). Routledge.
- Stibbe, A. (2021b). Ecolinguistics as Transdisciplinary Movement and a Way of Life. In A. Burkette & T. Warhol (Eds.), *Crossing Borders, Making Connections: Interdisciplinarity in Linguistics* (pp. 71–88). De Gruyter Mouton.
- Swardhana, G. M., & Jenvitchuwong, S. (2023). The Participation within Indigenous Land management: Developments and Challenges of Indigenous Communities Protection. *Journal of Human Rights, Culture, and Legal System*, 3(2), 308–327. <https://doi.org/doi.org/10.53955/jhcls.v3i1.72>
- Tatin, I. A. G. (2024). ECO-CDA and Counter-Discours: From Exotic Luxury to Nonhuman Animal Exploitation in Civet Coffee. *International Journal of Humanity Studies*, 7(2), 327–340. <https://doi.org/doi.org/10.24071/ijhs.v7i2.6592>
- Wang, H., Zhai, R., & Zhao, X. (2019). Analysis of the UN Secretary-general’s Remarks on Climate Change: From the View of Ecolinguistics. *Journal of Language Teaching and Research*, 10(5), 851–857. <https://doi.org/10.17507/jltr.1004.24>
- Wang, J., & Liu, J. (2024). The visual stories in addressing climate change that a petroleum business tells and lives by: A multimodal critical ecolinguistic perspective. *Energy Research & Social Science*, 111, 103483. <https://doi.org/doi.org/10.1016/j.erss.2024.103483>

- Warburton, E. (2016). Jokowi and the New Developmentalism. *Bulletin of Indonesian Economic Studies*, 52(3), 297–320.
<https://doi.org/dx.doi.org/10.1080/00074918.2016.1249262>
- Wertz, F. J., Charmaz, K., McMullen, L. M., Josselson, R., Anderson, R., & McSpadden, E. (2011). *Five Ways of Doing Qualitative Analysis*. Guilford Publications.
- Widodo, J. (2022). *State of the Nation Address of the President of the Republic of Indonesia at the Annual Session of the People's Consultative Assembly (MPR) of the Republic of Indonesia and the Joint Session of the House of Representatives (DPR) of the Republic of Indonesia*. Office of Assistant to Deputy Cabinet Secretary for State Documents & Translation.
<https://setkab.go.id/en/state-of-the-nation-address-of-the-president-of-the-republic-of-indonesia-at-the-annual-session-of-the-peoples-consultative-assembly-mpr-of-the-republic-of-indonesia-and-the-joint-session-o/>
- Widodo, J. (2023). *Peninjauan Proyek Pembangunan Kawasan Kalimantan Industrial Park Indonesia (KIPi), di Kabupaten Bulungan, Provinsi Kalimantan Utara* Read more: <https://setkab.go.id/peninjauan-proyek-pembangunan-kawasan-kalimantan-industrial-park-indonesia-kipi-di-kabupate>. Sekretariat Kabinet Republik Indonesia.
<https://setkab.go.id/peninjauan-proyek-pembangunan-kawasan-kalimantan-industrial-park-indonesia-kipi-di-kabupaten-bulungan-provinsi-kalimantan-utara-28-februari-2023/>
- Wu, Y. (2018). Ecological Discourse Analysis. *Advances in Social Science, Education and Humanities Research (ASSEHR), 4th International Conference on Social Science and Higher Education (ICSSHE 2018)*, 646–649. <https://doi.org/10.2991/icsshe-18.2018.163>
- Zhang, B., Sandaran, S. C., & Feng, J. (2023). The Ecological Discourse Analysis of News Discourse Based on Deep Learning from the Perspective of Ecological Philosophy. *PLoS ONE*, 18(1), 1–15. <https://doi.org/10.1371/journal.pone.0280190>
- Zuo, X. (2019). A Preliminary Study on International Ecological Discourse and Its Transitivity Analysis Model. *Journal of Language Teaching and Research*, 10(4), 820–825. <https://doi.org/10.17507/jltr.1004.19>

Authors

Jonathan Irene Sartika Dewi Max

English Literature Department, Mulawarman University, Samarinda, Indonesia,
<https://orcid.org/0000-0002-4171-4734>
irenesartika@fib.unmul.ac.id

Singgih Daru Kuncara

English Literature Department, Mulawarman University, Samarinda, Indonesia,
<https://orcid.org/0000-0003-4776-3489>,
singgih.daru.kuncara@fib.unmul.ac.id

Eka Pratiwi Sudirman

English Literature Department, Mulawarman University, Samarinda, Indonesia,
<https://orcid.org/0000-0002-5560-9652>
ekasudirman@fib.unmul.ac.id

Bayu Aji Nugroho

Primary Indonesian Literary Department, Mulawarman University, Samarinda, Indonesia, <https://orcid.org/0000-0003-0415-4122>
bayuajinugroho@fib.unmul.ac.id

Alamsyah

English Literature Department, Mulawarman University, Samarinda, Indonesia,
<https://orcid.org/0000-0003-0872-8197>
alamsyah@unmul.ac.id

Simon Arsa Manggala

English Letters Department, Sanata Dharma University, Yogyakarta, Indonesia,
<https://orcid.org/0009-0004-7852-8005>
simonarsa@usd.ac.id

Septian Peterianus

Primary School Teacher Education Department, STKIP Melawi, Indonesia,
<https://orcid.org/0009-0009-7484-9967>
speterianus@gmail.com

Funds

The authors have no relevant financial or non-financial interests to disclose.

Competing Interests

The authors have no competing interests to declare that are relevant to the content of this article

Citation

Max, J.I.S.D., Kuncara, S.D., Sudirman, E.P., Nugroho, B.A., Alamsyah, Manggala, S.A., & Peterianus, S. (2025). The representation of nature in a political speech in promoting "Indonesia Maju". *Visions for Sustainability*, 23, 11523, 293-322.
<http://dx.doi.org/10.13135/2384-8677/11523>



© 2025 Max, Kuncara, Sudirman, Nugroho, Alamsyah, Manggala, Peterianus

This is an open access publication under the terms and conditions of the Creative Commons Attribution (CC BY SA) license (<http://creativecommons.org/licenses/by/4.0/>).